



Deliverable 32bis

NETT videos

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Dissemination Level:

PU	Public	x
PP	Restricted to other programme participants (including the Commission Services)	
RE	Restricted to a group specified by the Consortium (including the Commission Services)	
CO	Confidential, only for members of the Consortium (including the Commission Services)	

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Summary

This document describes the NETT videos.

Introduction

Scope of this document

Scope of this document is to support the creation and description of the NETT videos created to promote the NETT project and to show main features of the NETT platform.

Objectives of NETT videos

The main objectives of the NETT Videos are:

- To present and promote the NETT project through emotional images
- To present and promote the NETT project through storytelling actions
- To present the main features and functionalities of the NETT Platform through use scenario methods
- To guide users through the usage of the NETT Platform through a tutorial point of view
- To provide users with technical support presenting the main functionalities of the NETT platform

According to the above statements, we decided to produce the following videos.

Promotional videos

VIDEO 1 - Project Presentation

<https://vimeo.com/111942378>

VIDEO 2 - Platform Overview

<https://vimeo.com/112093391>

Technical videos

VIDEO "ADD MODULES":

<https://vimeo.com/134550003>

VIDEO "COURSE CREATION AND METADATA MANAGEMENT":

<https://vimeo.com/134550128>

NETT Promotional videos

Main description

We decided to produce two different videos, one to promote the NETT project concepts and main strategies, the other to promote the NETT platform and its main features

Video script

Video 1

STORYBOARD

Video 1_ NETT Project Presentation

TITLE:

Entrepreneurship Training

NETT Project

COVER

SCENE 1

Story: Meucci and Bell on the invention of the telephone:

(<http://www.scmp.com/lifestyle/technology/article/1240794/tragic-tale-telephones-real-inventor-antonio-meucci>):

SPEAKER'S TEXT

“We know that Bell did not invent the telephone, but stole the idea without acknowledgement from Antonio Meucci. Meucci and Bell were both creative scientists but just Bell was recognized as a highly respected millionaire scientist entrepreneur.”

END OF SPEAKER'S TEXT

SCENE 2

Domain description: Entrepreneurship Training & Nome progetto: NETT (Networked Entrepreneurship Training of Trainers)

SPEAKER'S TEXT

a. What is Entrepreneurship?

The individual's ability to turn ideas into action.

b. Why teach entrepreneurship to teachers?

It makes a difference through experimental learning, skill building and mindset shift.

c. NETT

It identifies and shares good practice, methods and teaching materials at European Level.

END OF SPEAKER'S TEXT

SCENE 3

Context and project goals: e-learning & entrepreneurship

VIDEO TEXT

Entrepreneurship training increased from 250 university courses in 1985 to more than 5000 in 2008.

Nowadays 400.000 courses are attended every year at university level.

SPEAKER'S TEXT

In such a context the NETT project has developed an online platform that aims to impact on schools and training institutions besides teachers and trainers.

END OF SPEAKER'S TEXT

SCENE 4

Consortium skills

VIDEO TEXT

University of Milan: Informatics, metadata and recommender system

Arkè Management Consulting: Business and management consulting and training skills

EGECED - Institute of Education and Youth Studies Association, Turkey: Development of sustainable exchange between educational professionals

EE-74-NETT - Networked Entrepreneurship Training of Trainers

ITD - Institute of Technology and Development, Bulgaria: Develop innovative business and technology ideas

Project Solution (after shaked): online interactive platform

SPEAKERS' TEXT

The integration of heterogenous and complementary skills, such as information management, communication, business and research, assures exploitation of entrepreneurship training of teachers.

END OF SPEAKER'S TEXT

SCENE 5

Project Results

VIDEO TEXT

- 1200+ subscribers
- 2000 like on the Facebook page
- 24.000 views in 4 months

- 3500 accesses to the platform
- 65% of the users is between 25 and 44 yo
- 65 online courses published

SPEAKERS' TEXT

NETT is a very young, lively and effective platform! To serve heterogenous learning communities of teachers and trainers as well as policy makers.

END OF SPEAKER'S TEXT

Video 2

STORYBOARD

Video 2_ NETT Platform Presentation

TITLE:

Entrepreneurship Training NETT Platform

Guiding voice: WOMAN, ITALIAN

SCENE 1

Presentazione persona di riferimento

Il video mostra il profilo di Valentina Ferrari:

SPEAKER'S TEXT

"In the last few years I worked as web communication and marketing specialist and trainer.

I am going to prepare a case study for a training course for young entrepreneurs"

END OF SPEAKER'S TEXT

TIMEFRAME ESTIMATE: VARIABLE - Description

Woman with audio-- effetto skype / video che si avvia

Woman Style: <http://www.shutterstock.com/it/pic-204662881/stock-vector-business-woman-get-an-idea.html?src=ocG6NcQ00ru3XzPwAKW3w-1-92>

Woman presenting

While she is saying "content management, SEO, buzz and email marketing": company building, <http://www.shutterstock.com/pic-177294722/stock-vector-cityscape-illustration-with-buildings-in-flat-design-style.html>

TAGS:

web communication

marketing specialist

content management

SEO

buzz and email marketing

Focus on “Case Study”

SCENE 2

NETT Platform login and course creation

Video showing a girl, Valentina Ferrari, she starts adding a new course.

SPEAKER'S TEXT

I choose the ‘entrepreneurial vision’ as macro area within which I’ll add the new course of mine.

END OF SPEAKER'S TEXT

TIMEFRAME ESTIMATE: variable – Description:

PC screen and actions done by the girl

Steps:

1. click on entrepreneurial vision
2. click on add new course

SCENE 3

Focus on METADATA

SPEAKER'S TEXT

Let’s add now the metadata to describe the course, and define the target to which the course refers.

The most comprehensive the better!

END OF SPEAKER'S TEXT

User is visualizing form for course creation: caso Geox

TIMEFRAME ESTIMATE: variable - description

Form creation and insertion

Steps:

EE-74-NETT - Networked Entrepreneurship Training of Trainers

1. form visualization
2. course name fields: swot analysis: caso Geox
3. add metadata and keywords: course, economics, swot, analysis, companies, case study
4. description swot analysis

User mouse selecting keywords, swot analysis course on the screen

SCENE 4

Focus on recommender system (RS)

SPEAKER'S TEXT

The recommender system suggests the resources to fit in the course in order to filter the content made available by NETT.

END OF SPEAKER'S TEXT

TIMEFRAME ESTIMATE: 30" - Description

Animation: data filtering

Procedures description. Metadata Management conducted by different users. Recommender system is showing contents to be selected and integrated.

NETT Platform Tutorial

Main description

For the NETT Platform tutorial we decided to create a video organised in two main parts:

- Creating a course and managing metadata
- Adding modules

This video tutorial has been written in Italian language and tested in the Italian Pilot Course.

Video script

Course Creation

SCENE 1

Actor description

1. Valentina Ferrari:

"Negli ultimi anni mi sono specializzata in comunicazione espressamente orientata al marketing, aiutando tante aziende ad accrescere la visibilità a livello internazionale con azioni specifiche di web communication (content management, seo, buzz ed email mktg) elaborando strategie basate su obiettivi (per maggiori informazioni visita la pagina "Portfolio" sul mio sito) ed organizzando eventi in Italia e all'estero."

SCENE 2

Statement

2. "voglio condividere con i partecipanti dei miei corsi di formazione, un caso di un'azienda per cui ho fatto un'analisi swot."

SCENE 3

Add course

3. (sono autenticata alla piattaforma_net)

3.1 voglio aggiungere un corso : scelgo la macroarea d'interesse, tra le 5 proposte.

SCENE 4

Create Course

4. Scelgo visione imprenditoriale- aggiungi corso

SCENE 5

Metadata Management-

5. sono nel form da compilare per la creazione del corso- basic metadata- SWOT ANALISYS: caso Geox

5.1 metadati base: scelgo keywords pertinenti al corso, il target a cui è riferito il corso e lo descrivo in modo esaustivo (cosa è la swot analysys e a cosa serve): I metadati servono per trovare i moduli presenti nella piattaforma utili per il nostro corso,o per altri corsi, al fine di importare quelli più utili.

5.2 salvo

SCENE 6

edit/add module- add metadata

6.1 Personalizzo il primo modulo del mio corso, cambiando le impostazioni di default. (topic) – edit module -

SCENE 7

7.1 descrivo il modulo e aggiungo i metadati del modulo ed eventualmente dei materiali (slide, paper..) utili all'appredimento. Salvo

SCENE 8

8.1 l'analisi che sto facendo è in un ottica imprenditoriale (—> quindi per questo ho scelto visione imprenditoriale) , in cui sarà però utile condividere un modulo da un altro corso dalla macro-area : visione economica .

8.2 aggiungo un modulo attraverso i metadata.

SCENE 9

9.1 scelgo i metadati più coerenti per trovare un modulo utile al mio corso e lo aggiungo. Salvo

SCENE 10

10.1 “adesso il mio breve corso su come fare una swot analysis è completo (due moduli presenti), posso tornare quando voglio a modificarlo e aggiungere materiali, nel corso del tempo”.