Projects and Products Portal for Leonardo da Vinci

HAIR – Des langues professionelles pour des coiffeurs et esthéticiennes

2013-1-CZ1-LEO05-13679

http://www.adam-europe.eu/adam/project/view.htm?prj=11723

Information sur le projet

Titre:	HAIR – Des langues professionelles pour des coiffeurs et esthéticiennes
Code Projet:	2013-1-CZ1-LEO05-13679
Année:	2013
Type de Projet:	Projets de transfert d'innovation
Statut:	Accordé
Pays:	CZ-Tchéquie
Accroche marketing:	Le projet HAIR – Des langues professionelles pour des coiffeurs et esthéticiennes - a offert une solution compréhensible et innovante pour un enseignement de langue professionelle aux écoles secondaires. Quest-ce quétait lHAIR? HAIR était un manuel, un e-learning, un dictionnaire interactionnel et une audition de locuteurs natifs. HAIR aidait des enseignants specialisés à des langues étrangères à enseigner. HAIR améliorait toutes facultés linguistiques (audition, parler, écriture, lecture). HAIR utilisait un traitement dimage avancé, une créativité denseignement, un graphique original. HAIR renforcait un esprit collectif et une faculté dauto-présentation détudiants. HAIR est un résultat dune collaboration internationale entre des spécialistes tchèques finlandais et britanniques, qui soccupent de méthodes modernes denseignement de langues étrangères.
Résumé:	Project offered one possible solution to a complex problem of lack of innovative approaches and inaccessibility of relevant and modern teaching materials for the vocational language learning in Czech VET system, in specific field of Hairdressing and Cosmetics related professions. Project partners, vocational schools, faced the problem with their graduate students entering labour market, being unable to communicate in foreign language, lacking basic vocational terminology and communication skills related to workplace and client communication. There were approximately 78 secondary vocational hairdressing schools in CZ dealing with the lack of adequate teaching materials for content orientated vocational language teaching. From this reason, the idea of transfer of innovative teaching materials focusing on combining vocational subjects of Hairdressing and Cosmetics professions with foreign language came up. Therefore, project was aimed at supporting innovative approaches in vocationally-orientated language learning, in specific field of Hairdressing and Cosmetics, through transfer of innovative teaching methods and materials developed in the UK – complex online English-based Haidressing course including 2D and 3D hairdressing and cosmetics animations. We combined this eLearning toll with the language teaching expert knowledge of our Finnish partner to develop state-of-the-art, skill oriented vocational language materials in hairdressing and cosmetic. The transferred specific vocational language content in the area of Hairdressing and Cosmetics increased the quality and accessibility of teaching and learning vocational materials, in English and German language, for teachers and students of vocational secondary schools in the Czech Republic and Slovakia. CFME SK in cooperation with Slovak vocational school transferred and tested all developed tools and teaching experience to Slovakia, ATT Training UK shared their wide knowledge and resources in hairdressing blended learning, Amisto – Finnish vocational school provided the project with their best practices in vocational language education, vocational schools from CZ representing target group were involved in methodology development and testing process and CFME CZ as an international distributor of innovative e-Learning methods for schools guaranteed the project sustainability. In the project, we foresaw tangible outcomes in the form of teachers textbooks,

Information sur le projet

students exercise books, online learning management system including interactive e-Learning modules, using animations, English and German voiceover, providing interactive language exercises to students, and multilingual vocational picture-based interactive online dictionary, all supported by mentioned LMS.

From the longer - term perspective, we expected the project beneficiaries among 18 000 VET students in CZ and Slovakia.

Please see Needs Analysis in the appendix.

Description: Project reacted to concrete need of lacking innovative teaching and learning materials for vocational foreign language teaching in the professions of Hairdressing in the VET systems in CZ and SK where currently vocational language curricula and related support didactic materials, that would be accessible for schools, did not exist or were of low quality (only one small textbook existed, which was basically a list of vocabulary and phrases far from real skill-developing teaching and learning tool).

Therefore, project was primarily aimed at filling the gap and supporting vocationally-orientated language learning, through transfer of innovative teaching materials and developing online LMS platform including interactive e-Learning modules and related textbooks, exercise books and interactive online picture-based dictionary.

Supported by modern tools like interactive, voice-based eLearning, results were balanced all four major language skills: reading, writing, listening and speaking.

Following objectives have been set up to achieve project goals:
• to provide teachers and students of VET schools in CZ and SK with easy to handle, modern tool for effective and interactive content orientated language learning / LMS platform including e-Learning modules enabling individual, individualized and differentiated teaching and learning, with the minimum of 600 interactive screens in vocational English and German.
• to provide step by step instruction manual of working with specific Learning Management System with the aim to enable teachers use the system to its full potential for effective vocational foreign language teaching
• to provide students with tools for practical learning and language skills development/students´ exercise book and interactive picture based dictionary related to hairdressing professions.
• to provide teachers with practical teaching tools - teachers´ book based on development of basic communication skills in hairdressing.

We used the diversity of developed materials (eLearning portal, textbooks, interactive vocabulary) to balance all language skill and strengthen vocational communication skill.

Projects aims were linked with following European priority: Promotion of the acquisition of key competences in VET (LEO-TraInno-9); expecting the students entering labour market with increased skills to communicate in foreign language related to their profession, with the possibility of employment in domestic and European labour market.

Work packages:
- Project management
- Quality Management
- Transfer and adjustment of 2D and 3D hairdressing learning screens from UK
- Transfer and development of teaching and learning materials based on UK and Finnish partner know-how
- Development and adjustments of project educational portal and LMS
- Teacher trainings
- Testing
- Dissemination and exploitation of project results
- Accreditation

Information sur le projet

Milestones (main results):
• International partner group meeting/IPG FI, November 2013
• Development of PM and QM plan, deadline: November 2013
• Development and adjustments of project portal including LMS system: January 2014
• Transfer and adjustment of ATT hairdressing learning screens from UK, deadline: January 2014
• Development of Hairdressing English textbook and eLearning - Grade 1 (pilot): May 2014
• Testing, Evaluation and Adjustments of Hairdressing English textbook and eLearning - Grade 1 (pilot): July 2014
• Printing and distribution of English textbook Grade 1 (pilot): September 2014
• Production of the rest of English (Grade 2 and 3) and German (Grade 1,2 and 3) textbooks and eLearning: March 2014
• Testing, evaluation and adjustments of the textbooks and eLearning: June 2014
• Printing and distribution of remaining textbooks: September 2015
• International Partner group meeting 2 /IPG CZ, August 2014
• International conferences, August 2014
• National workshops / trainings for VET schools in CZ and SK, August 2014 – May 2015
• Dissemination of project results, progress reports on project implementation, ongoing, October 2013 – September 2015
• Final project evaluation, deadline: September 2013

Thèmes:	*** Formation linguistique *** Formation initiale ** Marché du travail ** TIC ** Enseignement supérieur ** Formation ouverte et à distance
Sectors:	*** Autres Activités de Services *** Enseignement
Types de Produit:	Matériel pour l'enseignement Modules Site Internet Enseignement à distance Matériel d'apprentissage
Information sur le produit:	The key project products included: • project portal including LMS system with 600 e-Learning interactive screens of hairdressing vocational English and German • teachers´ instruction manual for LMS usage and the usage of e-Learning modules • vocational hairdressing language students´ textbook / exercise book in English and German, grades 1, 2, and 3 • vocational hairdressing language teachers´ textbook in English and German, grades 1, 2, and 3(detailed methodology) • vocational multilanguage picture and sound-based online dictionary for hairdressers
Page Web du projet:	http://hair.cfme.net/

Contractant du projet

Nom:	Centre for Modern Education (CZ) s.r.o.
Ville:	Prague
Pays/Région:	Praha
Pays:	CZ-Tchéquie
Type d'organisation:	Autres
Site Internet:	http://www.cfme.net

Personne de contact

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Coordinateur

Nom:	Centre for Modern Education (CZ) s.r.o.
Ville:	Prague
Pays/Région:	Praha
Pays:	CZ-Tchéquie
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Partenaire

Partner 1

Nom:	ATT Training Ltd.
Ville:	Shenfield
Pays/Région:	Essex
Pays:	UK-Royaume-Uni
Type d'organisation:	Autres
Site Internet:	http://www.atttraining.com

Partner 2

Nom:	Secondary vocational school
Ville:	Stochov
Pays/Région:	Stredni Cechy
Pays:	CZ-Tchéquie
Type d'organisation:	Autres
Site Internet:	http://www.sousto.cz

Partner 3

Nom:	Porvoo Vocational College Amisto
Ville:	Porvoo
Pays/Région:	Etelä-Suomi
Pays:	FI-Finlande
Type d'organisation:	Autres
Site Internet:	http://www.amisto.fi

Partner 4

Nom:	Secondary vocational school
Ville:	Bratislava
Pays/Région:	Bratislavsky Kraj
Pays:	SK-Slovaquie
Type d'organisation:	Autres
Site Internet:	http://www.beautycare-study.sk

Partenaire

Partner 5

Nom:	Secondary School of Business and Services Ltd.
Ville:	Žár nad Sázavou
Pays/Région:	Jihovychod
Pays:	CZ-Tchéquie
Type d'organisation:	Autres
Site Internet:	http://www.obchodskolazr.cz/

Partner 6

Nom:	Secondary vocational school
Ville:	Bohumin
Pays/Région:	Moravskoslezsko
Pays:	CZ-Tchéquie
Type d'organisation:	Autres
Site Internet:	http://www.sosboh.cz

Partner 7

Nom:	Secondary vocational school
Ville:	Prague
Pays/Région:	Praha
Pays:	CZ-Tchéquie
Type d'organisation:	Autres
Site Internet:	http://www.pcssou.cz

Partner 8

Nom:	Centre for Modern Education (SK) s.r.o.
Ville:	Bratislava
Pays/Région:	Bratislavsky Kraj
Pays:	SK-Slovaquie
Type d'organisation:	Autres
Site Internet:	http://www.cfme.net

Partenaire

Partner 9

Nom:	Secondary Vocational School for Hairdressers
Ville:	Prague
Pays/Région:	Praha
Pays:	CZ-Tchéquie
Type d'organisation:	Autres
Site Internet:	http://www.souhair.cz

Données du projet

HAIR-Brochure.pdf

http://www.adam-europe.eu/prj/11723/prj/HAIR-Brochure.pdf

Project promotion materials

HAIR-Poster.pdf

http://www.adam-europe.eu/prj/11723/prj/HAIR-Poster.pdf

Project promotion materials

HAIR-Research_Study.pdf

http://www.adam-europe.eu/prj/11723/prj/HAIR-Research_Study.pdf

Research Study on Needs analysis of vocational hairdressing language teaching

HAIR-Student_textbook-EN-Grade_1.pdf

http://www.adam-europe.eu/prj/11723/prj/HAIR-Student_textbook-EN-Grade_1.pdf

Vocational hairdressing language students´ textbook / exercise book in English

HAIR-Teacher_manual_LMS.pdf

http://www.adam-europe.eu/prj/11723/prj/HAIR-Teacher_manual_LMS.pdf

Teachers´ instruction manual for LMS usage and the usage of e-Learning modules

HAIR-Teacher_textbook-CZ-Grade_1.pdf

http://www.adam-europe.eu/prj/11723/prj/HAIR-Teacher_textbook-CZ-Grade_1.pdf

Vocational hairdressing language teachers´ textbook in English, detailed methodology. Czech version.

HAIR-Teacher_textbook-SK-Grade_1.pdf

http://www.adam-europe.eu/prj/11723/prj/HAIR-Teacher_textbook-SK-Grade_1.pdf

Vocational hairdressing language teachers´ textbook in English, detailed methodology. Slovak version.

Produits

1 Vocational language e-Learning

2 Teachers' textbook

3 Students' exercise book

4 Picture and sound-based online dictionary

5 Web pages

6 Information brochure and poster

Produit 'Vocational language e-Learning'

Titre:	Vocational language e-Learning
Type de Produit:	Modules
Texte marketing:	Modern education in foreign languages for the hairdressing and beauty therapy industry. Interactive exercises with immediate feedback; linked to the student textbook.
Description:	Project portal including LMS system with 600 e-Learning interactive screens of hairdressing vocational English and German. E-learning modules to provide teachers and students of VET schools in CZ and SK with easy to handle, modern tools for effective and interactive content orientated language learning through the use of a LMS platform. E-Learning modules to enable individual and differentiated teaching and learning.
Cible:	Students of 7 partner hairdressing schools from CZ and SK directly involved in the project as a direct target group and immediate users. Students of 21 vocational hairdressing schools, which signed Letters of Support, represented another direct target group. Students of approximately 70 other vocational hairdressing schools from CZ and SK, employment offices providing re-qualification courses, training institutions, language teaching institutions, vocational public, in CZ and SK.
Résultat:	Online education and training material
Domaine d'application:	Vocational education
Adresse du site Internet:	http://hair.cfme.net/
Langues de produit:	allemand slovaque tchèque anglais

Produit 'Teachers' textbook'

Titre:	Teachers' textbook
Type de Produit:	Matériel d'apprentissage
Texte marketing:	Vocational hairdressing language teachers´ textbook in English and German, grades 1, 2, and 3 - detailed methodology
Description:	Vocational hairdressing language teachers´ textbook in English and German, grades 1, 2, and 3 (6 textbooks total) Textbooks support the use of dialogue methods and enable motivation, exposition, fixation, diagnostics and knowledge practical application. From didactical and methodological point of view, it was developed in accordance with the language levels A1 - B1 of the European language framework and has been linked to e-Learning modules.
Cible:	Foreign language teachers of vocational hairdressing schools in the Czech Republic and Slovakia from: - partner schools directly involved in the project - schools which signed Letters of Support - other hairdressing schools in CZ and SK
Résultat:	Teaching material for teachers
Domaine d'application:	Vocational education
Adresse du site Internet:	http://hair.cfme.net/
Langues de produit:	allemand slovaque tchèque anglais

Produit 'Students' exercise book'

Titre: Students' exercise book

Type de Produit: Enseignement à distance

Texte marketing: Vocational hairdressing language students´ textbook / exercise book in English and German, grades 1, 2, and 3

- Structure of the textbook reflects particular topics
- English and German texts focused on broadening of the vocational vocabulary
- Simulated conversations in the hairdressing profession
- Vocational vocabulary and phrases in each unit
- Exercises designed for individuals, groups of students, and the whole class
- Illustrative photos
- Appropriate grammar

Description: Vocational hairdressing language students´ textbook / exercise book in English and German, grades 1, 2, and 3 (6 textbooks total)

Textbooks support the use of dialogue methods and enable motivation, exposition, fixation, diagnostics and knowledge practical application. From didactical and methodological point of view, it was developed in accordance with the language levels A1-B1 of the European language framework and has been linked to e-Learning modules.

Cible: Students of partner hairdressing schools from CZ and SK directly involved in the project as a direct target group and immediate users.

Students of vocational hairdressing schools, which signed Letters of Support, represented another direct target group.

Students of approximately 70 other vocational hairdressing schools from CZ and SK, employment offices providing re-qualification courses, training institutions, language teaching institutions, vocational public, in CZ and SK.

Résultat: Teaching material for students

Domaine d'application: Vocational education

Adresse du site Internet: http://hair.cfme.net/

Langues de produit: allemand
slovaque
tchèque
anglais

Produit 'Picture and sound-based online dictionary'

Titre:	Picture and sound-based online dictionary
Type de Produit:	Enseignement à distance
Texte marketing:	Vocational multilanguage picture and sound-based online dictionary for hairdressers
Description:	Interactive illustrated dictionary is online tool providing to help students and teachers to find out translation of vocational vocabulary easily and accompanied with pictures for better understanding.
Cible:	Students of partner hairdressing schools from CZ and SK directly involved in the project as a direct target group and immediate users. Students of vocational hairdressing schools, which signed Letters of Support, represented another direct target group. Students of approximately 70 other vocational hairdressing schools from CZ and SK, employment offices providing re-qualification courses, training institutions, language teaching institutions, vocational public, in CZ and SK. Teachers of hairdressing schools (both language and vocational subject teachers). Professional public (hairdressers).
Résultat:	Online education and training material
Domaine d'application:	Vocational education
Adresse du site Internet:	http://hair.cfme.net/
Langues de produit:	allemand slovaque tchèque anglais

Produit 'Web pages'

Titre:	Web pages
Type de Produit:	Site Internet
Texte marketing:	Project information web pages You can find here: - information about project - information about textbooks and e-learning - entrance to e-learning - excerpts from textbooks and e-learning exercises - interactive picture dictionary
Description:	Project information web pages serve as one of the dissemination tools. Pages include general information about project, samples of project outcomes, information about partners and links to their web-pages, links to LMS, calendar with events, news section. Web pages were developed by CFME CZ.
Cible:	Vocational hairdressing schools, project partner institutions, other educational institutions and general public. The project web pages also serve as an entrance to LMS and it host the vocational hairdressing interactive dictionary.
Résultat:	Project information web pages.
Domaine d'application:	Vocational education
Adresse du site Internet:	http://hair.cfme.net/
Langues de produit:	tchèque anglais slovaque

Produit 'Information brochure and poster'

Titre:	Information brochure and poster
Type de Produit:	Autres
Texte marketing:	Promotional material with basic information about the main project products. Information brochure includes example english lesson of Grade 1
Description:	Poster was designed with the aim to promote textbooks, e-Learning modules and related teaching materials among schools and other potential beneficiaries. Posters serve as promotion material during conferencies, training, workshops and meetings.
Cible:	Students of partner hairdressing schools from CZ and SK directly involved in the project as a direct target group and immediate users. Students of vocational hairdressing schools, which signed Letters of Support, represented another direct target group. Students of approximately 70 other vocational hairdressing schools from CZ and SK, employment offices providing re-qualification courses, training institutions, language teaching institutions, vocational public, in CZ and SK. Teachers of hairdressing schools (both language and vocational subject teachers). Management of hairdressing schools in the Czech Republic and Slovakia.
Résultat:	Project promotion material
Domaine d'application:	Vocational education
Adresse du site Internet:	http://hair.cfme.net/
Langues de produit:	tchèque anglais slovaque

Événements

International Conference and Expert Workshop

Date	12.11.2014
Description	More information about the International Conference and Expert Workshop you can find in the Invitation card: http://inspirace.cfme.net/Public/pozvánka_hair.pdf
Cible	We invite teachers from the VET hairdressing schools.
Public	Événement public
Informations de contact	Ing. Lenka Krobova lkrobova@cfme.net, +420 603 176 395 Centre for Modern Education (CZ), s.r.o. Pobežní 34, Prague 8, 186 00 www.cfme.net, hair.cfme.net
Date et lieu	Wed August 27th, 12:30-17:00 - Prague (Hostiva, Toulcv Dvr) Thu August 28th, 12:30-17:00 - Bratislava (Stredná odborná škola, Svatoplukova 2)