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 secondary 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 secondary school students accompanied by one or two teachers.

The secondary school students involved should have a good knowledge of English because that is the language that will be used during their mobility experience in Italy.

The secondary school students involved in the initiative should have good school grades and should be 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.

RELEVANCE OF THE INITIATIVE

The "EWD European Web Designer" Initial Vocational Training Initiative is relevant to respond to the needs of the students involved because it will give 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 English language skills according to the CLIL (content and language integrated learning) approach as all the activities of the initiative will be carried out in English.
- Have a direct contact and get to know the European Labour Market, participating in in-company training activities 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)
- During the in-company visits the students will have the possibility to discover how companies operating in Italy in their field of study, carry out their activities. The students will find out how these companies organize their work as well as the specific skills and expertise their staff should have.

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- Get in contact with pupils of other country, attending the same course of study. This will give the students involved the opportunity to develop a more aware and 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

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

Therefore at the end of the initiative, the students 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.

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 + a shared bedroom for the teachers. (NB towels are not included)
- 12 breakfast at the hostel

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- 10 buffet lunches at Pixel
- 4 lunches with ticket restaurants
- 13 dinners at the hostel
- 8 local travels for study visits

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 initiative is organized by Pixel. The mission of Pixel is the promotion of internationalization and European Cooperation.

Pixel was established in Florence (Italy) in 1999 and has therefore over 10 years of experience in the following areas:
- Organization of international education and training initiatives
- Consultancy for planning and managing European projects
- Organization of transnational mobility events and initiatives
- Direct submission as a promoter or coordinator of European projects
- Organization of international conferences in the field of education and training

Pixel has developed cooperative agreements and partnerships throughout Europe with over 400 institutions 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.

- 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 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.

THE PROGRAMME Week 1

DAY 0 Sun	Afternoon	Arrival

	Activities	**Information on Activities**
DAY 1 Mon	**Morning** (8:30 – 13:30) **Training in Classroom**	**Classroom Training on: Introduction to Web Design** • Web design patterns • Site development processes • Purpose of a website • Planning and Designing the site • Practical simulations
	Afternoon	Cultural Visit with Pixel tutor
DAY 2 Tue	**Morning** (8:30 – 13:30) **Training in Classroom**	**Classroom Training on: Web Design Principles** • Design principles and Effective Page Layouts • Layout options (Using tables, layers, frames; Working with forms; Using CSS) • Hierarchal organization vs Task-based organization • Making navigation easy and Accessibility issues • Privacy policies and Disclaimers • Page Ranking on Search Engines • Practical simulations
	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
DAY 3 Wed	**Morning** (8:30 – 13:30) **Training in Classroom**	**Classroom Training on: Color, Graphics and Texts for Web Pages** • Using color on your pages: Flashing colors and Bright colors • Pros and cons of background colors, Do's and don'ts of Graphics • Dimension vs weight • Banners and moving objects • Wrapping Text in the Graphical Layout • Practical simulations
	Afternoon (15:00 – 17:00) **Training in Enterprise**	**Enterprise Training: Visit to Dada, Web Development Company in Florence** • 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
DAY 4 Thu	**Morning** (8:30 – 13:30) **Study Visit**	**Study Visit: ITI Leonardo Da Vinci. Vocational Training Institute.** • Presentation of ITI Leonardo Da Vinci • Overview of ITI Leonardo Da Vinci activities and organization • Visit to the structures of the ITI Leonardo Da Vinci • Exchange of experiences with representatives of the students ITC Leonardo Da Vinci
	Afternoon (15:00 – 17:00) **Training in Enterprise**	**Enterprise Training: Visit to Achrom, Web Designers Company in Florence** • 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
DAY 5 Fri	**Morning** (8:30 – 13:30) **Training in Classroom**	**Classroom Training on: Practical Session** • Practical Exercise: Creation of a Draft Project of a web site Part 1
	Afternoon	Free time for Cultural Visits
Sat Sun	**All Day**	Free time for Cultural Visits

THE PROGRAMME Week 2

	Activities	Information on Activities
DAY 6 Mon	**Morning** (8:30 – 13:30) **Training in Classroom**	**Classroom Training on: HTML and XHTML** • What HTML is • The Makeup of a page • Basic HTML Tags (Headers, Fonts, Formats, Separators • How to add hyperlinks and images • The differences between XHTML and HTML • Basic XHTML • Text manipulation, Lists, images, linking, tables, frames • Practical simulations
	Afternoon	Cultural Visit with Pixel tutor
DAY 7 Tue	**Morning** (8:30 – 13:30) **Training in Classroom**	**Classroom Training on: Php** • What is PHP • Scripting vs. Viewing • Your First Script • Embedding PHP within HTML • Conditional and Logical Operatorsk' • Practical simulations
	Afternoon (15:00 – 17:00) **Training in Enterprise**	**Enterprise Training: Visit to Pinzani Studio, Web Developers located in Florence** • 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
DAY 8 Wed	**Morning** (8:30 – 13:30) **Training in Classroom**	**Classroom Training on: Flash** • Introduction to Flash • Digital Image Types: Vector and Bitmap • Shapes in Flash • The Tools (Line, Pen, Oval, Rectangle, Pencil, Brush, ink bottle etc.) • Use of Color in Flash - Creating Custom Colors and Gradients • Practical simulations
	Afternoon (15:00 – 17:00) **Training in Enterprise**	**Enterprise Training: Visit to Design Blu, Graphic Designers in Florence** • 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
DAY 9 Thu	**Morning** (8:30 – 13:30) **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 (15:00 – 17:00) **Training in Enterprise**	**Enterprise Training: Visit to Volati Studio, Web Designers Company in Florence** • 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
DAY 10 Fri	**Morning** (8:30 – 13:30) **Training in Classroom**	**Classroom Training on: Practical Session** • Practical Exercise: Creation of a Draft Project of a web site Part 2
	Afternoon	Free time for Cultural Visits
DAY 11 Sat	**Afternoon**	Departure

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	To be decided
Time	2 weeks Monday to Thursday: 8.30 – 17.00 Fridays: 8.30 - 13.30 Saturday, Sundays: free time
Organization	• 8 half day of classroom based training • 8 half day of enterprise based training and study visits • 4 half days of cultural visits (2 guided visits and 2 free visits)
Participation Fee	Participation fee: 1.300 eur per participating student 1.600 eur per accompanying teacher

The participation fee includes:

- 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. The hostel will provide the following type of menu (on a weekly basis)
  3 times a week (2 courses menu): a) pasta or pizza + salad + dessert
  4 times a week (3 courses menu): a) pasta + veal or chicken + dessert
- 8 local travels for study visits

The participation fee does not include:

- Towels in the hostel
- Transport from and to the airport on the day of arrival and departure
- Costs related to all activities carried out during the free time for cultural visits (i.e. costs incurred during Friday afternoon, Saturdays and Sundays)

The participation fee mentioned above applies to groups of at least 12 students.

INSTRUCTIONS TO CANDIDATES APPLYING FOR A LEONARDO DA VINCI IVT (INITIAL VOCATIONAL TRAINING) MOBILITY GRANT

How to apply for a grant:

1. Criteria For Eligibility

1.a) The request for grant must be submitted to the Lifelong Learning National Agency.

1.b) Individuals cannot apply for funding, it must be the education and/or training institution who applies for the grant

1.c) It is important to enclose the letters of intent to the grant. The letter of intent will be provided by Pixel as hosting organization

1.d) The financial budget section of the application form must be completed. It is very important to consult the national Agency web site to check the amounts of the maxima.

1.e) The application must be submitted to the Lifelong Learning National Agency.

1.f) The Lifelong Learning Programme National Agency contact details can be found at: http://ec.europa.eu/education/programmes/llp/national_en.html

2. Quality Criteria

2.a) The application for the mobility grant should demonstrate that it responds to the students' specific needs

2.b) It is important to involve a multiplayer partnership, including, besides Pixel as host organization, also national actors such as: national public authorities, organization of enterprises, trade unions etc. They should provide evidence of the training needs in the project subject area.
Enclosed to the project it is therefore better to include, besides Pixel letter of intent, also letters from national social partners, industry or sectoral bodies, SMEs, local authorities, trade unions etc.

2.c) It is important to plan for an official recognition of the acquired training skills (e.g. school credits).

2.d) The students should undertake a preparation period before the study visit (e.g. language skills, cultural information etc)

2.e) A follow up strategy should be implemented. I.e. It is important to describe what happens after the study visit.

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