



**European  
Mobility**



**European Mobility**

**SEMINAR ON  
MEDIA EDUCATION**

**Duration: 1 week**



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## OBJECTIVES

The objective of the international Seminar on Media Education is to provide participants with the skills to plan use New Media for the development of literacy skills (reading and writing) and for the building up of the capacity of the students and the learners to analyse and interpret information in order to become aware New Media user.

The Media Education international Seminar focuses on the following topics:

- Exploit the **attractive potential that New Media** have on young generation
- Teach reading and writing skills through the **exploitation of New Media**
- **Enhance critical thinking skills** of the pupils through the exploitation of New Media
- **Design and create** Media based educational contents

## TARGET GROUP

The international Seminar on Media Education is addressed to Primary and Secondary Schools teachers, Teachers and Trainers of Vocational Education schools, Schools directors and administrative staff, interested in learning more on the use of New Media for the development of literacy skills (reading and writing) and for the building up of the capacity of the students and the learners to analyse and interpret information in order to become aware New Media user.



# PROGRAMME

Day	Time Table	Contents
DAY 1 Monday	Morning <b>TRAINING AT PIXEL</b>	<ul style="list-style-type: none"> <li>• Presentation of Pixel</li> <li>• Presentation of the participants</li> <li>• Presentation of the course</li> <li>• Introduction to the Italian education and training system</li> <li>• Presentation of EU projects on Media for teaching and learning</li> </ul>
	Afternoon	<ul style="list-style-type: none"> <li>• Cultural visit of Florence guided by Pixel Staff</li> </ul>
DAY 2 Tuesday	Morning <b>TRAINING AT PIXEL</b>	<ul style="list-style-type: none"> <li>• The importance of visual literacy in the 21st century</li> <li>• Criteria to analyse and decode media products</li> <li>• Visual “grammar” of photos, images and video</li> <li>• Analysis of some print adverts</li> <li>• Analysis of some TV ads</li> </ul> <p><i>Practical Activity: Brainstorming and analysis of adverts</i></p>
	Afternoon <b>STUDY VISIT</b>	<ul style="list-style-type: none"> <li>• Study Visit to University of Florence, Faculty of Education. The faculty is in charge of initial teachers’ training and is studying the use of Media for educational purposes.</li> </ul>
DAY 3 Wednesday	Morning <b>TRAINING AT PIXEL</b>	<ul style="list-style-type: none"> <li>• Mini photography lab focusing on how to include meaning through the ways photos are taken</li> <li>• Presentation of photos and evaluation</li> <li>• Presentation of some best practices</li> </ul> <p><i>Practical Activity: Photo production</i></p>
	Afternoon <b>STUDY VISIT</b>	<p>Study Visit to Ministero dell’Educazione - Ufficio Scolastico Regionale della Toscana (Regional Branch of the Ministry of Education). It will be possible to meet the staff so as to learn about their strategies and practices for the promotion of Media in education and training.</p>
DAY 4 Thursday	Morning <b>TRAINING AT PIXEL</b>	<ul style="list-style-type: none"> <li>• Using Media and Visual Literacy in the Classroom</li> <li>• Sharing of participants’ best practices</li> <li>• Brainstorming for new ideas and new practices</li> <li>• References to online resources</li> </ul> <p><i>Practical Activity: Sharing experience and brainstorming</i></p>
	Afternoon <b>STUDY VISIT</b>	<ul style="list-style-type: none"> <li>• Study Visit to Public School ISIS Meucci of Florence. The purpose of the study visit is to meet the staff and discuss on issues related to the use of Media for teaching, put in place within the school.</li> </ul>
DAY 5 Friday	Morning <b>TRAINING AT PIXEL</b>	<ul style="list-style-type: none"> <li>• Audiovisual laboratory: planning and production</li> <li>• Video editing: tools and techniques</li> <li>• Script, screenplay and storyboard</li> <li>• Editorial activities</li> <li>• Video production</li> <li>• Evaluation and closure of the mobility initiative</li> </ul>
	Afternoon	<ul style="list-style-type: none"> <li>• Free Time for visiting Florence and the surroundings</li> </ul>



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