

ASAP Project

Anticipatory Skills for Adapting the Publishing sector

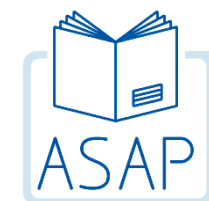
Project n. 575884-EPP-1-2016-1-IT-EPPKA2-SSA

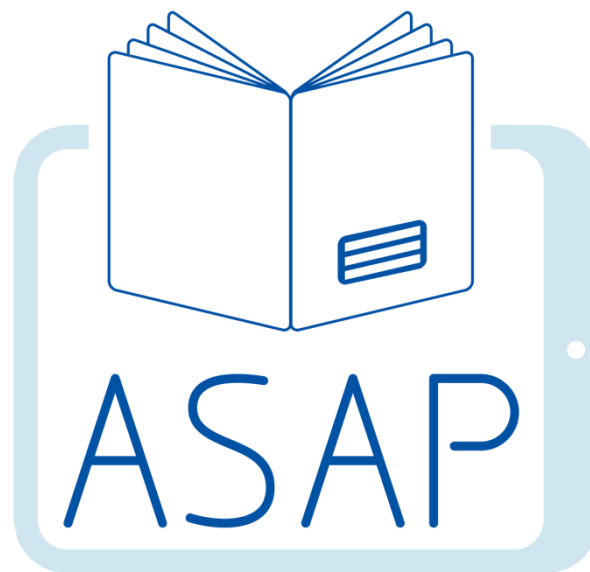
Lot 2: SSA for Design and Delivery of VET

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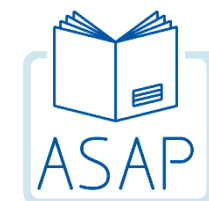
Creation of five curricula in the main publishing professional profiles
(Production, Design, Distribution & sales, Editorial, Marketing & publicity)
applying ECVET

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Elements at the basis of the curricula and course contents

- Results gathered from the mapping
- Framework in order to match the competence needs, learning outcomes and qualifications
- Job descriptions for profiles in publishing sector provided a good basis for the definition of learning outcomes, which were built on those grounds
- Emphasis was placed on the areas where possible gaps have been highlighted the most
- The development of curricula are also based on the possibility to look at preparing people to work for the service providers that work for publishers – including the opportunity of launching start-ups in this field
- The specificities of national educational systems were also taken into account



Elements at the basis of the curricula and course contents

All main actors with roles in the certification process in the countries involved actively participated in a two-phase procedure for the allocation ECVET points:

- Phase 1: Employers and professional organizations involved in the project were consulted in order to break down the units and establish their importance with regard to the job requirements (relevance and importance of the learning outcomes for the professional activities) as defined in WP2.
- Phase 2: Analysis of learning outcomes in each unit in terms of complexity from the point of view of the learning process and the effort for a learner to acquire knowledge, skill and competence. This analysis was carried out by the training providers on the basis of the hierarchy resulting from phase 1 (without modifying it).
- Phase 3: Developing an innovative training program which will provide the profiles of the supply chain (Production – Design – Distribution and sales – Editorial – Marketing and publicity) with the mix of skills needed, defining the training contents



ASAP Occupational Profiles

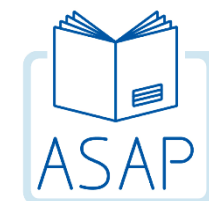
Occupational Profiles
Specialist in production
Specialist in Design
Editor
Specialist in Marketing and Sales
Specialist in publicity and communication

The occupational profiles are compatible with European Qualifications Framework for lifelong learning (EQF) at EQF level 4/5

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Elements at the basis of the curricula and course contents

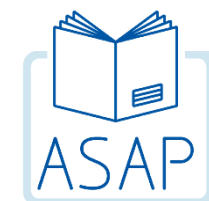
Each of the 5 occupational profiles is structured as follows:

EQF LEVEL	4/5
ECVET POINTS OF EACH OCCUPATIONAL PROFILE	60
EACH OCCUPATIONAL PROFILE	AT LEAST 4 UNITS (3 SPECIFIC + 1 TRANSVERSAL) (each unit corresponds to a training Module)
EACH UNIT	AT LEAST 4 LEARNING OUTCOMES

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Elements at the basis of the curricula and course contents

Each Unit has a weight of the 25% of the overall profile (The transversal unit has a weight of the 20% of the overall profile).

That means that for each occupational profile:

UNIT	WEIGHT	ECVET POINTS
TRANSVERSAL UNIT	20%	12
SELECTED UNIT (MORE INNOVATIVE) FOR THE PILOTING	25%	15 (we decided that the points correspond to the credits, that means that 15 are both the ECVET points and the Credits)
REST OF THE UNITS	55%	33
TOTAL	100%	60

The Occupational Profiles

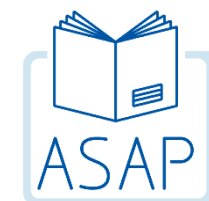


UNITS	ECVET POINTS/CREDITS
UNIT 1 - Printing techniques and technologies	12
UNIT 2 - O.S. and Software for the Publishing Sector	12
UNIT 3 - Cost Evaluation and Special Printing Services	9
UNIT 4 - Beyond Paper	15
UNIT 5 (transversal) - Understand the digital revolution in the publishing sector	12

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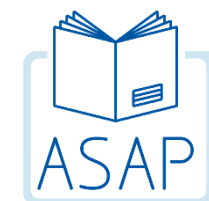
UNIT 4 – Beyond Paper

ASAP UNIT DOCUMENTATION FORM		
Generic Title of the Unit:	Beyond paper	
Description of the UNIT:	Apply appropriate methods and manage "social media" related to cultural entrepreneurship.	
Title of the Qualification:	Specialist in Production	
EQF Level of the Qualification:	4	
ECVET points of the Qualification:	60	
Special weight of the Unit in the overalla qualification:	25%	
ECVET points: of the Unit:	15	

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UNIT 4 – Beyond Paper

UNIT'S LEARNING OUTCOMES DESCRIPTION			
LERARNING OUTCOMES	KNOWLEDGE	SKILLS	COMPETENCIES
LO1– The use of digital features in the publishing sector	<ul style="list-style-type: none"> • The learner will identify the main differences, and characteristics of digital products, environments & devices. • The learner will comprehend the main features of HTML5, browsers & their “reading characteristics, and differences” • The learner will know how to choose & manage CD & DVD printing tools • The learner will select the most appropriate ways to produce PDF & Flip books • The learner will know how to implement Qcode and multimedia links • The learner will comprehend the main characteristics of the augmented reality: markers, type of paper etc... • The learner will comprehend the main characteristics of Audiobooks, and how to manage the books based on voice • The learner will to comprehend the new features in the area of paper and digital resources 	<ul style="list-style-type: none"> • The learner will be able to use Adobe Acrobat PDF • The learner will be able to use software(s) to create Flip books • The learner will be able to use software(s) to produce and test qcode, markers for AR, etc. ... • The learner will be able to choose the software(s) to produce audiobooks 	<p>The learner will be able to apply multimedia features in the publishing area.</p>



UNIT 4 – Beyond Paper

UNIT'S LEARNING OUTCOMES DESCRIPTION			
LERARNING OUTCOMES	KNOWLEDGE	SKILLS	COMPETENCIES
LO2 - The production of eBooks	<ul style="list-style-type: none"> The learner will comprehend the different typologies of eBooks The learner will know how to select the different software(s) to develop an e-Books The learner will know how to organize the production and archiving of digital files <ul style="list-style-type: none"> The learner will comprehend the different characteristics and typologies of readers 	<ul style="list-style-type: none"> The learner will be able to choose and use appropriate software(s) to produce and read different kind of eBooks. The learner will be able to manage & archive all the contents composing an eBook 	The learner will be able to select the most appropriate OS, SW, and process of production to use for each specific purpose and which typology of eBook it is opportune to publish.
LO3 - - The production of Audiobooks	<ul style="list-style-type: none"> The learner will comprehend the main characteristics of an Audiobook The learner will know how to select the most adequate software(s) to develop an Audiobook The learner will know how to organize the production and archiving digital files <ul style="list-style-type: none"> The learner will comprehend the different characteristics and typologies of readers 	<ul style="list-style-type: none"> The learner will be able to choose and use appropriate software(s) to produce and manage Audiobooks. The learner will be able to manage & archive all the contents composing an Audiobook 	The learner will be able to select the most appropriate OS, SW, and process of production to publish Audiobooks.



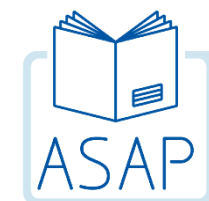
UNIT 4 – Beyond Paper

PROCEDURES AND CRITERIA FOR ASSESSMENT		
COMPETENCIES	CRITERIA	ASSESSMENT INDICATORS
To design and manage an eBook production, comparing different solutions, and selecting the most adequate in terms of budget and time-to-market.	To choose the most effective sw solutions	1.1 The choices are coherent with budget and time
		1.2 The characteristics of eBook/Audiobook are coherent with the target
		1.3 The contents are adequate for the eBook/Audiobook characteristics and specification
	To choose the most adequate contents	1.4 The choice of techniques to be used corresponds to the identified solutions and responds to the characteristics of the technical and cultural requirements
	To choose the most adequate target	1.5 The characteristic of the design respond to the identified requirements of the target
To design and manage an AudioBook production, comparing different solutions, and selecting the most adequate in terms of budget and time-to-market.	To select the most adequate sw for the production	2.1 The choice is in line with the identified elements of the production process and responds to the identified characteristic of the final products

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The Occupational Profiles

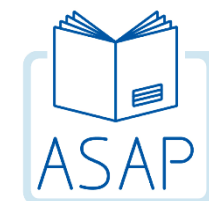


UNITS	ECVET POINTS/CREDITS
UNIT 1 – Design techniques and technologies	15
UNIT 2 - Operating systems and software for design	15
UNIT 3 – Design for Digital Distribution	15
UNIT 5 (transversal) - Understand the digital revolution in the publishing sector	15

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The Occupational Profiles



UNITS	ECVET POINTS/CREDITS
UNIT 1 - Management of a Publication	15
UNIT 2 – Strategic Operations	15
UNIT 3 – Editing in the Digital Publishing	15
UNIT 5 (transversal) - Understand the digital revolution in the publishing sector	15

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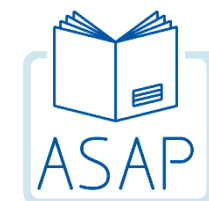


UNITS	ECVET POINTS/CREDITS
UNIT 1 - Publicity and Communication Planning	15
UNIT 2 - Media writing and Communication	15
UNIT 3 - Organization of promotional campaigns and events	15
UNIT 5 (transversal) - Understand the digital revolution in the publishing sector	15

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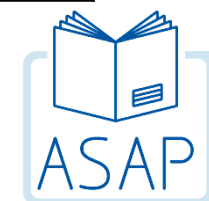


UNITS	ECVET POINTS/CREDITS
UNIT 1 – Marketing	12
UNIT 2 –Sales	12
UNIT 3 – Social Media	9
UNIT 4 – Digital Sales	15
UNIT 5 (transversal) - Understand the digital revolution in the publishing sector	15

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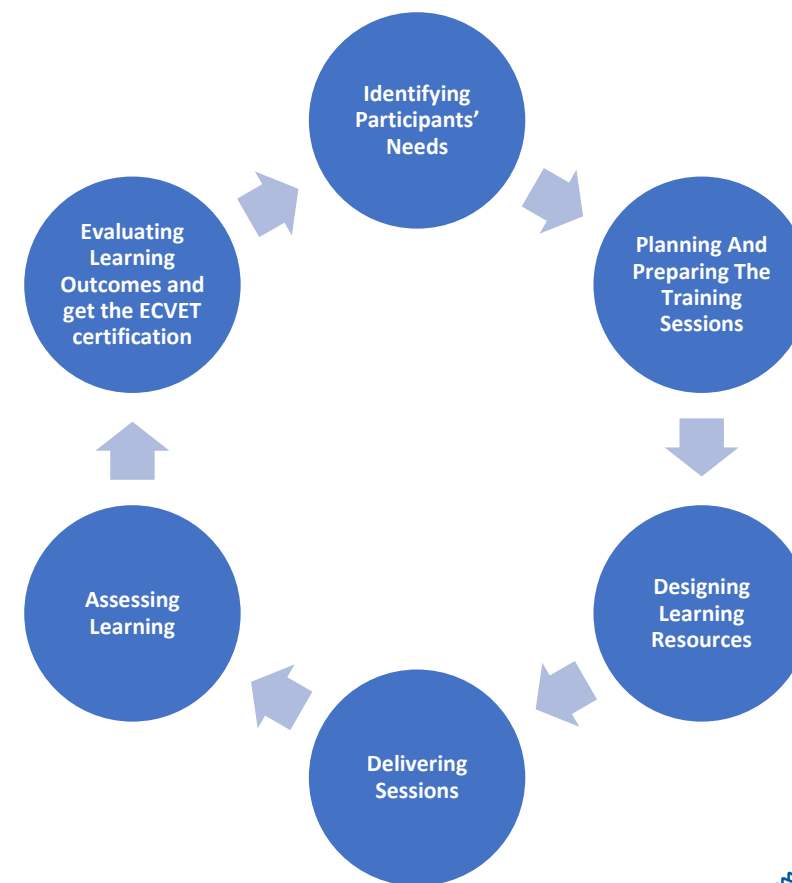


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The ASAP Training Programme Process

EACH UNIT	25% WEIGHT	ECVET POINT 15	HOURS 150 (75 GUIDED LEARNING + 75 SELF LEARNING)
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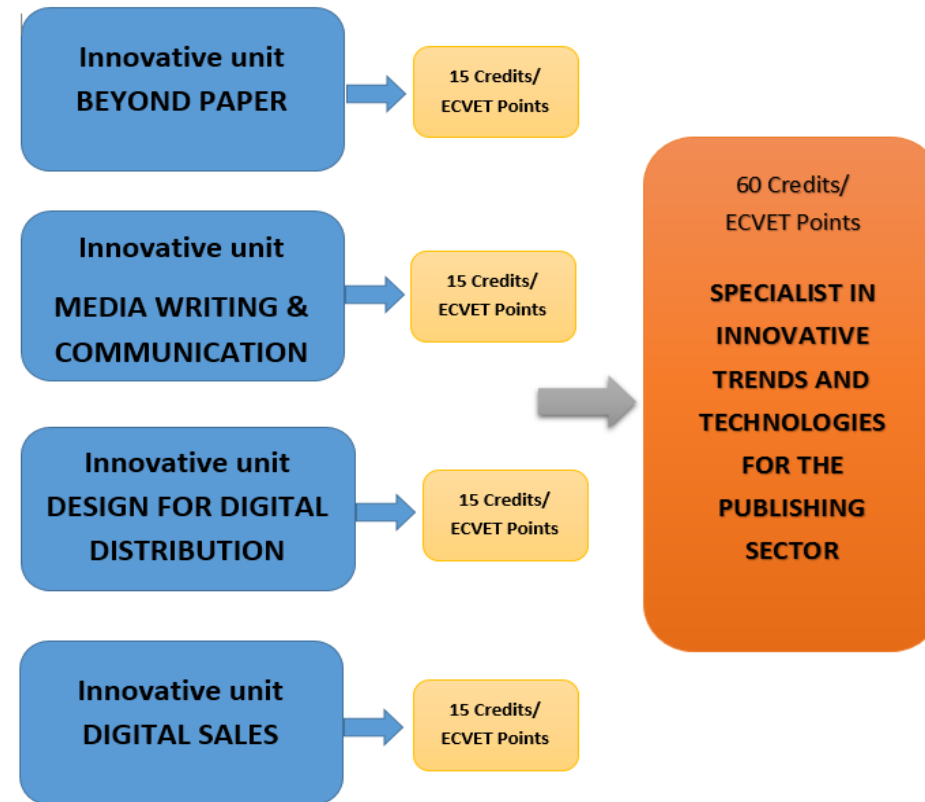
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The NEW innovative occupational profiles into the ASAP MOOC platform – Project sustainability



ASAP WEB site: <https://www.erasmus-asap.eu>

Thank you Very Much



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