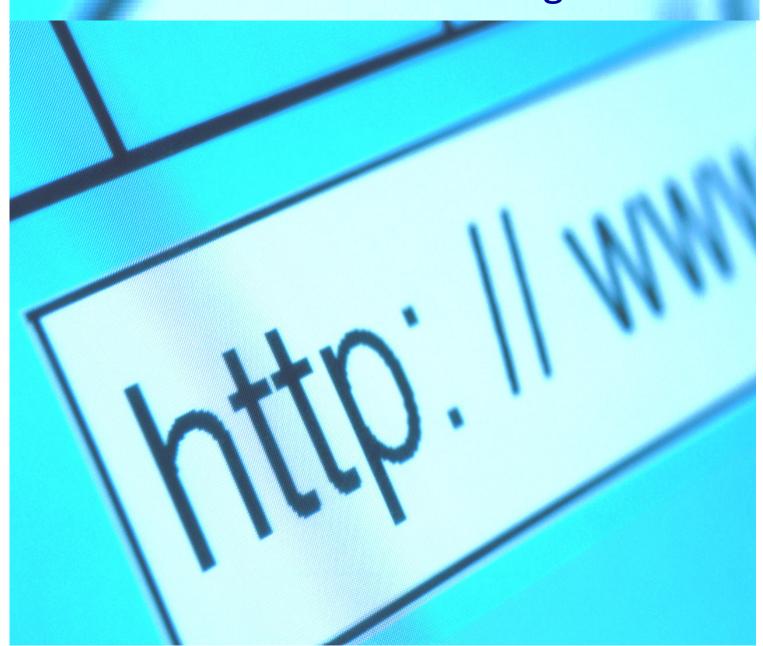# EWD
European Web Designer

Initial Vocational Training Initiative

OBJECTIVES OF THE INITIATIVE

The objectives of the "EWD European Web Designer" Initial Vocational Training Initiative is to give a group of technical and vocational school students the opportunity to:

- Acquire skills to foster their future employability
- Acquire a better motivation to learn
- Improve English language skills
- Get to know the European Labour Market
- Learn in a different training environment
- Learn in a different country
- Have a practical in company training experience

TARGET GROUP

The "EWD European Web Designer" Initial Vocational Training Initiative is addressed to a group of technical and vocational school students accompanied by one or two teachers.
The Schools involved in the Mobility Initiative were the Angus College (UK) and Landstede (NL).

The technical and vocational school students involved in the initiative have good school grades and were willing to have a European experience helping them to develop specific skills related to their subject area as well as to get to know the Italian labour market in their subject area.

PROGRAMME OF THE INITIATIVE

The "EWD European Web Designer" Initial Vocational Training Initiative was relevant to respond to the needs of the students involved because it gave them the opportunity to:

- Learn abroad, in a different training environment that provide them with a better approach to the European Job Market
- Develop practical skills that enhance their future employability, for this reason the classroom based part of the initiative is organized integrating theory and practice and is always supported by practical simulations and activities.
- Acquire European English language skills according to the CLIL (content and language integrated learning) approach as all the activities of the initiative were carried out in English.
- Have a direct contact and get to know the European Labour Market, participating in in-company presentations so as to understand the needs and expectations of companies operating in the field of web design, also learning about different existing experiences and work methods of another European Country (i.e. Italy)
- Get in contact with pupils of other country, attending the same course of study. This gave the students involved the opportunity to develop a more aware and

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open minded approach to the concept of European citizenship, through the visits to Italian Vocational training Institutes and technical and vocational schools.

PREPARATION

The students involved in the "EWD European Web Designer" Initial Vocational Training Initiative, before the beginning of the mobility project will have to:

- Review their English language skills to be ready to undertake two weeks of course, in-company training, study visits and cultural initiatives in that will take place using the English language.
- Review the basis of the web design subject in order to be ready for the practical course and in-company training.
- Carry out a brief study on the Italian labour market and prepare a list of questions and topics of discussion that will be proposed to the managers of each of the Italian company they will visit during the in-company training. The questions and topics of discussions will be checked and revised by the students and teachers before their departure for Italy and will then be proposed to each of the companies visited.
- Carry out a brief study on the Italian education system and prepare a list of questions and topics of discussion for the teachers and students of the Italian technical and vocational schools and institutes that they will visit.

ORGANIZATION AND PRACTICAL SUPPORT

For the UK students:
The "EWD European Web Designer" Initial Vocational Training Initiative has a total duration of 2 weeks, they are organized in:
- 4 days of classroom based training
- 4 days of enterprise based training and study visits
- 2 days of cultural visits

The "EWD European Web Designer" Initial Vocational Training Initiative is combined with an "all inclusive" meals and accommodation package for every participant.
The package proposed includes:
- 13 nights stay in Florence in 6 – 8 bedroom hostel + single bedroom for the teachers. (NB towels are not included)
- 12 breakfast at the hostel
- 10 buffet lunches at Pixel
- 4 lunches with ticket restaurants
- 13 dinners at the hostel
- 8 local travels for study visits

For the NL students:

The "EWD European Web Designer" Initial Vocational Training Initiative has a total duration of 3 weeks, they are organized in:

- 4 days of classroom based training
- 4 days of enterprise based training and study visits
- 2 days of cultural visits

The above activities will be carried out in the first two weeks. For the third week Pixel will provide:

- Availability of the classroom for the 8 Dutch students and their teacher for the third week.

The "EWD European Web Designer" Initial Vocational Training Initiative is combined with an "all inclusive" meals and accommodation package for every participant.
The package proposed includes – **for the first 2 weeks**-:

- 13 nights stay in Florence in 6 – 8 bedroom hostel + 1 single bedroom for the teacher + 1 single room for a second teacher for one week (NB towels are not included)
- 12 breakfast at the hostel
- 10 buffet lunches at Pixel
- 4 lunches with ticket restaurants
- 13 dinners at the hostel
- 8 local travels for study visits

The package proposed includes – **for the third week**-:

- 6 nights stay in Florence in 6 – 8 bedroom hostel + 1 single bedroom for the teacher. (NB towels are not included)
- 5 breakfast at the hostel
- 6 dinners at the hostel

At the end of the initiative, all the English and Dutch students involved will:

- have received classroom based training organized alternating theory and practice and integrating simulations.
- have analysed the working method of 6 different enterprises and 2 vocational schools
- have acquired a practical experience of the Italian labour market.
- have gained awareness of Italian cultural assets.

MONITORING

During the "EWD European Web Designer" Initial Vocational Training Initiative the supervision of the participants is carried out in close cooperation between Pixel trainers and tutors and the students' national school teachers. The correct development of the training programme is

monitored by the organizers of the initiative at Pixel, the host institution. The progress of the students is monitored through the delivery of an Entry Test on the day of arrival and an Final Test on the day of their departure. The content of the test is the same, this allows the measurement of the skills acquired during their stay in Italy.

EVALUATION

Each participant in the "EWD European Web Designer" Initial Vocational Training Initiative, at the end of the two weeks, is asked to fill in an evaluation form focusing on all aspects of their mobility experience in Italy. The evaluation forms are collected by Pixel and they are used to create an evaluation Report on the experience. The results of the evaluation are used for the planning of further mobility initiatives that will be based on the strengths of the experiences concluded and will overcome the weaknesses.

VALIDATION OF THE ACQUIRED SKILLS

Each student involved in the "EWD European Web Designer" Initial Vocational Training Initiative, at the end of the two weeks, receive a the Europass Mobility document to record the competences acquired during the initiative itself.   The document is produced in cooperation between Pixel and the school in the country of origin. Also, each student have to pass a specific examination at their school to receive a specific school grade by their teacher to assess and validate the skills acquired during the experience abroad.

THE HOST ORGANIZATION

GENERAL DESCRIPTION

The initial vocational training initiative is organized by Pixel, an education and training institution based in Florence (Italy). Pixel was created in 1999 and now has a permanent staff of 15 people and a network of about 100 external experts and trainers that cooperate with them on specific activities.

Pixel has over 10 years of experience in the following areas:

- **In Service Training** addressed to Public Authorities, Universities, Schools, Training Institution, Cultural Associations.
- **Initial Vocational Training**, addressed to persons undergoing education and vocational training , to support the acquisition of transversal skills to support their insertion in the labour market.
- **European Projects**. 60 projects were carried out to date in the field of education, training and culture.
- **Projects funded by the European Social Fund**. 40 projects carried out to date in Tuscany in the fields of initial vocational training and in service training.

Pixel has developed cooperative agreements and partnerships throughout Europe with over 400 institutions. Pixel's European partners are: ministries, universities, schools, regions, provinces, municipalities, training institutions, research centres, cultural institutions, schools, hospitals etc. in 30 different European countries.

Pixel is engaged in a constant improvement in the quality of training and consulting services performed. Pixel obtained quality certification according to UNI EN ISO 9001:2000. Pixel is accredited as a training agency in the Ministry of Education. Pixel is accredited as a training agency in the region of Tuscany.

More information on the expertise of Pixel can be found at: http://www.pixel-online.net.

STAFF EXPERIENCE AND EXPERTISE

The initial vocational training initiative, at Pixel, is organized by:

- Dr. Elisabetta Delle Donne has over 15 years of experience in the planning and management of international education and training events. She is in charge of the creation of the programme for the group of students, of the identification of the trainers and experts who deliver the practical course, who are chosen among the network of about 100 experts who continuously cooperate with Pixel.

The trainers involved in the delivery of the classroom based part of the initial vocational training initiative have a long experience in delivering courses for initial vocational training, adopt a very practical approach for the training, based on the constant integration between theory and practice and speak a very good and clear English.

- Dr. Andrea Peraldo has 10 years of experience in the organization of international training events. He is in charge of the contacts with the local bodies who are actively involved in the initiative (i.e. enterprises, social parties, schools etc). He organize all activities related to in company training and study visits.

- Dr. Stefano Zanini has a 3 year experience in the support to the organization of international training initiatives. He is in charge of tutoring the group of students and is with them from their arrival until their departure. He organizes the cultural visits and social events.

THE PROGRAMME

30 January		Arrival of the Dutch and English group at the hostel. Each group will independently reach the hostel.
31 January	8.45 a.m.	Pixel tutor will meet the teachers and students at the hostel and they will walk all together to Pixel site.

Week 1

	Activities	Information on Activities
Monday **31 January**	**Morning** **(9– 13)** **Training in Classroom**	**Self presentation of all participants in the study visit** • Brief self presentation of Pixel staff, trainers and tutors • Power Point Presentation of each of the two schools involved • Brief self presentation of each of the accompanying teachers • Brief self presentation of each of the participating students. This can include, for example: name, nationality, age, type of studies carried out, future perspectives in terms of studies/ work opportunities, expectations from the mobility initiative to Florence etc. • Presentation of Pixel • Practicalities **Classroom Training on: Introduction to Web Design** • Short overview of the course • The WWW history: from the origins to the Web 2.0 • Purpose of a website: static and dynamic contents • Basic Technologies for Web Applications: Browsers and WEB Servers • Practical simulations
	Afternoon **(15:00 – 17:00)** **Training in Enterprise**	**Enterprise Training: Mummu Accademy** • Presentation of the company • Overview of the company activities and organization • Analysis of the company work methods • Presentation of skills needed by the company's staff • Questions and Answers Session
Tuesday **1 February**	**Morning** **(09:00 – 13:00)** **Training in Classroom**	**Classroom Training on: The Internet Architecture and HTML Pages** • The client-server architecture • WEB programming fundamentals: server-side and client-side scripting • The Linux-Apache-MySQL-PHP Architecture • Practical simulations (Installing XAMPP or WAMP, NetBeans or Eclipse) • WEB Languages: SGML (Standard Generalized Markup Language), DTD (Document Type Definition), DOM (Document Object Model), HTML (Hyper-text Markup Language), DHTML (Dynamic HTML) • HTML Principles: introductory elements (tags), documents structure (head, meta, scripts), attributes, headings, paragraphs , formatting and styles, links, images, tables and lists, forms, colors and fonts
	Afternoon	Cultural Visit with Pixel tutor
Wednesday **2 February**	**Morning** **(09:00 – 13:00)** **Training in Classroom**	**Classroom Training on: Styling your HTML pages** • Practical simulations (from simple to complex static html pages) • All about CSS (Cascading Style Sheets): selectors, cascading organization, values, fonts, text properties, colors and backgrounds, formatting, padding, borders e margins, floating e positioning • Tools for styling: the Firefox add-ons (MeasureIT, Firebug, WebDeveloper) and GIMP • The W3C consortium and validation tools • Practical simulations (from standard to good-looking web pages)

	Afternoon **(15:00 – 17:00)** **Training in Enterprise**	**Enterprise Training:** Visit to **Connectis**, Software House located in Prato • Presentation of the company • Overview of the company activities and organization • Analysis of the company work methods • Presentation of skills needed by the company's staff • Questions and Answers Session
Thursday **3 February**	**Morning** **(9:00 – 13:00)** **Training in Classroom**	**Classroom Training on: PHP fundamentals 1** • PHP short introduction (history and milestones) • Installation and configuration • Embedding PHP into HTML pages (the echo function) • Language Reference Manual: variables, operators and expressions, conditional instructions, cycles and arrays • Debugging and output • Practical simulations (simple not-interacting page)
	Afternoon	• Free Time
Friday **4 February**	**Morning** **(10:00 – 13:00)** **Study Visit**	**Study Visit: Leonardo da Vinci.** Vocational Training Institute. • Presentation of Leonardo Da Vinci vocational training institute • Overview of Leonardo Da Vinci vocational training institute activities and organization • Visit to the structures of the Leonardo Da Vinci vocational training institute • Exchange of experiences with representatives of the students Leonardo Da Vinci vocational training institute
	Afternoon **(14:00 – 18:00)** **Training in Classroom**	**Classroom Training on: PHP fundamentals 2** • Passing data from one page to another (get and post methods) • States and sessions • Handling with files and directories • Acquiring data: how to submit a form • Practical simulations (more advanced user-oriented web applications)

5 February		Free Time (NO Pixel tutoring) Cultural Visits with national NL and UK teachers
6 February		

Week 2

	Activities	**Information on Activities**
Monday **7 February**	**Morning** **(9:00 – 13:00)** **Training in Classroom**	**Classroom Training on: Client-side scripting** • Introduction to Javascript: commands, variables and operators, comparison, If...else, the for cycle, the while cycle, the for...in construct • Popup windows • Functions and events • Document Object Model (DOM): introduction, nodes and node trees, methods, access and information on nodes, objects (Window, Navigator, Screen, History, Location, Document, Anchor, Aera, Base, Body, Button, Event, Form, Frame, Frameset, IFrame, Image, Input Button, Input Checkbox, Input File, Input Hidden, Password, Radio, Reset, Submit, Text, Link, Meta, Object, Option, Select, Style, Table, TableCell, TableRow, Textarea). • Practical simulations (simple client-side scripting)
	Afternoon	**Enterprise Training: Space** • Presentation of the company • Overview of the company activities and organization • Analysis of the company work methods • Presentation of skills needed by the company's staff • Questions and Answers Session

Tuesday 8 February	**Morning** (09:00 – 11:00) **Study Visit**	**Study Visit: IIS Cellini. Vocational Training Institute.** • Presentation of the vocational training institute • Overview of the vocational training institute activities and organization • Visit to the structures of the vocational training institute • Exchange of experiences with representatives of the students of vocational training institute
	Afternoon (14:00 – 18:00) **Training in Classroom**	**Classroom Training on: MySQL and SQL language** • Definitions: database, table, attribute, query, primary keys • Practical simulations: MySQL installation and first run • Creating and deleting a database • Query execution: select, insert, update, delete • Practical simulations (playing with queries)
Wednesday 9 February	**Morning** (10:00 – 12:00) **Study Visit**	**Study Visit to: ITC Galileo Galilei. Vocational Training Institute.** • Presentation of ITC Galileo Galilei • Overview of ITC Galileo Galilei activities and organization • Visit to the structures of the ITC Galileo Galilei Exchange of experiences with representatives of the students ITC Galileo Galilei
	Afternoon (14:00 – 18:00) **Training in Classroom**	**Classroom Training on: Towards more complex web applications** • Structuring "more than one page" web applications • Connecting PHP to MySQL • Information retrieval and organization into a database • Proper use of client-side and server-side technologies • Practical simulations (talking to MySQL, validation of get/post data)
Thursday 10 February	**Morning**	Free Time (NO Pixel tutoring) Cultural Visits with national NL and UK teachers
	Afternoon (14:00 – 18:00) **Training in Classroom**	**Classroom Training on: Practical Session** Practical Exercise: Creation of a Draft Project of a web site
Friday 11 February	**Morning** (09:00 – 10:30) **Training in Classroom**	**Classroom meeting:** Final assessment and evaluation of the mobility initiative
	Afternoon	For the Dutch students: Free Time for Cultural Visits with national NL teachers

Week 3
(only for the Dutch group)

12 February		Free Time (NO Pixel tutoring)
13 February		Cultural Visits with national NL teachers

14 February		
15 February		
16 February		Availability of Pixel classroom from 8.30 a.m. to 17.30 p.m.
17 February		
18 February		Availability of Pixel classroom from 8.30 a.m. to 13.30 p.m. Departure of the Dutch students

INFORMATION ON THE INITIATIVE

Target Group	Technical and vocational school students
Language	The language used during the mobility experience is English
Location	The initiative is held at Pixel, in Florence (Italy)

Dates	**NL group** Arrival to Florence: 30 January in the afternoon/evening Departure from Florence: 18 February in the afternoon/evening **UK group** Arrival to Florence: 30 January in the afternoon/evening Departure from Florence: 11 February in the afternoon/evening
Time	**First 2 weeks** Mondays and Fridays: 8.30 - 13.30 Tuesday, Wednesday, Thursday: 8.30 – 17.00 Saturday, Sundays: free time **Third week** (for the NL group only) Availability of Pixel classroom every day from 8.30 to 17.30
Organization	**First 2 weeks** • 8 half day of classroom based training • 8 half day of enterprise based training and study visits • 4 half days of cultural visits (with national NL and UK teachers) **Third week** (for the NL group only) Availability of Pixel classroom every day from 8.30 to 17.30
Participation Fee	**For the UK group (2 weeks)** 1.300 eur per participating student 1.600 eur per accompanying teacher **For the NL group (3 weeks)** 1.621 eur per participating student 2.032 eur per accompanying teacher

The participation fee includes – **for the first 2 weeks**-:

- 13 nights stay in Florence in 6 – 8 bedroom hostel + a shared bedroom for the teachers. (NB towels are not included)
- 12 breakfast at the hostel
- 10 buffet lunches at Pixel
- 4 lunches with ticket restaurants
- 13 dinners at the hostel
- 8 local travels for study visits

The participation fee includes – **for the third week only for the Dutch students** -:

- 6 nights stay in Florence in 6 – 8 bedroom hostel + a shared bedroom for the teachers. (NB towels are not included)
- 5 breakfast at the hostel
- 6 dinners at the hostel

The participation fee mentioned above applies to groups of at least 12 students.
For the third week it is agreed that only 8 students and one teacher will participate.