

























IO4 - task 4.2 FINAL TESTING REPORT

(Testing of the: OER, Educational TV Programme, Handbook, Check-up Model)

IO4 Coordinator: CONFORM S.c.a.r.l.

This report was based on the Digital Humanist partnership input and feedback and was completed thanks to partnership collaboration

Date: June 4, 2021







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Introduction

This activity foresees the testing of the learning solutions by the 75 students (15IT, 15ES, 15GR 15PL, 15BG). In particular, the group of people chosen for testing activity can:

- 1. access the **29 OERs divided into 4 modules**, with a total duration of 16.7 hours that corresponds to a forecasted learning of 25 hours, to acquire/consolidate skills to valorise the cultural assets of the territory, using the most suitable technologies to communicate local identities and values.
- 2. access the 4 thematic episodes of "DIGIT" Educational TV programme that address the main aspects of some **distinctive skills of the digital humanist** and, in particular, those necessary to:
 - ✓ design, elaborate and manage cultural heritage development plans, to valorise it in an innovative way, through the use of new digital technologies
 - ✓ **collect, interpret and analyse information on the market and on the digital audience**, to create an offer of cultural content in line with the needs of the target audience, correctly using the main digital tools
 - ✓ communicate the cultural offer thanks to the governance of social media marketing tools, web writing, storytelling and mobile communication
 - ✓ start and manage entrepreneurial projects in the cultural and creative sector.
- 3. **use the Handbook to create digital, cultural stories** to manage the complexity of communication in the cultural field, applying serial storytelling techniques (from web-series to sketch-coms)
- 4. **use the Company Check-ups Model** to analyse cultural communication processes, highlighting strengths and areas for improvement for the digital transformation of cultural content of Cultural and Creative Enterprises

The activities in question were coordinated by CONFORM S.c.a.r.l. (IT) that was responsible for:

- defining and sharing of access requirements and selection criteria of a group of 75 beneficiaries to be admitted to the testing phase
- preparing the monitoring system to collect data/information useful to share any problems encountered and the consequent corrective measures
- preparing the system to evaluate learning outcomes
- sharing the final configuration of the OER and the "DIGIT" education TV programme with the partnership for dissemination to the general public.

The remaining partners:

- shared the main problems and suggestions provided by the beneficiaries, to take any corrective measures with a view to fine-tuning
- shared the final configuration of the OER and the learning environment for dissemination to the general public.

Requirements and participant selection criteria

The Testing of the activities carried out in the project contains three phases: the evaluation of the OERs, the Handbook and the Check-Ups.

TESTING ACTIVITIES	TOOLS
 Selection criteria 	Open call for students
OER (content)	 Multiple choice (TEST contained in each unit developed by partners)
OER (Usability and UX)	CS Questionnaire
SME Check-up Tool	Evaluation form
 Case history developed using the Handbook 	Evaluation form

According to the project, 75 students from all of Europe needed to be included in the three phases.





















An open call for students was published on the webpage of the DIGITAL HUMANIST project and partner universities together with a <u>Participant form</u> to enrol participants and a Detailed training experience programme.

Students needed to register via the webpage of the DIGITAL HUMANIST project. Registration was open from 13th Feb to 5th March (12:00 am).

Public notice

In order to find participants and start the testing of the OER, the partnership agreed to publish a public notice. The partnership defined the following criteria of selection in the public notice published:

- The call for participation is open for any European student who can prove citizenship in any European country;
- The call is inviting students of the 1st and 2nd Bologna cycle (Bachelor and Master programmes) for participation;
- Students must be 2nd or 3rd year Bachelor program students or Master students in their 1st or 2nd year;
- Students must be enrolled in humanistic study programmes (Languages, Cultural Heritage, Arts, Archaeology, History, Philosophy, Economics, ...) at any European University.
- Form: name / surname / nationality / citizenship / year of course / Gender / attended Erasmus programme (year) / English level / GDPR for personal info / Course
- Preference will be given to students from Humanistic study programs in the order as written in this article;
- English language level
- Students, who have been on Erasmus+ exchange during their studies but no later than in the last 3 years, will be given priority; if there are unbalanced applications, preference will be given to the gender that is less represented in the sample;
- Gender balance will be given preference;
- Students, who have average marks in the academic year 2018/2019 of over 8 will be given priority.

Maximum number of points is 5, 1 point for each selection criterion

CRITERION	No. OF POINTS
Study program	1
English language proficiency	1
Erasmus+ exchange	1
Gender balance	1
The average mark	1

Partners translated the public notice into their national language.

The public notices were published on the individual partner organizations websites on different dates due to the Covid-19 restrictions. Moreover, same partners conducted a pre-testing for fine-tuning purposes. All of them followed the timing included in the following table:

Access to the online materials	from 15 th March
Undertake company check-up	from 15 th April to 20 th May
Study the Handbook to create digital cultural stories	from 15 th April to 20 th May
Testing (OERs quiz, Check-ups report and cultural	by 20 th May
digital stories production)	

Students were informed about selection results no later than 7 days after the call was closed.

Any complaint could be placed no later than 7 days after result communication, and would be managed by the academic members of the DIGITAL HUMANIST project.

Testing phase























The testing phases were divided into two sessions:

- First session as a pre-testing of the OERs for fine-tuning: from December 2020 to March 2021
- Second session as a testing of the entire Digital Humanist Curriculum: from March to May 2021

Face to face meetings

The partners agreed to hold 3 virtual meetings and 1 virtual briefing meeting.

- The virtual briefing meeting was held in each partner country before the start of the testing phase. During the meeting, the tutor selected by the partner organization would present the project and the entire training course to the young people.
- The first virtual session was held in each partner country immediately after the testing of the OERs and the DIGIT Educational TV programme
- The second face to face meeting was held in each partner country immediately before the testing of the Handbook
- The third face-to-face session was held in each partner country before the start of the company check-ups.

Questionnaires to be completed by the young people

By the beginning of December 2020, all the partners sent their proposals for changes/additions to the questionnaires presented by UNISA, as quality manager, to CONFORM, coordinator of the IO.

Partners decided that the questionnaires might be realized ag google forms due to the COVID-19 restrictions and the consequent impossibility to distribute them in presence. Here follow the links of the 2 questionnaires related to:

- <u>Evaluation questionnaire</u>, to verify the quality of the training action that took place, and to obtain useful indications to improve service.
- <u>DIGIT evaluation questionnaire</u>, to assess the quality of this innovative format and to obtain useful indications to improve service.

The two questionnaires have also been uploaded in the e-learning platform.

Certificate

UNISA, as lead partner, sent proposals on the type of certificate that the individual partner organizations could issue according to their national legislation to CONFORM, coordinator of the IO.

After the virtual meeting in December, 2020, UNISA prepared a draft certificate which contained the signatures of the Lead Partner and the partner organization responsible for Testing.

The partners agreed on the draft developed and shown by UNISA. The certificates were to be be awarded at the end of the check-ups.

MONITORING

CONFORM, as a Coordinator of the Intellectual Output 4, was in charge of the monitoring of the testing phase of Digital Humanist training and in particular the 3 drivers of the Curriculum:

- ✓ cognitive (learning by thinking) assessing the OERs (IO2) and the DIGIT Educational TV programme (IO4)
- ✓ operative (learning by doing) evaluating the check-ups report (IO5)
- ✓ behavioural (learning by acting) evaluating the application of the Handbook (IO3)

Below the results of IO4 monitoring related to the people enrolled on the e-learning platform "erudire.it" made available by CONFORM where the OERs, are freely accessible, upon registration, for at least two years after the project end. The registration requirement allowed the project partners to profile users and better tailor the offer and availability of relevant OERs and information through the Platform. In fact, thanks to the "tin-can" standard, it is possible to monitor activities undertaken by training beneficiaries and of all those who decide to freely register in the platform. After the completion of all the OERs and the passing of tests, learners can download an "open badge" from the e-learning platform, in line with the Open Badges Infrastructure standard.























State of the art of participant involvement

Nation	Total students effectively involved	Project initial Target	Positive surplus
ITALY	92*	15	77
GREECE	85	15	70
SPAIN	14	15	/
BULGARIA	48	15	33
POLAND	20	15	5
Total	259	75	184

It's important to underline that UNISA involved **57 participants** in a pre-testing phase completed in December, 2020. **153 participants obtained a badge** because they have successfully completed all the 4 final tests of the Digital Humanist Course and the 29 tests at the end of each OER for a total of 33 tests.

Statistical data about "DIGIT" Educational TV programme

The episodes of DIGIT which can be consulted at https://digit.conform.it/ alternate sessions in the studio, in which the presenter introduces the different topics with simple and captivating language, with interviews with teachers and experts and short video clips, taken from the "ALICE" series, produced and distributed by CONFORM S.c.a.r.l., which act as a bridge between the "informative" session and the actual formative one. The clips, in fact, contextualize and explain key concepts for learning, which, through the use of "Key Words" spoken by the actors on stage and interactive elements that appear on the screen, allow viewers to access the video training pills and/or the learning objects correlated to each topic, at the end of which it is also possible

to consult other in-depth educational materials, provided for users in the form of links to websites, operational

The four episodes of the programme, in addition to the contents presented by the presenter and the interviews given by partnership teachers and experts, also include:

a) n. 29 OER - Open Educational Resources, in the form of:

tools, pdf/doc/excel files, videos, tutorials, etc...

- n. 26 video training pills
- n. 3 Learning Object (LO)
- b) n. 131 in-depth didactic materials (insights) divided into:
 - n. 17 documents in pdf format
 - n. 59 web site
 - n. 55 videos

The total amount of the forecasted time of learning, related to the four episodes, the interviews, the OERs and the insights, is **153 hours**, calculated using the following criterion: 102 minutes (effective duration), increased by 50% (1 minute and 50 seconds * 102 minutes), which take into account an average learning level.

Here follows the number of total views obtained in the second year of the project that correspond to the total amount of **2432**.











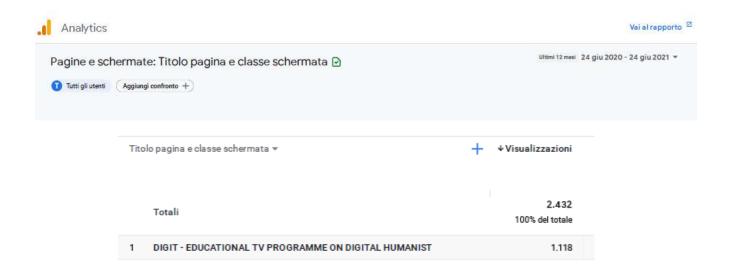












Results of OER and DIGIT Educational TV Programme evaluation questionnaire

The analysis of the answers given by the participants in the testing phase of the OER evaluation and the DIGIT Educational TV programme was carried out on a sample of **85** participants of the actual 259.

From an analysis of the individual items contained in the "OER Evaluation Questionnaire" it emerges that:

- Suitability for the Target Group: participants found themes and contents of the OER suitable to the Target Group and the vocabulary very good in order to go through the training contents. Even the level of assessment tests was considered appropriate for the Target Group.
- Exhaustiveness: OER contents are exhaustive, sufficiently in-depth, correct and precise
- Consistence: OER contents are consistent with practical and useful examples
- Organisation and internal coherence: OER subjects are presented in a logical and organized way, they are coherent with the structure of the project and the motion graphics present on the screen are well-balanced. Contents are up-to-date, and the topics are globally well organized.
- Lexicon: the language contained in the texts and in the audio and video contributions is fully understandable
- Contents: the participants found the division into 4 Modules useful and the distribution of the OER in every single Module appropriate. In general, participants found the contents of the OER correct for the completion of the Digital Humanist Curriculum.
- Quality of assessment test: the assessment tests allow people to evaluate the knowledge and notions acquired, terms and concepts presented are the same between the tests and the OER and questions are quite clear in general.
- Navigation function: In general, participants found the navigation functions valid, they were able to repeat a module unit section and chapter and pick up using the product from the point they left off. For the participants, the platform access instructions were clearly explained.
- Text and Audio: the text and audio of the OER globally scored well
- **General opinion of OER**: 47,1% of the participants had a good general opinion of the OER and 30,6% had an excellent opinion.

From an analysis of the individual items contained in the "DIGIT Evaluation Questionnaire" it emerges that:

- Interface: globally participants found the programme captivating and pleasant to look at and the episodes are good
- Surfing: participants found the programme structure and navigation correct























- **Technical function**: the average mark for the technical functions was 4, participants could use the programme and access the episodes and documents easily
- **Contents**: the average mark for the contents in the programme was more than 4. Participants found them consistent and globally in line with the Digital Humanist Curriculum.
- Accessibility: accessibility to the episodes as well as the information (insights, etc.) were scored as good by the participants.
- **General opinion of the learning environment**: 47,6% of the participants had a good general opinion of the OER and 29,8% had an excellent opinion.

Analysis of questionnaire answers

For further analysis, here follows the summary table containing the answers given by the students to the questions in absolute figures and percentages on the basis of the evaluation range that goes from 1= not at all and 5= completely (for each item)

OER Participants find themes and contents of the OER suitable to the Target group and the vocabulary very good in order to go through the training contents. Even the level of assessment tests is considered appropriate for the Target group Are the contents of the OER contextualized to project specific training needs? Are the themes of the OER, in all their aspects, appropriate in line with the recipients' level 85 risposte • 1 - Not at all 1 - Not at all @ 2 - A little @ 2 - A 915th 3 - Quite a lot 3 - Quite a lot · 4-Alot 4-A lot • 5 - Consistativ Is the level of the assessment tests appropriate for the target group? Is the level of the assessment tests appropriate for the target group? 85 risposte 85 risposte 6 1 - Not at all 0 1 - Not at all @ 2 - A little 2 - A little 3 - Quite a lot 3 - Outle a lot 4 - A lot 4 - A lot @ 5 - Completely 5 - Completel OER contents are exhaustive, sufficiently in – depth, correct and precise Do the contents suitably treat the subjects foreseen in the project? Are contents treated in sufficient depth? B5 risposte 85 risposte 1 - Not at all 1 - Not at all 2 - Allto 2 - A little 3 - Quite a tot 3 - Outle a t 4 - A Int. 4 - A lot 5 - Completely 5 - Comple

















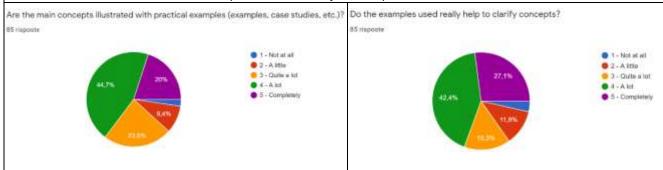




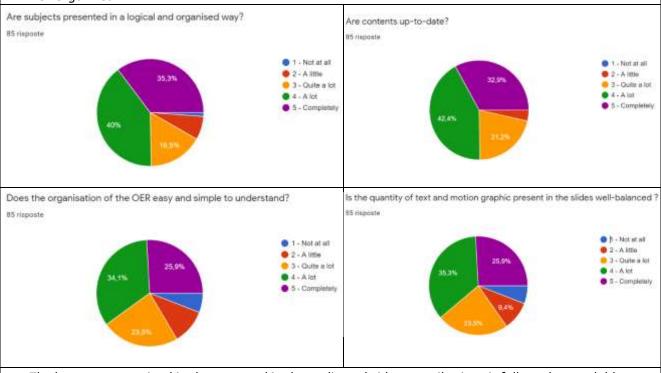




OER contents are consistent with practical and useful examples



OER subjects are presented in a logical and organized way, they are well synchronized with the text and coherent with the structure of the project. Contents are up-to-date, and the material in the slides is globally well organized.



The language contained in the texts and in the audio and video contributions is fully understandable













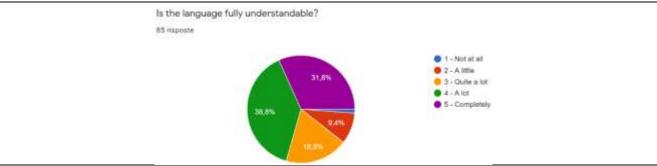




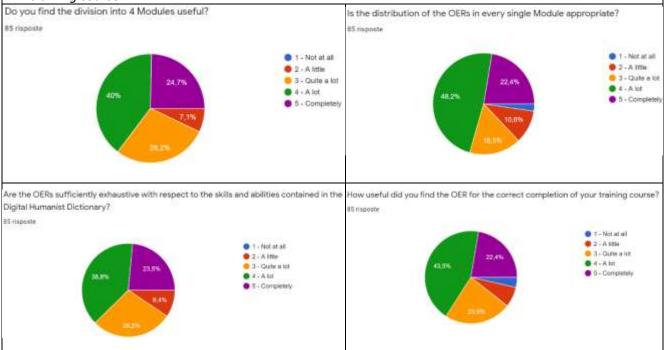




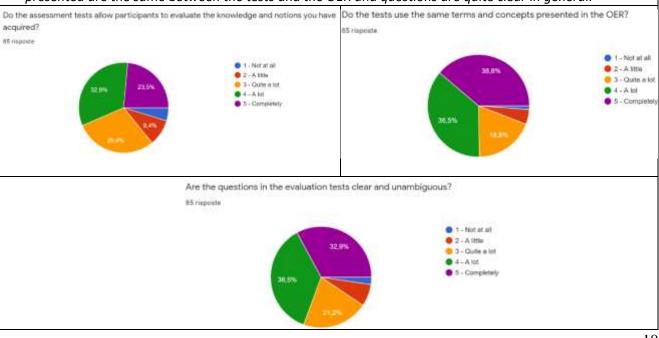




 The participants find the division into 4 Modules useful and the distribution of the OER in every single Module appropriate. In general participants find the contents of the OER correct for the completion of the training course.



The assessment tests allow people to evaluate the knowledge and notions acquired, terms and concepts
presented are the same between the tests and the OER and questions are quite clear in general.

















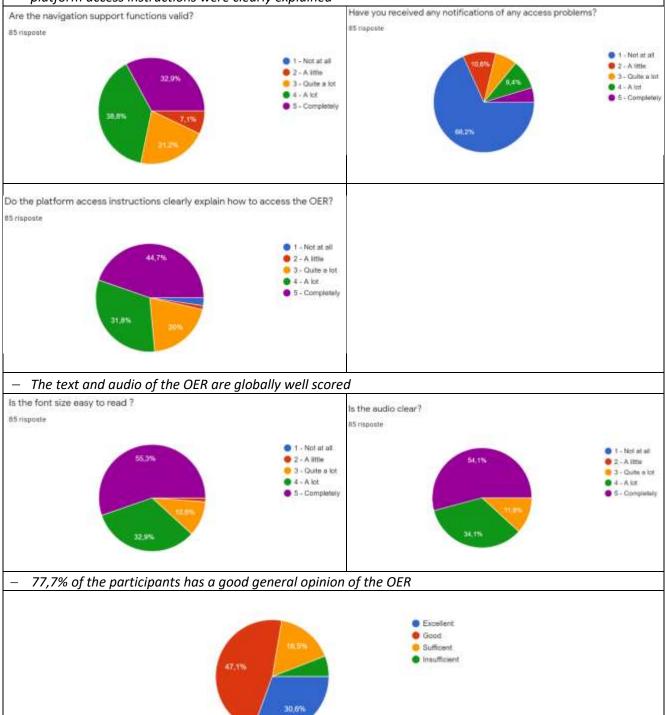








The participants found in general the navigation functions valid, they were able to repeat a module unit section and chapter and pick up the use of the product from the point they left off. For the participants the platform access instructions were clearly explained



DIGIT EDUCATIONAL TV PROGRAMME

Globally participants find the Educational TV Programme captivating and pleasant to look at and the layout of the pages good.



















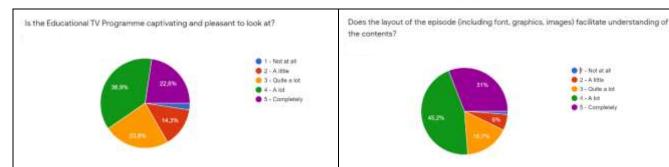




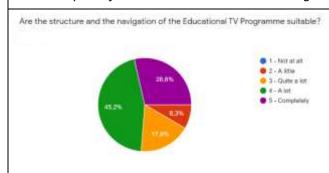
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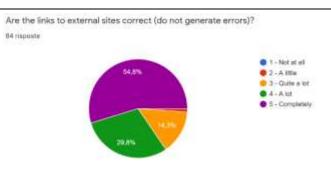
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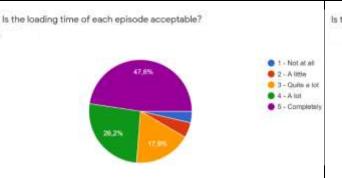


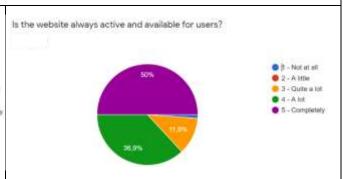
Participants find the DIGIT structure and navigation correct



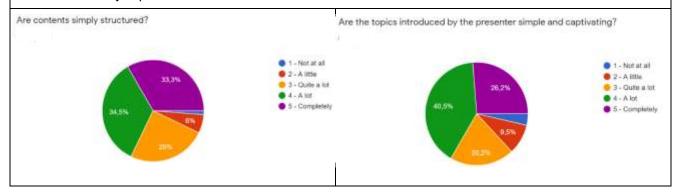


The average note for the technical functions is more than 4. Participants could use the LE and access the website and documents easily





The average for the contents in DIGIT is more than 4, participants find them consistent and globally in line with the job profile.















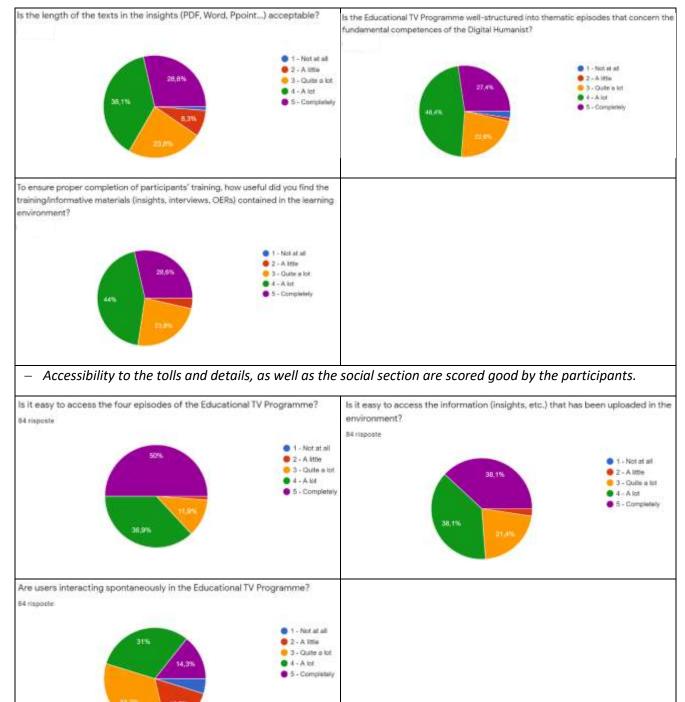


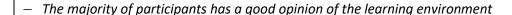


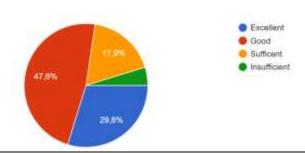


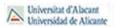
































Application of the Handbook to create digital stories

The testing of IO3 started with the achievement by partnership trainers, following the Learning, teaching and training activity (Virtual mobility), of a methodological alignment to develop the students' skills required to manage territorial, experiential and brand-land marketing processes and projects responding to the current and future needs of the territorial systems to develop the supply chain of new experiential, cultural tourism.

Following the mobility, the trainers guided the students in creating at least 9 digital stories (2IT, 1ES, 2GR, 2BG and 2PL), created by applying the Handbook on the field.

The numbers of digital stories were higher than expected and the application of technologies and tools were heterogeneous and diversified as reported in the table below:

Country	Technology used	Link to the outputs	Title	N. of students involved	N. of evaluations
	Video	https://www.youtube .com/watch?v=ixZ06G RIr7E	Pagani History and Legends		
	Tour 360°	https://risorse.confor m.it/TOUR360/GESUA LDO_360_DIGITAL_H UMANIST/index.htm	Gesualdo		
	Video	https://www.google.c om/maps/d/u/0/view er?mid=1ZbDNKf7hVZ Xp7XGKuepVIDCqkBS dj2iu&II=40.76088773 3404694%2C14.79475 2961276965&z=16	Percorrendo Penta		
ITALY	Digital Story	http://knowman.unis a.it/digitalstories/pro getti/lm65/2021/1/	LA COSTIERA AMALFITANA Un viaggio fra il reale e il fantastico	30	12
	Digital Story	http://knowman.unis a.it/digitalstories/pro getti/lm65/2021/2/	L'App di Nocera Inferiore		
	Digital Story	http://knowman.unis a.it/digitalstories/pro getti/lm65/2021/3/	Il Mare della Campaniae i suoi tesori sommersi		
	Digital Story	http://knowman.unis a.it/digitalstories/pro getti/lm65/2021/4/	MUSEI DELLA CAMPANIA Convento di Sant'Antonio		





















	Digital Story	http://knowman.unis a.it/digitalstories/pro getti/lm65/2021/5/	Napoli è l'amuleto? Le superstizioni portano fortuna		
	Digital Story	http://knowman.unis a.it/digitalstories/pro getti/lm65/2021/6/	I tesori degli Etruschi di frontiera		
	Digital Story	http://knowman.unis a.it/digitalstories/pro getti/lm65/2021/7/	Le festività natalizie in Campania		
	Digital Story	http://knowman.unis a.it/digitalstories/pro getti/lm65/2021/8/	FESTIVITÀ NATALIZIE IN CAMPANIA		
	Digital Story	http://knowman.unis a.it/digitalstories/pro getti/lm65/2021/9/	L'ANFITEATRO CAMPANO		
GREECE	Video	https://www.youtube .com/watch?v=MNza Ww-KS7U&t=5s	The sacrifice to God Poseidon and the automatic opening of the Temple's Gates	6	2
	Video	https://www.youtube .com/watch?v=052igG gSZB4	The Mystery of Antykithera Mechanism		
SPAIN	3D reconstruction	https://www.youtube .com/watch?v=yaqvCJ xl1t8	An ancient hunting scene on the walls	4	1
	Video	*	Digital cultural		
	Video	*	stories to		
BULGARIA	Video Video	*	valorise a dissonant monument	35	4
	Video	https://www.youtube .com/watch?v=byMEX wFhoNU	Poznan: kulturalne miejsce		
POLAND	Video	https://www.youtube .com/watch?v=2LtzCH PgyKU	Studenci Uep	31	3
	Video	https://www.youtube .com/watch?v=TF5kU kiyYnM	Śladami religii na Podlasiu In the footsteps of religion in Podlasie		
TOTAL					
		TOTAL	L DIGITAL STORIES	22	





















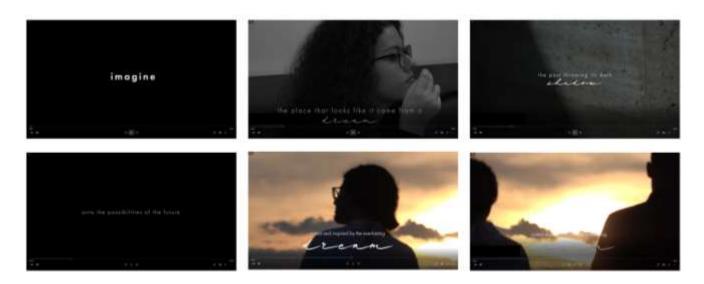
Not only digital storytelling techniques were applied by students but they have also experimented new digital technologies such as: 360° tour, 3D reconstructions, virtual maps, etc.

* As regards the Bulgarian videos, it's important to underline that the University of National and World Economy - UNWE cooperated with **Buzludzha Project Foundation** (http://www.buzludzha-project.com/). The Foundation provided 4 original working scenarios and once Bulgarian students developed the stories they gave us their multimedia materials and the rights to use and reproduce them to narrate stories.

Because this is a real ongoing project, it will remain confidential until 22nd of August 2021 when the videos and files, created by the students as part of this Assignment and approved by Dora Ivanova, Chairman of the Foundation, can serve the needs of the Digital Humanist Project and the Buzludzha Project Foundation and can be used and published on the Digital Humanist Project and the Buzludzha Project Foundation websites, in the social area and also published in the main communication channels of both partners for promotional purposes with no further permission.

The University of Salerno, as Lead partner, the Bulgarian students, the Chairperson of the Foundation and the UNWE tutors, in fact, signed Non-Disclosure Agreements, so that the process is clear and safe for everyone.

Here follow some screenshots of the works realised:



Digital Story Evaluation

CONFORM prepared an evaluation format shared with all partners to assess the work carried out by students. In particular, the document assess the skills applied by the students in the story constructions with reference to: if the topic is clearly addressed and well developed, if students have applied storytelling and digital storytelling techniques using digital tools, if they have used critical and creative thinking, Teamwork/Organisation/Time Management, Participation/Attitude.

Per each of the items included, teachers/tutors assigned a value from 1 to 5.

The evaluations were undertaken for each group of students.

Undertaking of Company check-ups

The project foresees the implementation by the students of the company check-ups in the companies of the creative and cultural supply chain sought by the partnership in order to analyse cultural communication processes, highlighting the strengths and areas of improvement to favour the























transformation, in a digital key, of solutions, technologies and language adopted to create the diffusion of cultural contents.

This activity involved students as a sort of "consultant" for the SME involved. To manage these activities 2 main groups of tasks were arranged:

- Preparation
- Implementation

The preparation included the organization of the beneficiaries in groups (4-8 students were suggested for 1 company), assigning a tutor from each group and the selection of companies following these selection criteria:

- SMEs
- Belonging to at least one sector of cultural and creative industries (or being a part of its value chain)
- Focus on the valorisation of cultural heritage and increase of the cultural diversity.

Here follow the activities undertaken:

Phase	Activity	Description	Who
1	Desk research	Collect information about company and sector	students
2	Send survey	Use the online questionnaire (google form)	students + tutor
3	Analyse the result of questionnaire	Meeting with the advisor	students + tutor
4	Interview	Face to face or call conference (use the protocol)	students
5	Output	 Quantitative analysis using the results of the on-line form Qualitative analysis using the result of Face-to-Face interview 	students
6	Report	Share the report with the advisor	students + tutor

Here follows a table containing the information on the check-ups carried out by students in the different countries:

Country	Type of	Company	Link to the website	N.	N. of	N. of
	Company	name		Students	reports	evaluation
				involved		
	Private	NetCom	https://www.netcomgro			
		Group	up.eu/			
		S.p.A.				
ITALY	Private	TOURISTIC	https://www.tpsystems.i	15	3	3
IIALI		PLATFORM	t/	13	3	5
		SYSTEMS				
		S.R.L.				
	Private	5g-land S.r.l				
GREECE	Private	Digital	http://www.din.gr	14	3	14
GNEECE		Innovations		14) 3	14























	Public	Kotsanas	https://kotsanasmuseum			
		Museum of	.com			
		Ancient				
		Greek				
		Technology				
	Private	Virtual	http://virtualmount.com			
		Mount	/en/home			
	Private	The Greek	https://thegreekdesigner			
		Designers	s.com			
	Public	REGIONAL	https://museumbld.com			
		HISTORICAL	/			
		MUSEUM				
	Public	REGIONAL	https://www.facebook.c			
		THEATRE	om/blagoevgradtheater/			
		"NIKOLA				
		VAPTSAROV				
BULGARIA		"		35	4	4
BOLOANIA	Private	PIRIN	https://www.ptf-	33	4	4
	ONG	TOURISM	bg.org/?page_id=144&la			
		FORUM	ng=en			
	Public	CULTURAL	https://www.chitalishte-			
		CENTER	blg.com/bg.html			
		NCH				
		"EUROPA				
		2014"				
SPAIN	Public	Patrimonio	https://www.patrimonio	4	4	1
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			ml			
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		the Poznań	n.pl/			
		Uprising				
	Private	Bookstore				
		"Music				
		Passion"				
	TOTAL CCI	17				

Check-up Evaluation























CONFORM prepared an evaluation format shared with all partners to assess the work carried out by the students. In particular, the document assesses the report developed by students that include at least the following parts:

- State of the art (desk research)
- The methodology
- Findings (results of the online questionnaire and f2f interviews)
- Recommendations
- · References.

For this purpose, the evaluation format developed assessed the following items: if students follow the structure of the report; set the context by providing sufficient details; adequately describe the company situation; present a clear description of the results including their discussion and conclusions; clarify how the results may inform and assist practice and if the report provides useful contributions to the company and/or similar companies.

For each of the items included, teachers/tutors assigned a value from 1 to 5.

The evaluations were undertaken for each group of students.

ANNEXES:

- 1. Format of Public notice in English
- 2. OER and Learning Environment Evaluation Questionnaire
- 3. Certificate of achievement
- 4. Digital story evaluation
- 5. Check-up evaluation

Format of Public notice in English

Application call in the testing phase of "Digital Humanist" Erasmus+
Programme in the Field of Higher Education Key Action 2 -Strategic Partnerships
Agreement n. 2018-1-IT02-KA203-048291

Students are invited to participate for free in testing innovative tools for training in the field of digital and entrepreneurial skills in the cultural and creative economy.

Participants will receive an in-depth insight into state-of-the-art skills and knowledge of the new digital technologies applied to the cultural heritage, then will test them in a practical way in the business field giving researchers and companies valuable feedback.

The registration is open from 13th Feb to 5th March (12:00 am), 2021. Students will be informed about selection results in 7 days after the call is closed. The selected students will be provided access to the e-learning platform, with the loaded OERs and the additional tools. The Open Education Materials are about: Planning and elaborating a cultural heritage business development plan, managing cultural heritage projects, analysing the market, cultural heritage assets and apply ICT instruments, Cultural communication and promotion, Entrepreneurship in creative industries

Students will be included in the on-field experiences:























- 1. Creative and Cultural Industries check-ups (to understand the ways and means by which Creative and Cultural Industries can be guided in defining their strategic routes of digital transformation of production, communication, cataloguing and diffusion activities of cultural contents. A list of companies will be provided by Partners. Students will select one or more company, subjecting them a questionnaire, collecting and analyse the data and preparing a final report)
- 2. Handbook to create digital cultural stories.

At the end of the training experience, expected for 31st May, 2020 students will receive an attendance certificate. The aforesaid program may undergo some variation in the dates.

Activities	Timing
Access to the online materials	from 15 th March, 2021
Undertake company check-ups	from 15 th April to 20 th May, 2021
Study the Handbook to create digita	cultural stories from 15 th April to 20 th May, 2021
Testing (OERs quiz, Check-ups repo	ort and cultural by 20 th May, 2021

According to the project, 75 students from all Europe would be included in the three phases:

- testing the OER (Open educational Resources) and the teaching materials available on the web platform;
- carrying out Check-Ups in some Creative and Cultural Industries to analyse their digital transformation processes;
- participating in the Handbook study sessions, to acquire storytelling techniques and creating digital cultural stories to valorise cultural assets though digital technologies

STUDENT TARGET:

The call for participation is opened for:

- any European University student who can prove citizenship in any European country;
- students of the 1st and 2nd Bologna cycle (Bachelor and Master programmes);
- 2nd or 3rd year Bachelor program students or Master students in their 1st or 2nd year;
- Students enrolled into humanistic study programmes (Languages, Cultural Heritage, Arts, Archaeology, History, Philosophy, Economics, ...) at any European University

SELECTION CRITERIA:

The merits of an applicant are evaluated as follows:

- Preference will be given to students from humanistic study programmes (Languages, Cultural Heritage, Arts, Archaeology, History, Philosophy, Economics, ...) in the order as written in this article;
- English Language level
- Students, who have been on Erasmus+ exchange during their studies but not later than in the last 3 years, will be given the priority;
- If there are unbalanced applications, the preference will be given to the gender that is less represented in the sample;
- Students, who have the average of marks in academic year 2018/2019 more than 8 will be given priority.























Maximum number of points is 5, 1 point for each matched Selection Criteria, as follows:

Criterion	No. of points
Study Program	1
English language proficiency	1
Erasmus + Exchange	1
Gender Balance	1
The average Academic Mark	1

Students will be informed about selection results in 7 days after the call is closed. Any complaint can be placed on 7 days after result communication and will be treated by the academic members of the Digital Humanist project.

Detailed Training Experience programme

Erasmus+ Project Overview

The "Digital Humanist" project co-funded by the Erasmus+ Programme of the European Union aims to realise, pilot, disseminate and systematise a new University-based learning program focused on digital and entrepreneurial skills useful to innovate the range of products and services to promote and access cultural assets in a digital key, which is an integrated and permanent European framework which, through the change of the methodological paradigm, enables the development of the target skills, with innovative, interactive modes that are adaptable to business and individual needs.

Training experience Objectives

- Acquiring skills to valorise the cultural assets applying traditional and innovative methodologies and using the most appropriate technologies and innovation to communicate identity and local values
- Building expertise and know how in the field of the promotion of cultural assets in a digital key
- Working with the international firms collaborating with the project
- From students to further professionals: fostering professional and personal capabilities to compete in tomorrow's job market.

Teaching Materials

All the teaching material will be available online. The selected students will be provided access to the e-learning platform with the loaded OERs and the additional tools.

The Open Education Materials are divided in four macro-areas:

- PLANNING AND ELABORATING A CULTURAL HERITAGE BUSINESS DEVELOPMENT PLAN
 - o Digital humanities evolution: sources and methods
 - o Cultural heritage management/marketing
 - o Digital heritage: the past in a digital present
 - o Open access and digital ethics
- MANAGING CULTURAL HERITAGE PROJECTS
 - o Digital cultural heritage content
 - o Social media marketing campaign
 - o Animation and gamification: creative possibilities for digital communication of cultural assets
 - o Narrative communication structures
- ANALYSE THE MARKET, CULTURAL HERITAGE ASSETS AND APPLY ICT INSTRUMENTS























- o Digital marketing research of cultural heritage assets
- o Digital audience and analytics
- o Digital tools for producing video products
- CULTURAL COMMUNICATION AND PROMOTION
 - o Digital and social media marketing of cultural heritage assets
 - o Digital curation digital libraries, museums and cultural institutions
 - o Web writing and digital storytelling
 - o Mobile media in cultural communication
- ENTREPRENEURSHIP IN CREATIVE INDUSTRIES
 - o Business models
 - o Financial options and scenarios for CCIs
 - o Teamwork and teambuilding (team performance)
 - o Serial entrepreneurs (lean start-up management)
 - o Cultural heritage in sustainable development

Course Requirements and Assignments

Online quiz

This examination is based on the Open Educational Resources and the online materials, for each unit of the OERs students will be asked to answer multiple choice questions.

Undertaking Company Check Up

Students will receive a list of companies, provided by the Chambers of Commerce, they will select one company or more, and working in group (from 3 to 7 students for each Company) or singularly will be asked to analyse cultural communication processes, through:

- collecting data and information to map strengths, weaknesses, threats, and opportunities to capture ways to guide SMEs in defining the strategic paths to digital transformation processes;
- conducting interviews (in company site or in university facility, or call conference meeting) with
 entrepreneurs/managers who will allow to focus attention of the deficiencies on the services and needs to
 be met, but also on areas of improvement to favour the transformation, in a digital key, of solutions,
 technologies and language adopted to create the diffusion of cultural contents, thus contributing to the
 development of a document, possibly even a mediatic one.

Students must ask to sign the NDA and ask if the interviews must be anonymous or not.

Create the report

Check Up Report

This report will assume mastery of all material covered during the experience. Students will be asked to submit a report in English or local language of 5-10 pages in word file format (where the cover page and the list of content are additional) with the following provided structure.

Content of the report:

- 1. Cover Page
- 2. List of report content
- 3. State of art (desk research)
- 4. Methodology (½ page)
- 5. Findings
- 6. Recommendation
- 7. References

Digital Cultural Stories

Students will be asked to apply the handbook developed by the partnership in order to realise digital stories to valorise cultural asset. Working in groups (from 3 to 7 persons), students with the help of the tutor will:

- screen play the digital stories to represent the cultural assets of a territory increasing engagement and land brand awareness with visual marketing techniques that through a story creates a widespread sentiment
- realise the digital cultural stories.























The videos will be amateur, no specific equipment is required (videos made with smartphones will be accepted) and the activity can be done during the classroom/laboratory hours.

At the end of the training experience, expected for 31st May, students will receive an attendance certificate.

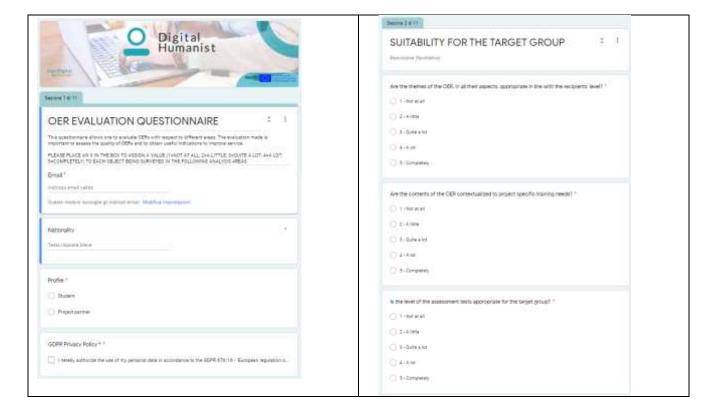
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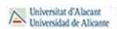
The program may undergo some variation in the dates.

Activities Timing

Access to the online materials from 15th March, 2021 Undertake company check-up from 15th April, 2021 to 20th May, 2021 Movie education labs from 15th April, 2021 to 20th May, 2021 Testing (OERs quiz, Check-ups report and cultural digital stories production)

OER Evaluation Questionnaire

























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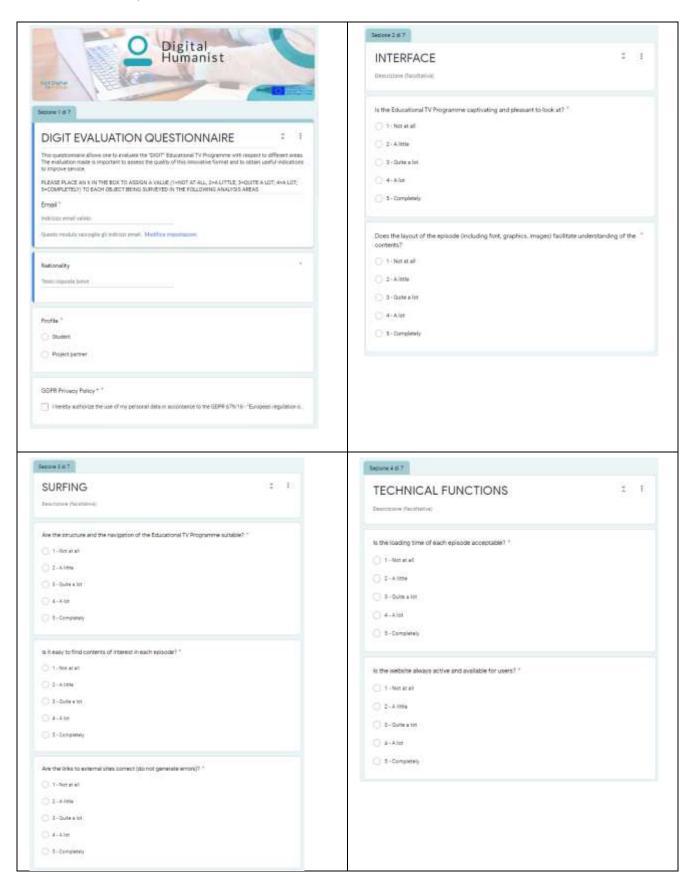








DIGIT Evaluation Questionnaire











































Certificate of achievement























Digital Story Evaluation format







DIGITAL STORY EVALUATION

PARTN	VER:
GROU	P 1 (TEAM MEMBERS):
•	
•	
•	
	_

INTRODUCTION:

(The story told briefly)

SUMMARY

SCORES	1	2	3	4	- 5
Topic is clearly addressed			-	20 2	
Topic is well developed		8 8		8 8	
Applying storytelling techniques					
Applying digital storytelling techniques (digital tool used)		(G (C	-	8 6	-
Critical and creative thinking		8 8		8 8	
Teamwork/Organisation/Time Management					
Participation/Attitude		8 8		8 8	





































Check-up Evaluation Format







CHECK-UP EVALUATION

OVERALL QUALITY OF THE REPORT: Mark on a scale of 1-10 the overall quality of the report. I means indicates poor quality associated quality Comments: Does a student: Second of the report of the	und 10 is
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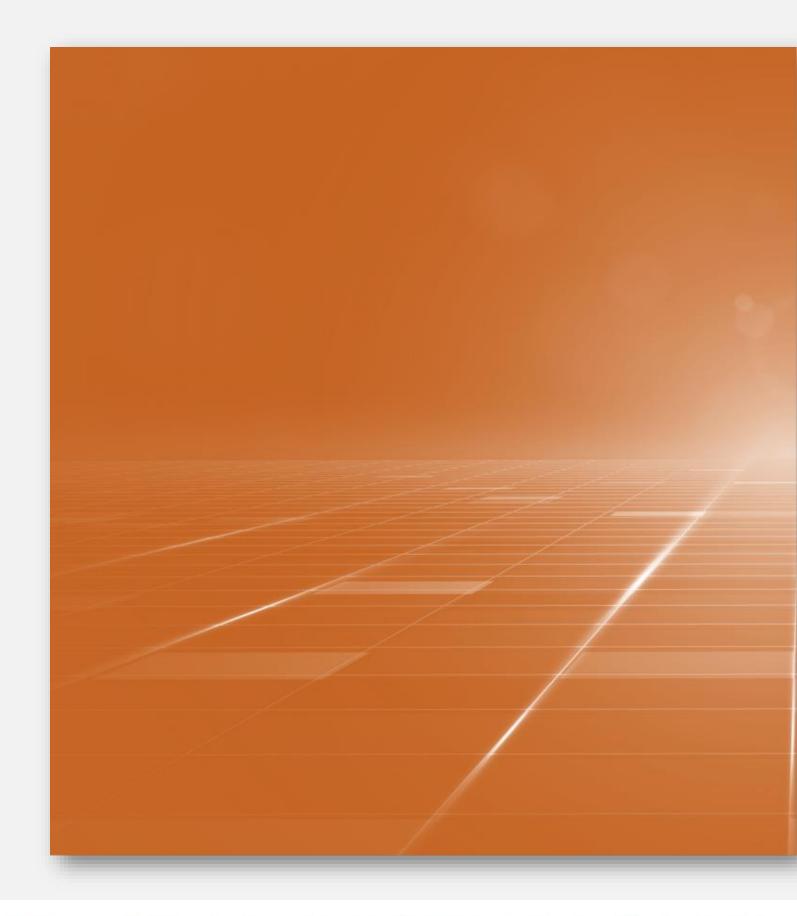
















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