

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	www.youtube.com/promotiosrl
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>

