

Education in a Virtual World (E-VIWO)

2010-1-FI1-LEO05-03043

<http://www.adam-europe.eu/adam/project/view.htm?prj=6815>

Projektinformationen

Titel: Education in a Virtual World (E-VIWO)

Projektnummer: 2010-1-FI1-LEO05-03043

Jahr: 2010

Projekttyp: Innovationstransfer

Status: bewilligt

Land: FI-Finnland

Marketing Text: The marketing text will be added later.

Zusammenfassung: A virtual environment has no geographical borders and offers unlimited possibilities for vocational educators and students in a safe and prejudice-free environment, encouraging and promoting equality for all.

Beschreibung: Creating courses in a virtual environment is a creative way of teaching and learning. E-VIWO is promoting the implementation of Second Life as a creative virtual learning environment where students and teachers can gain and improve their skills in communication, programming, entrepreneurial thinking and cultural awareness. E-VIWO supports learning through new technology and promotes the development of engaging learning methods that motivates students to obtain knowledge and new skills that will support their future professional career.

Within the project and the partner collaboration horizontal issues, such as promoting an awareness of the importance of cultural and linguistic diversity within Europe, as well as of the need to combat racism, prejudice and xenophobia, are promoted.

The virtual environment has no geographical borders and offers unlimited possibilities for vocational educators and students in a safe and prejudice-free environment, encouraging and promoting equality for all.

The main aim of the project is to plan and implement a Second Life learning module in which the students of Computing and Software can practice e.g. programming skills, entrepreneurship, marketing and language skills in a multicultural environment. Within this project the project partners are able to engage their learners in a way not previously possible.

The problem that is tackled in E-VIWO is how the IT-students could better learn the programming skills and English skills as well as social skills required in the possibly global working environment in the future. The project is involving students from all of the partner institutions working together within workshops to deepen their knowledge in mentioned areas giving the opportunity to concentrate on specific areas that interest them. This is naturally improving the ICT skills for staff and students across the project partners.

In SL, users are offered to buy an island to use for their activities or projects. Many users wish to create small businesses, hold special events, or market their activities.

The consortium members are: Yrkesakademin i Österbotten, FPD Järvenpää Training Centre, Cardonald College, Southgate College and Sisli Secondary Vocational/Technical School. All partners are supporting learning through new technology and have a strong interest in developing engaging learning methods that motivates students to obtain knowledge and new skills that will support their future professional career.

General objectives are to support improvements in quality and innovation in vocational education and training systems, institutions and practices. As operational project objectives the partners have chosen to improve the quality and to increase the volume of co-operation between institutions or organisations providing learning opportunities, enterprises, social partners and other relevant bodies throughout

Projektinformationen

Europe. The objective is also to encourage the learning of modern foreign languages.

Students and teachers will learn design and programming skills whilst developing and testing necessary activities in a virtual environment and enjoy playing various roles as avatars (representative of a real person in the virtual environment). Implemented information technology and alternative methods is also a motivating factor when learning English. Once the course is created it can be shared and used over and over again and still be cost effective. The material costs are limited since they only exist in the virtual environment and can easily be shared and re-used. The same goes for planning, establishing and marketing new enterprises.

The activities fulfill the LLP priorities for developing the quality of education and also makes the vocational education more attractive. It is also a link in the New Skills for New Jobs-strategy. Using new technology is a creative way of teaching and learning giving both teachers and students a possibility to meet needs of different job markets and can also be used to improve employability skills, team work and make students aware of the different business roles and functions involved in collaborative project development.

The objectives of E-VIWO are to plan, create and implement a Second Life (SL) learning environment where students can gain skills necessary for both their academic courses and for employability in the future e.g. programming skills, entrepreneurship, marketing and language skills in a multicultural environment.

Concrete aims and objectives are to create and simulate an environment where students and teachers can:

- Learn how to move around and how to communicate in SL
- Learn how to communicate in English in a multicultural virtual environment (English classes or parts of classes arranged together in SL)
- Learn how to program in 3D (scripting workshops)
- Develop and share teaching materials, environments and resources within this virtual --
- Meet with experts on a variety of academic and business topics
- Present their business ideas and/or student projects in an exhibition, which is organised in SL and advertised widely

At the end of the project period students and teachers met during a final conference arranged in Istanbul in May 2012. The conference was well arranged and attracted approximately 200 visitors.

Themen: *** IKT
 *** Lebenslanges Lernen
 *** Chancengleichheit
 *** Sprachausbildung
 ** Arbeitsmarkt

Sektoren: *** Erziehung und Unterricht

Produkt Typen: Unterlagen für offenen Unterricht
 Homepage
 Lehrmaterial

Produktinformation: The following products has been produced within E-VIWO:

1. Administrative documents, plans and reports
2. Second Life Environment
3. Written Framework(common agreement of how to use SL)
4. web site www.eviwo.com
5. Broschure
6. CD
7. Student designed posters
8. Promotional videos " Education in a virtual world"

Projektinformationen

9. Marketing for entrepreneurs course
10. 3D-programming course in English
11. Training handbook for teachers
12. Training handbook for students
13. Design of visual imagery
14. Business & computing English for students
15. Virtual Fair Exhibition
16. Final Conference in Istanbul (May 2012)

Projektwebseite: www.eviwo.com

Vertragnehmer

Name: Svenska Osterbottens forbund for utbildning och kultur skn/Yrkesakademin i Osterbotten
Stadt: Vaasa
Land/Region: Länsi Suomi
Land: FI-Finnland
Organisationstyp: andere
Homepage: <http://www.yrkesakademin.fi>

Kontaktperson

Name: Susanna Vestling
Adresse: Tehtaankatu 1 A
Stadt: Vaasa
Land: FI-Finnland
Telefon: +358 6 324 2814
Fax:
E-Mail: susanna.vestling@yrkesakademin.fi
Homepage:

Koordinator

Name: Svenska Osterbottens forbund for utbildning och kultur skn/Yrkesakademin i Osterbotten
Stadt: Vaasa
Land/Region: Länsi Suomi
Land: FI-Finnland
Organisationstyp: andere
Homepage: <http://www.yrkesakademin.fi>

Kontaktperson

Name: Susanna Vestling
Adresse: Tehtaankatu 1 A
Stadt: Vaasa
Land: FI-Finnland
Telefon: +358 6 324 2814
Fax:
E-Mail: susanna.vestling@yrkesakademin.fi
Homepage:

Partner

Partner 1

Name: Cardonald College
Stadt: Glasgow
Land/Region: Scotland
Land: UK-Vereinigtes Königreich
Organisationstyp: andere
Homepage: <http://www.cardonald.ac.uk>

Partner 2

Name: Invaliidiliiton Jarvenpaan Koulutuskeskus
Stadt: Jarvenpaa
Land/Region: Etelä-Suomi
Land: FI-Finnland
Organisationstyp: andere
Homepage:

Partner 3

Name: Barnet and Southgate College
Stadt: Southgate
Land/Region: Outer London
Land: UK-Vereinigtes Königreich
Organisationstyp: andere
Homepage: <http://www.barnetsouthgate.ac.uk>

Partner 4

Name: Sisli Secondary Vocational/Technical School
Stadt: Istanbul
Land/Region: Istanbul
Land: TR-Türkei
Organisationstyp: andere
Homepage: <http://www.sisli.k12.tr>

Projektdateien

2BFRAMEWORK_ENGLISH_COURSE.docx

http://www.adam-europe.eu/prj/6815/prj/2BFRAMEWORK_ENGLISH_COURSE.docx

2BFRAMEWORK_SecondLife3D.docx

http://www.adam-europe.eu/prj/6815/prj/2BFRAMEWORK_SecondLife3D.docx

4BÖGRET MEN_EL_KITABI.pdf

http://www.adam-europe.eu/prj/6815/prj/4B%C3%96GRET MEN_EL_KITABI.pdf

4BTraining_handbook_for_teachers.pdf

http://www.adam-europe.eu/prj/6815/prj/4BTraining_handbook_for_teachers.pdf

4CTraining_handbook_for_students.pdf

http://www.adam-europe.eu/prj/6815/prj/4CTraining_handbook_for_students.pdf

E-VIWO_ProjectPlan_and_Objectives.doc

http://www.adam-europe.eu/prj/6815/prj/E-VIWO_ProjectPlan_and_Objectives.doc

Work_Package_Reports_September_2011.doc

http://www.adam-europe.eu/prj/6815/prj/Work_Package_Reports_September_2011.doc

Produkte

- 1 Second Life Environment
- 2 Written Framework
- 3 E-VIWO web site
- 4 Second Life 3D programming course in English
- 5 Training handbook for students
- 6 Business & computing English for students
- 7 Training handbook for teachers
- 8 Brochures
- 9 E-VIWO CD
- 10 Student designed posters
- 11 Education in a virtual World - promotional videos
- 12 Marketing for entrepreneur
- 13 Design of visual imagery
- 14 Virtual Fair Exhibition
- 15 Final conference in Istanbul
- 16 Administrative documents, plans and reports

Produkt 'Second Life Environment'

Titel: Second Life Environment

Produkttyp: Homepage

Marketing Text: By planning, creating and implementing a Second Life learning environment the students can gain skills necessary for both their academic courses and for employability in the future e.g. programming skills, entrepreneurship, marketing and language skills in a multicultural environment.

Beschreibung: This product consists of an Second Life area (island) where the training and the project activities were arranged.

Zielgruppe: Teachers and students/IT and Arts and Design, Language learning.
Technical and vocational secondary education

Resultat: Compared to other web based learning environments such as Fronter, Moodle or Connect Pro Second Life offers the users a sense of attachment. SL opens up a world in 3 dimensions (3D). Playing various roles as avatars (representatives of areal person in the virtual environment) the students and the teachers feel as they are sharing the same space even if it is only virtually. For the users a virtual learning environment is closer to the reality. A virtual environment is also promoting a more effective learning method.

By planning, creating and implementing a Second Life learning environment the students gained skills necessary for both their academic courses and for employability in the future e.g. programming skills, entrepreneurship, marketing and language skills in a multicultural environment. The students and teachers created virtual environments using 3D programming.

Concrete aims and objectives was to create and simulate an environment where students and teachers could:

1. Learn how to move around and communicate in SL
2. Learn how to communicate in English in a multicultural virtual environment (English classes or parts of classes arranged together in SL)
3. Learn how to program in 3D (scripting workshops, arranged by FPD for everybody)
4. Develop and share teaching materials, environments and resources within this virtual world.
5. Meet with experts on a variety of academic and business topics (all the participating countries arrange for at least one expert keynote speaker)
6. Study together in a English-speaking workshop
7. Present their business ideas and/or student projects in an exhibition, which was organised in SL

E-VIWO has been a pedagogical learning platform used during English and skills lessons. Within the E-VIWO project partner colleges were able to engage learners in a way not previously possible. The project involved students and staff from all of the partner institutions working together within workshops to deepen their knowledge in mentioned areas giving the opportunity to concentrate on specific areas that interest them. This naturally improved their ICT and communication skills.

Anwendungsbereich:

Homepage: <http://maps.secondlife.com/secondlife/EVIWO/134/111/21>

Produktsprachen: Englisch

Produkt 'Written Framework'

Titel: Written Framework

Produkttyp: Lehrmaterial

Marketing Text: Guidelines and instructions for using Second Life as a learning environment.

Beschreibung: Written frameworks for the project activities in Second Life have been made.

Zielgruppe: Teachers and students/IT and Arts & Design, Language learning
Technical and vocational secondary education

Resultat: During the initial phase E-VIWO students and teachers (target users) together learned how to move around and how to communicate in Second Life. The teachers took part of initial training activities and based on these experiences they drew up frameworks for programming activities and English courses in SL. These written frameworks are guidelines and attachments to the the training handbooks for teachers and students that were produced in Work Package 4.

Anwendungsbereich:

Homepage:

Produktsprachen: Englisch

Produkt 'E-VIWO web site'

Titel: E-VIWO web site

Produkttyp: Homepage

Marketing Text: For a project a web site is of great importance because it gives easy access to important information such as e.g. overview of products and project activities.

Beschreibung: Summaries in all partner languages (Swedish, Finnish and Turkish. Ssli Vocational will add a Turkish language version to the project's web site).
Website content: Information about project, cooperation, presentation of partners and project products.

Zielgruppe: Teachers and students/IT and Arts & Design, Language learning
Technical and vocational secondary education

Resultat: The web page www.e-viwo.com gives easy access to information and products. It is also a media where partners can give information of training activities and courses. The web page is also a dissemination tool and channel, both for information and activities.

Anwendungsbereich:

Homepage: www.eviwo.com

Produktsprachen: Englisch

Produkt 'Second Life 3D programming course in English'

Titel: Second Life 3D programming course in English

Produkttyp: Lehrmaterial

Marketing Text: A virtual environment has no geographical borders and offers unlimited possibilities for vocational educators and students in a safe and prejudice-free environment, encouraging and promoting equality for all.

Taking a Business English course in the Moodle-learning environment and in SL gives the possibility to train Business English needed in real life. Hearing, writing and speaking skills are also trained.

Beschreibung: A Business English course in the Moodle-learning environment and in SL. A blog was also set up on the E-VIWO-page during the project period. This blog was removed after the completion of the project since it doesn't contain material to be transferred after the project period.

Study weeks: 1, Grading points 1-3, To train Business English needed in real life. Hearing, writing and speaking skills are trained.

Zielgruppe: Teachers and students/IT
Technical and vocational secondary education

Resultat: A virtual environment has no geographical borders and offers unlimited possibilities for vocational educators and students in a safe and prejudice-free environment, encouraging and promoting equality for all. Creating courses in a virtual environment is a creative way of teaching and learning. Once the course is created it can be shared and used over and over again and still be cost effective. The material costs are limited since they only exist in the virtual environment and can easily be shared and re-used. Simulation and configuration can be performed in a virtual environment. Students and teachers can also learn design and programming skills whilst developing and testing necessary activities in a virtual environment and enjoy playing various roles as avatars (representative of a real person in the virtual environment).

Implemented information technology and alternative methods has also been a motivating factor when learning English. The students learned about Second Life Wiki – LSL Portal, special features of LSL-scripting, linkmessages, chat channels and chat messages, the contents of the primitives (prims), the Basic prim creation and editing, notecard and SLurl Builder, hovertext-script, chat-script, sirtarget-script. They also learned how to create textures, how to make a SL-door and how to make a SL-link to a website.

Anwendungsbereich:

Homepage:

Produktsprachen: Englisch

Produkt 'Training handbook for students'

Titel: Training handbook for students

Produkttyp: Lehrmaterial

Marketing Text: A Second Life training handbook for students with instructions on how to start, how to create Avatars, how to move, special features of LSL-scripting, link messages, chat channels and chat messages, the contents of the primitives (prims), the Basic prim creation and editing, notecard and SLurl Builder, hovertext-script, chat-script, sirtarget-script, how to create textures, how to make a SL-flag etc.

Beschreibung: A lot of SL material is available on the internet but students also need ready gathered and easy digested instructions on how to get started. The student handbook makes SL as a learning environment more accessible for students. The handbook is also made from a students point of view.

Zielgruppe: Students
Technical and vocational secondary education students

Resultat: The student handbook makes SL more accessible for students as a learning environment. The handbook is also made by students from a students point of view. A lot of SL material is available on the internet but students also needed ready gathered and easy digested instructions on how to get started.

The student handbook was done during the training period in order to provide instructions and support for new users. Since it was made from a students points of view its structure is straightforward. The text is short and clear with images to visually give examples.

The training handbook for students was produced in A4 format, 32 pages (excluded cover pages). A limited amount was printed and distributed among partners and during the final conference in Istanbul. The handbook was also available on the CD and published on the web site.

Anwendungsbereich:

Homepage:

Produktsprachen: Englisch

product files

3B_brosureviwo_Real_life_fair_FINAL.pdf

http://www.adam-europe.eu/prj/6815/prd/5/1/3B_brosureviwo_Real_life_fair_FINAL.pdf

4C Training handbook for students.pdf

<http://www.adam-europe.eu/prj/6815/prd/5/1/4C%20Training%20handbook%20for%20students.pdf>

Produkt 'Business & computing English for students'

Titel: Business & computing English for students

Produkttyp: Lehrmaterial

Marketing Text: The students will learn Business English terms and practice small talk and social skills. Work interview practice. Possibilities for tuition in class situations and in evenings at home.

Beschreibung: The students are more keen to take part in SL-sessions since they offer a more creative method for learning. By using SL as a learning environment the students can practice their Business English skills in a more authentic context. They also have the possibility to meet a real life international business person. Implemented information technology and alternative methods is also a motivating factor when learning English. Using new technology is a creative way of teaching and learning, giving both teachers and students a possibility to meet needs of different job markets. New technology can also be used to improve employability skills, team work and make students aware of the different business roles and functions involved in collaborative project development. All partners are supporting learning through new technology. They have a strong interest in developing engaging learning methods that motivates students to obtain knowledge and new skills that will support their future professional career.

Zielgruppe: Teachers and students/IT and Arts & Design, Language learning
Technical and vocational secondary education

Resultat: The students learnt Business English terms and practiced small talk, social skills and work interviews. Tuition was offered in class and online during evenings at home. The students will visit companies in SL and listen to a keynote speaker in Language Labs. One phase of the language training was also for the students to present their products at the Virtual Fair 28.3.2012.

The course material was available in Moodle and Second Life was used as learning environment. A blog on the project web site was opened and was constantly updated with completed tasks and photos from different sessions in SL. The blog was open for interested teachers during the project period.

By using SL as a learning environment the students could practice their Business English skills in a more authentic context and environment. Implemented information technology and alternative blended methods have also been motivating factors when learning English. Using new technology is a creative way of teaching and learning offering both teachers and students a possibility to improve their skills and competencies as well as employability. The students were keen to take part in SL sessions since they offered a more creative method for learning.

All project partners are supporting learning through new technology and have a strong interest in developing engaging learning methods that motivates students to obtain knowledge and new skills that will support their employability.

Of 20 arranged lessons 16 were organised in SL. FPD Järvenpää also arranged an open public fair of opportunities on the 17.11.2012. There were the Business English in the E-VIWO project was presented.

Anwendungsbereich:

Homepage:

Produktsprachen: Englisch

Produkt 'Training handbook for teachers'

Titel: Training handbook for teachers

Produkttyp: Lehrmaterial

Marketing Text: A Second Life training handbook for teachers with instructions on e.g. how to start, how to create Avatars, how to move.

Beschreibung: A training handbook for educators. The document clarifies and gives instructions concerning system and program requirements. It is also a manual on how to get started and how work in Second Life.

Zielgruppe: Technical and vocational secondary education educators and teachers

Resultat: The handbook is an instructive document that supports teaching and learning online in a virtual environment. Instructions and examples are given on:

- How to start
- How to create Avatars
- How to move

Examples for Special features of LSL-scripting, link messages, chat channels and chat messages, the contents of the primitives (prims), the Basic prim creation and editing, notecard and SLurl Builder, hovertext-script, chat-script, sirtarget-script, how to create textures, how to make a SL-door, how to make a SL-link to a website are also given. The text is short and clear with images to visually give examples.

The handbook supports blended learning combining methods, techniques and resources and applying them in an interactive and meaningful learning environment.

The training handbook for teachers was produced in A5 format, 50 pages (excluded cover pages). A small amount was printed and distributed among partners. The handbook was also available on the CD and published on the web site.

Anwendungsbereich:

Homepage:

Produktsprachen: Englisch

Produkt 'Broschures'

Titel: Broschures

Produkttyp: Unterlagen für offenen Unterricht

Marketing Text: The purpose with a brochure is to promote and raise awareness about the project. The brochure adds to the dissemination of the project.

Beschreibung: A brochure with short description of project mentioning main products and objectives (3D programming and English courses and the Virtual Fair). The brochure also contains information of partner consortium and funding.

Zielgruppe: Teachers and students/IT and Arts and Design, Language learning.
Technical and vocational secondary education

Resultat: A brochure with short description of project mentioning main products and objectives (3D programming and English courses and the Virtual Fair). The first brochure was produced by Cardonald College before the Virtual Fair 28.3.2012.

A second brochure with more limited text content and a new layout was produced by Sisli in English and Turkish before the Final Conference in Istanbul 24.5.2012.

The purpose of the brochures was to market and disseminate E-VIWO activities and events. The brochures were printed and also published in PDF format on the web site.

Anwendungsbereich:

Homepage:

Produktsprachen: Englisch

Produkt 'E-VIWO CD'

Titel: E-VIWO CD

Produkttyp: Lehrmaterial

Marketing Text: A CD containing essential project information is a mean of documentation and adds value to the dissemination.

Beschreibung: A CD was prepared in Turkish and English Language.
50 CD: s will be produced for dissemination purposes. CD content: all relevant project information and produced material. Dissemination among partners only. The CD is also a mean of documentation and can be used by partners after the project period.

Zielgruppe: Project Partners /IT and Arts & Design, Language learning
Technical and vocational secondary education

Resultat: A CD was prepared by Sisli in Turkish and English Language.
The CD was produced for dissemination purposes. CD content: all relevant project information and produced material. Dissemination among partners only. The CD is also a mean of documentation and can be used by partners after the project period.

Anwendungsbereich:

Homepage:

Produktsprachen: Englisch

Produkt 'Student designed posters'

Titel: Student designed posters

Produkttyp:

Marketing Text: Posters adds visibilty of the project and adds value to the the dissemination.

Beschreibung: Several posters for marketing and dissemination has been made by Barnet and Southgate College. The posters were sent to all partner organisations that posted them in their schools. The posters were also available in Moodle.

Sisli also made posters that were distributed in order to market the final conference 28.5.2012.

Zielgruppe: Students and Staff/IT and Arts & Design, Language learning
Technical and vocational secondary education

Resultat: The posters were visible for both staff and students, not only in the IT and Arts & Design departments.

Anwendungsbereich:

Homepage:

Produktsprachen: Englisch

Produkt 'Education in a virtual World - promotional videos'

Titel: Education in a virtual World - promotional videos

Produkttyp:

Marketing Text: A promotional video through the social media YouTube can easily be accessed and distributed to different users and target groups.

Beschreibung: Education in a virtual World - promotional video was created by Barnet and Southgate College in June 2011 for dissemination purpose. YouTube is a media that reaches a wide public not only the projects main target groups teachers and students within Technical and vocational secondary education. This media has no geographical or social borders nor age limits.

http://www.youtube.com/watch?v=XG--GNGMvAk&list=UUGoIRz9vCzge3Y_pNirjd8A&index=5&feature=plpp_video
http://www.youtube.com/user/rebharrop#p/a/u/0/_pqw1NZmi6g
http://www.youtube.com/watch?v=7r7_LOFEzLM&feature=plcp

Other promotional and instructional videos are:

<http://www.youtube.com/watch?v=ZDcCYFLN5ZY>
<http://www.youtube.com/watch?v=BQRL8xso1n4>
http://www.youtube.com/watch?v=_0zQD3kQfy8
<http://www.youtube.com/watch?v=MB4P-nZMnZY>
<http://www.youtube.com/watch?v=dkYpdtz00XM>
http://www.youtube.com/watch?v=3WDvqikTO_Y
<http://www.youtube.com/watch?v=sKYQ9hPoQzw>
<http://www.youtube.com/watch?v=UN1Tmrh3lpl>
<http://www.youtube.com/watch?v=5xsVxlf2gk>
http://www.youtube.com/watch?v=6kXII_YoQXU

http://www.youtube.com/watch?v=6WpptZjJa7l&list=UUGoIRz9vCzge3Y_pNirjd8A&index=3&feature=plpp_video

Zielgruppe: Students and Teachers/IT and Arts & Design, Language learning
 Technical and vocational secondary education

Resultat: virtual environment has no geographical borders and offers unlimited possibilities for vocational educators and students in a safe and prejudice-free environment, encouraging and promoting equality for all. Creating courses in a virtual environment is a creative way of teaching and learning. Once the course is created it can be shared and used over and over again and still be cost-effective. The material costs are limited since they only exist in the virtual environment and can easily be shared and re-used. Computer network simulation and configuration can be performed in a virtual environment. The same goes for planning, establishing and marketing new enterprises. Students and teachers can also learn design and programming skills whilst developing and testing necessary activities in a virtual environment and enjoy playing various roles as avatars (representative of a real person in the virtual environment). Implemented information technology and alternative methods is also a motivating factor when learning English. A promotional video on YouTube can easily be accessed and distributed to different users and target groups. The videos were of the documenting and disseminating type. Learning sessions were documented and recorded in order to have unlimited access to instructions. Key Note lecturers were also documented and published on YouTube.

Anwendungsbereich:

Homepage:

Produktsprachen: Englisch

Produkt 'Marketing for entrepreneur'

Titel: Marketing for entrepreneur

Produkttyp: Lehrmaterial

Marketing Text: In this marketing course the students and teachers use Second Life as a testing and learning environment.

Beschreibung: A marketing course for students. During the course they define marketing, describe their strengths and weaknesses and identifies marketing tools and channels. The course also involves marketing objectives, type of products, target market, market structure, strategies and pricing.

Zielgruppe: Teachers and students/IT and Arts & Design, Language learning
Technical and vocational secondary education

Resultat: The marketing for entrepreneur course was developed by Cardonald College and lasted 6 weeks. This product was developed in order to have a structured planning and preparation for the Virtual Fair. The activities could also be implemented in this course in a natural way using Second Life as a testing and learning environment. The material was published on Moodle and free for all partners to use while preparing for the Virtual Fair. The material covered marketing theory basics and the marketing mix as well as a glance at what marketing and market research is. A few case studies on entrepreneurs and in particular on the Google story were also offered.

Alongside the marketing course the students also worked in Second Life. The students were divided into groups where they had discussions on their intended project for the Virtual Fair. The task for the virtual fair was used as their assessment material.

The students first had to decide on the product and then work on a marketing concept and a presentation for the Virtual Fair.

This result supports the successful completion of work package objectives since it provides information in a simple and concise manner.

Anwendungsbereich:

Homepage:

Produktsprachen: Englisch

Produkt 'Design of visual imagery'

Titel: Design of visual imagery

Produkttyp: Lehrmaterial

Marketing Text: Establishing design and graphics for learning zones in development of Second Life islands gives the students e.g. knowledge on how to structure a virtual fair with different topics.

Beschreibung: Design and graphics was established for learning zones in development of Second Life islands. An interactive learning module for Media, Graphics and Art & Design was applied in a virtual world.

Creative Media students work together with ICT students. Art & Graphic students prepared the design, layout and visual content that the Media and IT students then used when programming and preparing presentations for the virtual fair.

The work undertaken by the students formed part of their accredited project which forms part of their main qualification. SL was imbedded into existing courses.

Zielgruppe: Teachers and students/IT
Technical and vocational secondary education

Resultat: Barnet and Southgate College brought design and graphics expertise to establish learning zones in development of Second Life islands. It was decided that the Virtual Fair was to have the design of a professional expo. Even though it was in a virtual space and took many of its design features from influences such as the recent Worldskills Competition. It was decided that exhibitions created by contributing students and colleges would be organised into learning zones which would be colour coded to help visitor identification, location and experience. All of the stalls and walls of these learning zones would be 'branded' with a consistent coloured surround. Each country also had clear signposting in complimentary design. Barnet & Southgate developed an interactive learning module for Media, Graphics and Art & Design application in a virtual world. Design content ensured an environment where both the design participants and those accessing the sites could apply digital technology skills.

Considerable attention was given to the floor-plan for the Virtual Fair and to the division of areas for the partners, exhibitions and general teaching, learning and presentation areas.

Each country had its own area in the virtual fair specifically for its own use and exhibits as well as an area devoted to the exhibits for the professional companies/sponsors. Each partner had equal area on the island and access to the general areas.

Permissions were granted for students to build in the sandbox learning area (though objects would be returned) and within their own area. Similarly staff could build in their own areas and some in general areas as needed.

<http://maps.secondlife.com/secondlife/EVIWO/132/114/21>

The result support a successful completion of work package objectives since it advances the establishment of learning zones development of SL islands.

Anwendungsbereich:

Homepage:

Produktsprachen: Englisch

Produkt 'Virtual Fair Exhibition'

Titel: Virtual Fair Exhibition

Produkttyp:

Marketing Text: The virtual fair is a mean of both show casing how web based learning platforms and in motivating students. It is also a mean of presenting high lights of the students learning outcomes.

Beschreibung: Highlights of programming products and business ideas were presented in a E-VIWO Virtual Fair in Second Life 28.3.2012. Each partner school, all according to their chosen themes (design, marketing, scripting etc.) presented their skills in e.g programming, entrepreneurship, communicating, presentation and marketing.

Students and teachers have learnt design and programming skills whilst developing and testing necessary activities in a virtual environment and enjoyed playing various roles as avatars.

The fair was arranged in SL on the link

<http://maps.secondlife.com/secondlife/EVIWO/134/111/21>

Zielgruppe: Students, teachers, educators, employers (no geographical boarder)

Resultat: Highlights the programming products and business ideas of each school, were presented. The virtual fair was a show case of how web based learning platforms can be used and motivate students.

The students were given a task regarding programming, entrepreneurship, communicating, presentation and marketing to prepare before the Virtual Fair. Sisli Vocational School has well established contacts with industry and entrepreneur representatives and 2 companies, Dogus Oto (Volkswagen) and EAE, provided visual profiles and logos for their companies and the students were asked to and given the possibility to work with this for the fair. Their tasks and presentations were then evaluated by Dougus Oto and EAE representatives. Based on the feedback received, the fair was well organized and most of the participants recognized the efforts made for a successful event. Most of the participants agreed that the Virtual Fair helped them to make contacts and meet other people. The majority of the participants considered the quality of the presentations satisfactory and very useful.

Anwendungsbereich:

Homepage:

Produktsprachen: Englisch

Produkt 'Final conference in Istanbul'

Titel: Final conference in Istanbul

Produkttyp:

Marketing Text: A final project conference is an important project dissemination event.

Beschreibung: The final project conference was a project dissemination event organised by Sisli Vocational School in Istanbul 24.5.2012. IT students, representatives from universities, entrepreneurs, representatives from the industry, municipality, college management and board of education were invited. The event was broadly marketed within the educational sector and attired approximately 200 spectators. The main event was organised in the college auditorium.

The meeting in Istanbul took place during 23-26.5.2012 and the main event, conference was arranged 24.5.

The programme for the conference 24.5.2012:

- Welcoming words by host (Mr. Mustafa Demirer)
- Welcoming words by project coordinator (Ms Susanna Vestling)
- Key Note speaker, Bahcesehir University
- Student presentations (Sisli Secondary Vocational/Technical School, Invalidiliiiton Järvenpään koulutuskeskus, Cardonald College, Finland, Barnet and Southgate)
- Industry representative, Dougus Oto
- Coctail

The project coordinator and leader arrived 22.5. Together with the host they went through all arrangements and visited the conference hall.

All project partners arrived 23.5. The conference was arranged 24.5. The partners had an arranged study visit to Volkswagen (Dogus Oto), also an evaluating partner during the Virtual Fair, 25.6 when a cultural visit to e.g. the Blue Mosque and the Grand Bazar was arranged. The cultural visit ended with an project dinner on the Bosphorus.

The event was filmed and broadcasted on Youtube on the link:

http://www.youtube.com/watch?v=6WpptZjJa7I&list=UUGoIRz9vCzge3Y_pNirjd8A&index=3&feature=plpp_video

The event was visually marketed at the campus area with flags and posters. E-VIWO material, such as copies of training handbook for students, brochures, pen and a small keyring, was also distributed to conference guests.

Zielgruppe: Technical and vocational secondary education IT students and educators as well as university educators. Industry training representatives.

Resultat: The meetings and conference in Istanbul was a unique occasion for the project members (staff and students) to meet not only in an virtual environment and to share results and experiences.

The students presentations during the final conference and in front of 200 spectator was a emotional event where the students presented their project tasks and work. The conference ended with a Coctail event where all the participants had the opportunity to mingle and network.

The conference was also interpreted into Turkish.

Anwendungsbereich:

Homepage:

Produktsprachen: Englisch

Produkt 'Administrative documents, plans and reports'

Titel: Administrative documents, plans and reports

Produkttyp:

Marketing Text: There are administrative documents, plans and reports that are needed in working with a project and who supports the successful completion of project and work package objectives. These documents are to insure effective cooperation and communication and give a clear description of objectives, results, activities, roles and responsibilities. These documents are also needed in order to follow up how the project activities were progressing and disseminated and if the planned objectives are to be met.

Beschreibung: Project plan, partner contracts, follow ups, evaluation plan, dissemination plan, overview and marketing plan, follow up on project costs, interim and final report, evaluation of education in a virtual world (language learning) and evaluation reports

Zielgruppe: Project partners (management, coordinators, teachers, administrators)

Resultat: All documents, plans and reports have been achieved according to plan.

Anwendungsbereich:

Homepage:

Produktsprachen: Englisch