

## IO1.B – REAL CASE SCENARIO LEARNING OBJECT

*Project partners will have to produce real life case scenario learning objects, related to the video interviews*

*Each learning object will start from interesting inputs coming from the interview with entrepreneurs/company manager.*

*Each learning object will aim to enrich VET teachers classroom activities by challenging students with practical activities to consolidate their specific knowledge, competences and skills.*

Title of the learning object	New graphics for Promotion srl
Thematic area	<input type="checkbox"/> <i>Development or improvement of the company website</i> <input checked="" type="checkbox"/> <i>Development or improvement of the visual identity of the company</i> <input type="checkbox"/> <i>Development or improvement of the Social Media Marketing strategy</i>
Link to the Video	<a href="http://www.youtube.com/promotiosrl">www.youtube.com/promotiosrl</a>
Description of the context	<p><i>Promotion srl is a small company specialised in the organisation of conferences and events.</i></p> <p><i>The management board has decided to renew the old static website in something more interactive.</i></p> <p><i>They also want to change the graphical layout of the site and the visual identity of the company.</i></p> <p><i>The new identity will have to focus on effectiveness, ICT based services and international oriented message</i></p> <p><i>The management board expects to valorise the fact that the company operates in Florence</i></p>
Practical activity to be performed Results to be achieved	<p><i>Activities</i></p> <p><i>Go through and analyse the Video interview to Promotion srl's CEO and understand its expectations</i></p> <p><i>Imagine and plan 3 different examples of new Visual identities for Promotion srl as you would have to discuss them with the management board.</i></p> <p><i>Results</i></p> <p><i>3 Visual identities proposals</i></p>
Guidance, suggestions and mistakes to avoid	<p><i>Analyse the existing visual identity in order to integrate its message in the new one</i></p> <p><i>Analyse at least 5 similar existing examples of similar companies</i></p> <p><i>Listen very carefully to the expectations of the company</i></p> <p><i>Don't get too complicated, the company is a small one and the resources they have are limited</i></p>