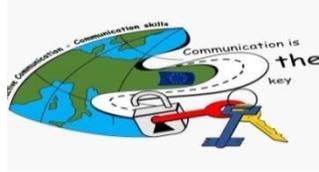




Erasmus+

This programme is funded by the EU



REPORT ON THE ONLINE MEETING

7th - 11th June 2021

Host School: Ipssat Rocco Chinnici Nicolosi CT, Italy

The European Erasmus+ Project
2018-1-CZ01-KA229-048217
Strategic Partnership for Schools



The EU



Czech Republic



Bulgaria



Turkey



Italy



Portugal

TOPIC: VISUAL COMMUNICATION

PARTICIPATING SCHOOLS

- 1) Škola mezinárodních a veřejných vztahů Praha, Michelská 12, Praha 4,
Czech Republic.
- 2) Acad. Prof. Dr. Asen Zlatarov, Secondary School, Bulharia Street 18,
Botevgrad, **Bulgaria.**
- 3) Ardeşen Şehit Ömer Halisdemir Fen Lisesi, Fırtına Mah. Yıldırım Beyazıt,
Ardesen/Rize, **Turkey.**
- 4) IPSSAT ROCCO CHINNICI via Fratelli Gemmellaro, 86-92, 95030
Nicolosi CT, **Italy.**
- 5) Agrupamento de Escolas Dr. Ferreira da Silva, Cucujães, **Portugal.**

The current global COVID-19 pandemic, the health security measures and the ensuing travel restrictions have negatively affected ongoing or planned activities under the Erasmus+ programme. It was impossible for the coordinators to organize the last Erasmus+ meeting of our project on "Visual Communication" in Nicolosi CT, Italy. So, it was decided by all the partners schools to have it virtually on-line from 7th - 11th June 2021, hosted by Italian School. Throughout the 5 days, there were many presentations on the subject as well as other activities. The virtual meeting made it possible for all the students to have meaningful, transnational and intercultural experiences online, fostering mutual understanding and skills development. The following **Programme Agenda** was agreed upon by all the coordinators:

1) Students from each country will create/prepare presentations on the topic: **"Visual Communication"**. These presentations will then be sent to the main Czech Coordinator in Prague.

2) Students from **Italy** will prepare **2 videos**. One about their school and the other about their city/town. As they are a Catering school, they can, if possible, show us some nice Food dishes, Cakes and Beverages they prepare. The Italian Coordinator will then send these to the main Czech Coordinator in Prague and the other Coordinators. As host the Italians will prepare the programme of the meeting.

3) **Travel Manual**: Students from each country will prepare a short information text (3-4) pages long (it must include some basic information facts, transport & travelling, places to visit, etc.). We all will send it to the Turkish Coordinator. They will print and bind it together and it will be our Travel Manual. This will then be posted/distributed to the coordinators of all the schools

4) **Common Calendar**: All of us have the programme of the meetings that took place in The Czech Republic, Portugal, Turkey and Bulgaria. The Italian coordinator teacher can also prepare a short one about the coming on-line meeting in Italy. We all will send it to the **Portuguese Coordinator**. They will print it and then bind it together as a manual and it will be the **Common Calendar of our project**. This will then be posted/distributed to the coordinators of all the schools

5) All students will prepare **on-line Kahoot, General knowledge, Quiz tests**, etc., about their countries.

6) **Time Capsule Messages Box**: As the Message box is in Bulgaria, we request the Bulgarian Coordinator and its team to record a short video with their students, teachers and others with some verbal messages for all of us and then to save/deposit this box somewhere in your Headmaster's office.

7) The Portuguese Coordinator is requested to kindly arrange and be in-charge of the **ZOOM** platform during our meeting.

8) An **E-report** of the meeting to be prepared by the **Czech team**.

On Monday June 7th, all the participants were warmly welcomed by the Italian Coordinator and informed about the programme and objectives of the project. Later teachers and students from other participating countries also introduced themselves.

The programme started with **the Italian students** first presenting a video about their school - IPSSAT "Rocco Chinnici", which is a public school which provides full time secondary education for more than 1400 students, some students with special needs. The education offered is dedicated for this purpose, in particular to young people living in the surroundings, the school staff aim could give an important support to the accommodations and to the touristic development foreseen in the future. The competences and training of the students, in the catering and hotel field, allow them to a very fast and easy integration into the business world, not only in Italy, but also worldwide. The educational goal of the school is to prepare future men as citizens, integrated in an historical society, but also able to face the challenges of the future.

The next video was about their country Italy - a country located in Southern Europe comprising the boot-shaped Italian peninsula and a number of islands including Sicily and Sardinia. Italy has a strategic location dominating central Mediterranean as well as the proximity to Western Europe across the Adriatic Sea. The government system is a republic; head of state is the president, and the head of government is the prime minister. Italy has a diversified industrial economy, which is divided into a developed industrial north, dominated by private companies, and a less developed, welfare-independent, agricultural south. Italy is a member of the EU.

Then there was a presentation about "Welcome to Catania" - an industrial, logistical and commercial center of Sicily, what to see there by night, what to discover, some interesting places and UNESCO World heritage sights, Mount Etna, Europe's largest and most active volcano. The last video was on Visual communication - outlining the various Typical Sicilian dishes which show traces of all cultures which established themselves on the island of Sicily over the last two millennia. To name a few dishes Arancini (crispy, deep fried Sicilian balls of rice), Caponata, Farsu magru, Pasta alla Norma, Cannoli, Likenege, etc. etc.

The final part of the programme was **a general quiz Kahoot game on Italy** in which Portuguese, Bulgarian, Czech and Turkish groups participated.

The online meeting ended but students continued working in groups at their respective schools.

On Tuesday June 8th, **the Portuguese students** started with their presentations, first introducing their students' team working on Erasmus project, followed by a presentation on: "Our Country Portugal" - a country located on the Iberian Peninsula, in south-western Europe. It is the westernmost sovereign state in mainland Europe, bordered to the west and south by the Atlantic Ocean and to the north and east by Spain, the sole country to have a land border with Portugal. Lisbon is the capital and largest city with other well-known cities, such as Porto, Braga, Coimbra and Faro to name a few. A few famous people from Portugal - Daniela Ruah, Antonio Guterres, Cristiano Ronaldo, etc.

While Portugal is modern and developed, it maintains much traditional culture with handicrafts, cuisine, music, sports and dance. It has a large number of cultural landmarks ranging from museums to ancient church buildings to medieval castles, which testify its rich national cultural heritage. Portugal is home to fifteen UNESCO World Heritage Sites, ranking it 8th in Europe and 17th in the world. Portuguese is one of the major languages of the world (the sixth most spoken language spoken worldwide), spoken by about 200 million people on four continents. It is the sole official language of Portugal, Angola, Mozambique, Guinea-Bissau, Cape Verde, São Tomé and Príncipe, and Brazil, while having co-official language status in East Timor, Equatorial Guinea, and Macau. Portuguese Cuisine include meat (pork, beef, poultry), seafood, fish, molluscs, vegetables and desserts (cakes being the most numerous). Portuguese people often consume bread with their meals and there are numerous varieties of traditional freshbreads like *broa*.

The next presentation was about "Our School" - EBS Dr. Ferreira da Silva, which belongs to a cluster of schools named Agrupamento de Escolas Dr. Ferreira da Silva. It's constituted by five primary schools, six kindergartens and two main schools, with second and third grade (middle school) and secondary each. The school population is composed of about 1400 students aged between 3 and 18 years old. Other presentations were on: "Our town" - Vila de Cucujães which is located in the municipality of Oliveira de Azeméis in Porto Metropolitan Area in Portugal. The population of Oliveira de Azeméis is roughly 68,700 people and is 35 km to the south of Porto and has some nice and interesting places to visit. The presentation on Visual Communication by the Portuguese students covered most of the topics related to the subject.

The final part of the programme was a **general quiz Kahoot game on Portugal** in which Italian, Bulgarian, Czech and Turkish groups participated.

The Bulgarian students presented a nice, highly and well prepared 26 slides power point presentation on Visual Communication, covering in detail the topics, such as: What is VC? (the practice of graphically representing information to efficiently, effectively create meaning), Crafted Visuals, Graphic elements, Elements of VC (colors, textures, lines, dots, shapes. patterns, etc.), Typography (emotional response, visual mood, images, colors, videos and other elements), Texture, Tactile, the Power of visuals (powerful, fool-proof method to generate interest in viewers, create a loyal customer base and long-lasting impact).

Another nice presentation by the Bulgarian students on Visual Communication was on "Mind Maps"- first defining what a mind map is? (a graphical way to represent ideas and understanding concepts), its benefits and uses (in education, business, decision making, planning, etc.), then how to draw a mind map? etc., moving on to "Roadmaps" (it is a sequence of strategic moves that help reach a certain goal the best and the fastest way possible), covering topics as" the approach to roadmaps, what roadmaps make you do? story map, etc., ending the presentation with Feature driven product,

Objective driven product, Time based product, etc. It was a highly standard scientific type of presentation!

The Bulgarian students presented the following picture for discussion and asked all the participants to describe it and to give a title. It was a nice idea much liked and appreciated by everyone. A lot of titles were suggested. Probably the best one was "Man floating on a boat in outer space", which is very close to reality.



The final part of the programme was a **general quiz Kahoot game on Bulgaria** in which Italian, Portuguese, Czech and Turkish groups participated.

The online meeting ended but students continued working in groups at their respective schools.

On Wednesday June 9th, students from Turkey started with their well-prepared presentations on Visual Communication. The first presentation mainly covered topics such as, *General Overview, Important Figures, Image Analysis, Major Perspectives, Power of Visual Communication Communicating Effectively*, etc., all related to the topic. The next presentation was on *Advantages and Disadvantages of Visual Communication* - first explaining the meaning of visual communication and then the advantages being 1) Effective for illiterate people, 2) Helps in oral communication, 3) Easy explanation, 4) Simple presentation and popular; the disadvantages of visual communication are: 1) Costly, 2) Complex presentation, 3) Incomplete method, 4) Wasting of time and difficult to understand, etc. The third presentation on Visual Communication was on *Different types of Visual Communication* - Drawings, pie charts, industrial design, animation illustration, animation color and electronic sources, etc. The last presentation on Visual Communication was about the *Important Figures* related to this type of Communication - Aldous Huxley, Max Wertheimer, for e.g., and some *Major Perspectives* - Personal, Historical, Technical, Ethical, Cultural & Critical. All the presentations on Visual Communication were great.

A nice video on the city Rize was also shown. The city lies on the Black Sea, 66 km east of Trabzon on wooded hills stretching down to the sea, with its commercial section on the narrow strip of flat land around a small bay. Rize enjoys a mild climate and luxuriant vegetation. It is linked by road with Trabzon, Hopa 88 km east, near the Georgia frontier, and Erzurum (south) and by ship with Istanbul. Rize is a processing and sea shipping center for the tea grown in the surrounding area.

The Turkish students presented a power point presentation on Turkish Cuisine which is one of the most varied in the world and is considered as the third richest cuisine after the French and the Chinese gastronomy. It can be described as a fusion and refinement of Mediterranean, Balkan, Middle Eastern, Central Asian, East European and Armenian cuisines. Turkish cuisine has a wide variety of foods, including cereals, pastries, vegetables, and self-growing herbs mixed with meat. There are also many soups and sweet dishes too. Turkish cuisine varies across the country. To name a few from the presentation - Laz Boregi, Hamsi, Muhlama, Etli Sarma, Sutlac, Rize Pidesi, Pekmezli Kabak Tatlisi, Hamsili Pilav, Karalahana Corbasi, Adana kebab, etc.

The final part of the Turkish programme was a **general quiz Kahoot game on Turkey** in which Portuguese, Bulgarian, Czech and Italian groups participated.

The **Czech students** started their presentations, first by giving information about the school system in the Czech Republic and then My School. Education in CZ is more or less the same as in most European countries - it includes three stages. Pre-school, primary, secondary and tertiary. Pre-school education is provided by Nursery schools for children aged 3-6. At the age of 6 children usually start to go to primary school and stay there until they are 15. After finishing successfully primary schools' pupils can choose one of the Secondary schools. These schools last for 4 years and are finished with the school leaving exam - "maturita". Universities and Colleges provide tertiary education. Students can specialize in different branches of their choice. Study takes 3 years to complete a Bachelor's degree programme and 2 more years to complete a Master's degree programme. The oldest university is Charles University in Prague, founded by Charles IV in 1348.

The presentation on Visual Communication by the Czech students covered topics, such as: What is Communication? What is visual communication? What are the different types of VS? How can we compare it with other forms of communication (verbal, non-verbal, written, digital, etc.)? Which one do you think is the most common, the fastest, the most popular, etc.? the history of VC, the types of VC, the use of visual elements to convey ideas and information, up to Info graphs, Graphics Interchange Format, Videos, Animations, Images, Drawings, Photos and others.

A nice presentation was on the topic Global problems: They are not just important problems, or problems that affect many people. Rather they are those problems that affect the whole of the planet, and potentially all of the people who live on it. Their character and interdependence are such that they can only be solved jointly and simultaneously. These include climate change and energy insecurity, infectious diseases and the cultural dislocations of uneven, unequal and structurally contradictory processes of globalization, apparently rapidly escalating nuclear

proliferation, the destruction of habitat and biodiversity and the rapid deepening of global warming, chemical pollution, illegal drugs, increasing and deepening poverty across particular regions, immigration and the failings of our global institutions of governance and finance, just to take a subset of the whole. Clearly, they are interactive, most likely in ways we have hardly begun to think about.

The next presentation was a Travel Manual about the Czech Republic: Since the fall of communism in 1989, the CZ and its capital Prague in particular - has evolved into one of Europe's most popular travel destination. So, the topics about - Basics facts, Geography and people, Specific holidays in the CZ, some shared holidays with other European states, Transportation and travelling, Interesting places to visit in the Czech Republic were briefly and in a very nice way presented by the student and was liked by everyone.

The next part of the programme was a general quiz **Kahoot game on the Czech Republic** in which Portuguese, Bulgarian, Italian and Turkish groups participated.

Time Capsule Messages Box was the final programme of the day. The Bulgarian Coordinators, Students and the School Headmistress recorded verbal messages for all of us. They appreciated the project, the topics, the presentations, the common work, etc. This box with special messages will be saved in the school for at least 10 years as memory of our project for the future generation.

It is also noteworthy to mention that on this day, we had an inspection of our Erasmus+ project online meeting attended by a lady from the Czech National Agency in Prague. The online meeting ended but students continued working in groups at their respective schools.

On Thursday June 10th, all the coordinators met to analyze the project and expressed their satisfaction at being able to accomplish the main goals of the project, which were outlined at the beginning. All the coordinators presented their short analysis of the project on "Effective Communication - Communication Skills". It was agreed that:

- a) The project fulfilled its task and proved to be highly effective on an individual level in the attainment of communication skills as well as specific skills, and the personal and professional development of students. All the students actively took part during the meeting.
- b) All the partners monitored the progress and evaluated the impact of our project throughout the project lifecycle, in line with the plans set out at the beginning.
- c) The use of social media in the project proved worthy: with benefits clearly and convincingly described, and with definite merit to more widely promoting all such successes that have resulted in increased active involvement of both students and teachers.
- d) All the partners were able to capture the impact of the project at the local and regional level in their respective countries.
- e) Students learned and increased their knowledge in the area of Verbal and Non- Verbal Communication, Overcoming Barriers to Communication, Digital Communication, Visual Communication, Skills in using ICT including multimedia applications, the use of video, virtual learning environments, etc.

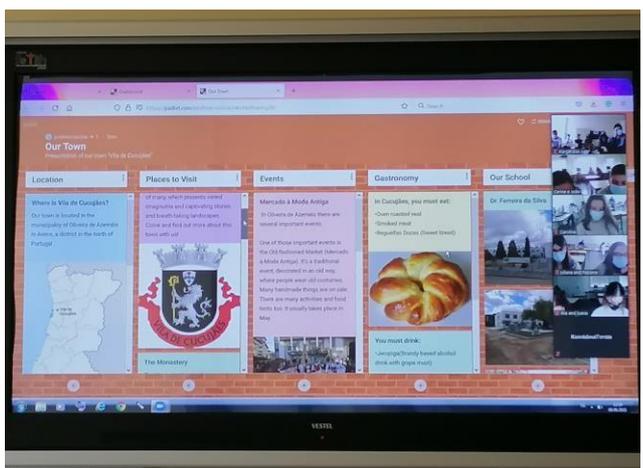
f) The project also taught our students so many things - to grow, to improve, to communicate, to develop their understanding of the diversity of European cultures and languages, to help, share, discuss and learn from each other, to build friendships among themselves, to present themselves and to overcome their limits. They have learned to be a very cohesive team and to exploit the skills and abilities of each other creating nice ppt, videos, kahoots, funny and short films on the topics of the project.

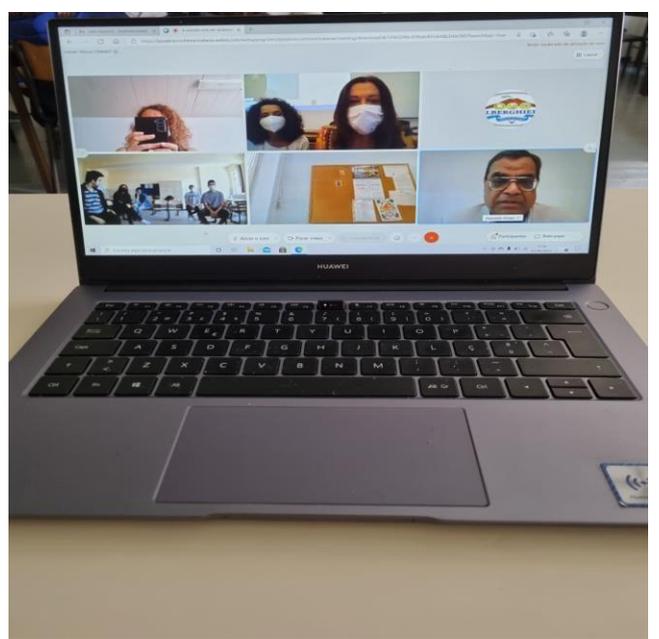
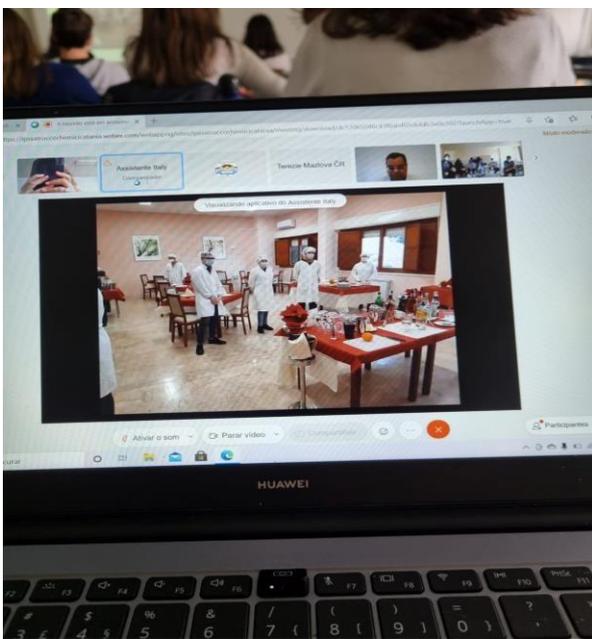
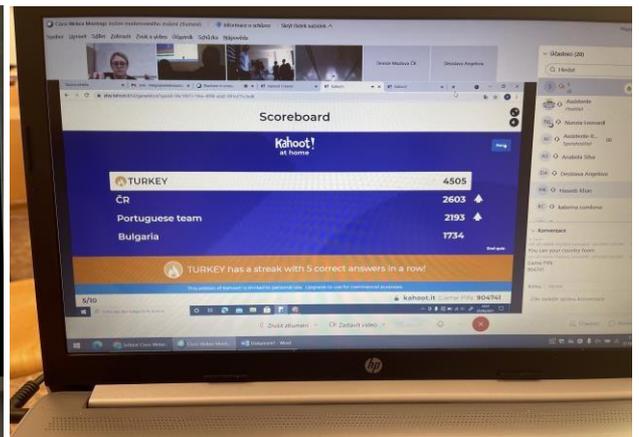
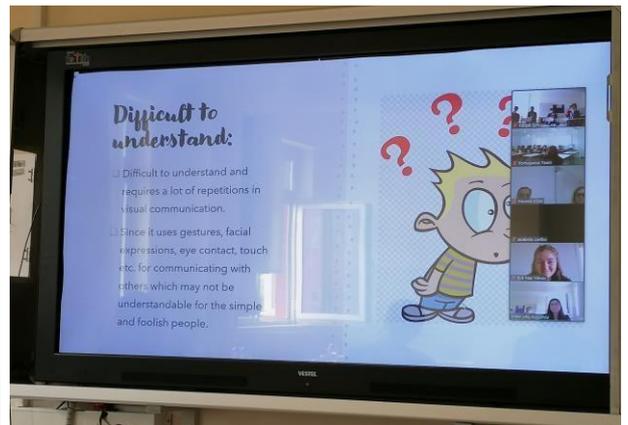
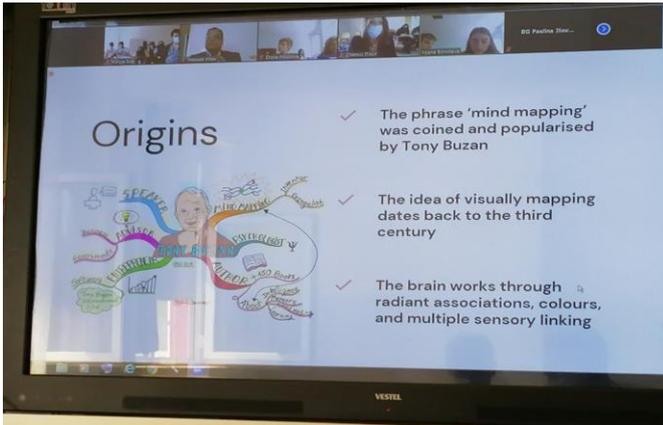
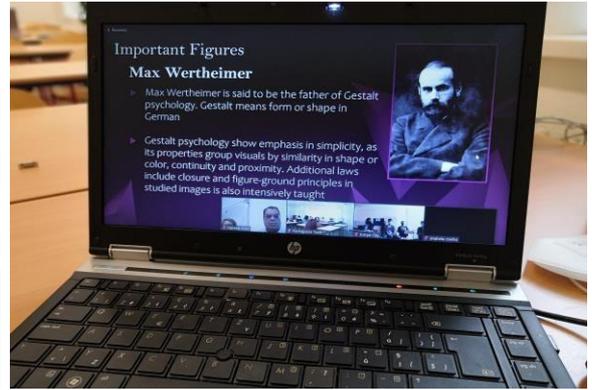
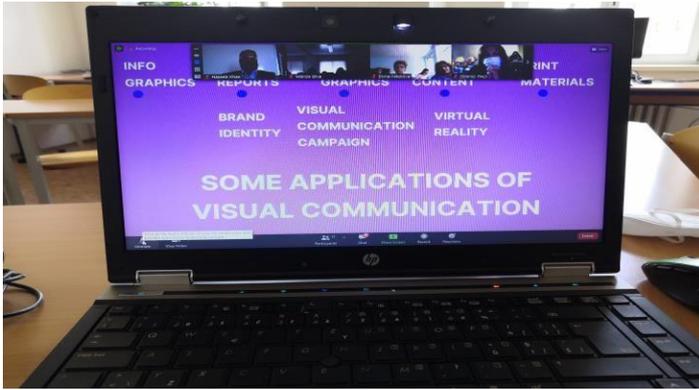
On Friday June 11th, all the individual coordinators worked at their schools, went through the whole project in detail to check if all the tasks are duly fulfilled and completed it, they also worked on the final materials and outputs of the project in order to be ready for the final submission of the report to the National Agency.

Needless to say, that the Erasmus+ Projects aim to support the acquisition and use of knowledge, skills and qualifications to facilitate personal and professional development. They not only help to introduce to other cultures and strengthen European solidarity, but also improve future chances for easier and better opportunities for employability, especially for students from Central and Eastern European countries. So, we agreed to continue working together in future projects.

The Czech Coordinators, **Vlad'ka M and Haseeb K**, who were the main Coordinators of the project, would really want to thank all the partners - the Bulgarian, the Italian, the Portuguese and the Turkish Coordinators and the students for their cooperation, their efforts, their warmth, their affection, their skills and their preparation. Good luck to all of you in your future endeavors.

Here are a few pictures from the online meeting:







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June 2021