Projects and Products Portal for Leonardo da Vinci

Digital education for Enhanced editorial products

517964-LLP-1-2011-1-IT-LEONARDO-LMP

http://www.adam-europe.eu/adam/project/view.htm?prj=9090

Information sur le projet

Titre:	Digital education for Enhanced editorial products
Code Projet:	517964-LLP-1-2011-1-IT-LEONARDO-LMP
Année:	2011
Type de Projet:	Développement d'innovation
Statut:	Clôturé
Pays:	EU-Projets centralisés
Accroche marketing:	The E2 project aims at improving the skills of workers employed in the publishing houses, helping them to develop competencies in designing high quality e-publishing materials in order to create new professionals in the publishing sector and to promote creativity, competitiveness and the entrepreneurship spirit by using ICT tools.

Résumé:

The publishing sector is facing new challenges caused by the technological development of new digital publishing materials. The E2 project aims at designing an e-learning course for workers in publishing sector in order to provide them with a full range of skills related to the most innovative and user-oriented technologies that integrates the traditional competencies of the publishing sector with innovative e-publishing materials. The course will encompass several publishing houses providing their staff with digital capabilities in order to create new professional profiles more suitable to the new publishing challenges.
The main activities of the E2 project are:
- A research to identify the vocational skills and the training needs of publishing workers;
- The development of training materials;
- The design and development of an e-learning platform to deliver the training course;
- The delivery of the course and the production of project works by participants;
- The creation of a Community of Practices.
The envisaged impact is to create new occupational profiles by improving skills and competencies of traditional workers in publishing related to the innovative publishing tools and applications, in order to make workers and publishing houses more competitive in the market and to keep up with new ICT tool and applications. Workers can adequately respond to the new labour market needs that demands workers able to create innovative applications to satisfy customers' requests.

Description:

The publishing sector is fast-changing, with ICT and strong global competition on markets. Innovation is important for staying competitive and publishing houses extensively use ICT in order to increase their revenues and efficiency. For publishing houses attracting young readers is a challenge to face immediately. Due to their willingness in exploiting new technologies, young people has to be stimulated in reading with the development of enhanced editorial products. Multimedia and multimodal products are more suitable and preferred by young audience who expects to work, learn, study whenever they want to and are more oriented to a faster approach that allows an easy and timely access, not only the information on the web but to their social network as well. Therefore, E2 project aims at sustaining the world of publishing to face challenges due to the new emerging technologies. E2 wants to provide workers of small and medium publishing houses with a range of skills and competences related to the use of new technologies and to the development of multimedia and multimodal products, in order to make publishing houses more competitive on the markets.
Specifically, the project aims at designing and developing and e-learning course for professionals who already work in order to provide them with new competencies, skills and knowledge about innovative, user-oriented and easy to use editorial products such as enhanced books, applications for mobiles, tablets and web TV, learning objects for interactive schools dashboards as well as social and cross media environments that augment the editorial contents and extend their life cycle. Publishing workers will be also able to update their business plans and marketing strategies in order to exploit opportunities and challenges of digital economy and to take profit from new digital channels for reaching audience, distributing contents as

Information sur le projet

well as fitting their products with dynamic and participatory users' expectations.

Thèmes: *** TIC
*** Formation tout au long de la vie
*** Formation ouverte et à distance
*** Entreprise, TPE, PME
*** Formation continue
** Développement durable
** Égalité des chances

Sectors: *** Arts, Spectacles et Activités Récréatives
** Information et Communication
** Enseignement

Types de Produit: Matériel d'apprentissage
Site Internet
Enseignement à distance

Information sur le produit: 1. The E2 Research report will address partners and target groups. After examining the best practices related to the most innovative ICT applications that could be developed by publishing houses to create innovative products, the report will define the best practices in the digital editorial field and the vocational skills of the target group the e-course is addressed to. The report will focus on three areas that may be particularly affected by new forms of communication and publishing technologies: touristic, children, and academic publishing. The analysis of the best practices in these three areas will enable the identification of the opportunities and models of collaboration between institutional and commercial stakeholders in the production, distribution and promotion of innovative publishing products. The report will contribute as well to outline the new professional profile with technological skills the course aims to train. The E2 Research Report will be available on the project website.

2. Pilot e-learning ENHANCED EDITORS course in English addressed to professionals of small and medium publishing houses from all the partner countries (Denmark, Italy, Lithuania, Turkey and Spain). E-learning course topics will include forms and uses of hypertext structures, the cross-media systems and productions, different typologies of interactivity in publishing, interaction between user generated contents and professional products, page layout and design, language and communicative style on the web, learning and edutainment production for e-book, interactive dashboards and mobile application, on-demand, push delivery systems, digital rights management and the equipment necessary for e-publishing. The reference model here is the multi-modal and multi-layer approach to the description of so-called learning objects. This could face the heterogeneity of available learning objects and related methods: the solution should support "traditional" materials such as texts, images, presentations; it should embrace dynamic multimedia contents, e.g. videos and animations; finally, e-learning should take advantage also from interactive tools, such as forums and instant messaging. Considering current publishing sector the course could focus in a first hypothesis on the following main areas: Managing e-Publishing Projects; Producing Digital content; Digital proofreading; Platform for e-publishing, Copyright Digital right management and Marketing for digital products. The e-learning platform consists of the e-learning environment for the delivering of the e-course addressed to the project target group (publishing houses' employees). It will also include the collaborative tools for individual study and sharing documents and arranging group virtual session. The platform will be accessed through the E2 website using a personal UserID and password to login. The e-learning platform will be created in English and the Learning Objects uploaded will be in English with lecture notes translated into the partners' languages.

3. Project Works: Project works are multimedia products created by participants during the last two months of the ENHANCED EDITORS course. Groups of participants will produce a work using applications and teachings developed through the e-learning course. Project works could encompass enhanced book suitable by computer, web TV, mobile phones etc. At the end of the production, each work will be evaluated by MINDMETIC according to an emotional approach (evaluation of the

Information sur le projet

area of interest for putting images, pop-ups, enriched objects in the e-books, didactic materials, creating standards for the better position of the images or buttons, creating standards for the a better emotional fruition of enhanced books, in the different media format). Project works will be available in English and in the original language. Project works will be exhibited at Torino Book Fair, ITEF festival in Istanbul ad at Vilnius Book Fair and will be promoted on the project website.

4. Dissemination tools, materials and events (project multilingual website, leaflets, posters, e-newsletters, project final workshop, participation in international conferences and book fairs).
5. Online Community of Practice (CoPs) is a web-based thematic platform accessible from the project website. CoP's management puts in place a set of activities to encourage active members' participation as forum promotion, project idea development environment, etc. CoP will allow users to provide and take information on innovative ICT tools and applications for publishing sector and all the necessary documentation on this topic.

Page Web du projet: http://www.e2project.eu

Contractant du projet

Nom:	Consorzio FOR.COM. Formazione per la Comunicazione
Ville:	Rome
Pays/Région:	Lazio
Pays:	IT-Italie
Type d'organisation:	Université/école supérieure spécialisée/academie
Site Internet:	http://www.forcom.it

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Coordinateur

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Ville:	Rome
Pays/Région:	Lazio
Pays:	IT-Italie
Type d'organisation:	Université/école supérieure spécialisée/academie
Site Internet:	http://www.forcom.it

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Partenaire

Partner 1

Nom:	Lithuanian Publisher Association
Ville:	Vilnius
Pays/Région:	Lietuva
Pays:	LT-Lituanie
Type d'organisation:	Association/organisation non gouvermentale
Site Internet:	http://www.lla.lt

Partner 2

Nom:	Fondo Formacion Euskadi S.L.L.
Ville:	Trapagaran
Pays/Région:	Pais Vasco
Pays:	ES-Espagne
Type d'organisation:	Institution de formation continue
Site Internet:	http://www.ffesukadi.net

Partner 3

Nom:	Kalem Kultur Dernegi
Ville:	Istanbul
Pays/Région:	Istanbul
Pays:	TR-Turquie
Type d'organisation:	Association/organisation non gouvermentale
Site Internet:	http://www.kalemkultur.org

Partner 4

Nom:	Mindmetic Research
Ville:	Copenhagen
Pays/Région:	Kobenhaven og Frederiksberg Kommuner
Pays:	DK-Danemark
Type d'organisation:	Entreprise de petite et de moyenne taille (jusqu'à 250 employés)
Site Internet:	http://www.mindmetic.com

Partenaire

Partner 5

Nom:	Politecnico di Torino - Cinema and Media Engineering
Ville:	Turin
Pays/Région:	Piemonte
Pays:	IT-Italie
Type d'organisation:	Université/école supérieure spécialisée/academie
Site Internet:	http://www.polito.it

Partner 6

Nom:	Università degli Studi di Milano
Ville:	Milan
Pays/Région:	Lombardia
Pays:	IT-Italie
Type d'organisation:	Université/école supérieure spécialisée/academie
Site Internet:	http://www.unimi.it

Produits

1 Project Management Handbook

2 Evaluation Plan

3 Internal Quality Progress Report

4 Valorisation Plan

5 E2 brochures and posters

6 E2 website

7 E-Newsletters

8 E2 Research Report

9 Training Needs

10 Course Curriculum

11 Course Design Chart

12 Didactic Model

13 Guidelines for Learning Objects production

14 E-learning platform

15 E2 Progress Report - Public part

16 External Quality Progress Report

17 Final Evaluation Report

18 Scientific Papers

19 Contact Database of potential stakeholders

20 Exploitation Agreement

21 Community of Practices

22 e-course Learning Objects

23 Usability Evaluation Report

24 Experimentation Plan

25 Project Works

26 Final Report

Produit 'Project Management Handbook'

Titre:	Project Management Handbook
Type de Produit:	
Texte marketing:	Project Management Handbook is an internal instructional tool that provides the Consortium with specific guidelines for project management and the realization of project activities.
Description:	The Project Management Handbook includes a detailed work plan of each activity and partners' roles for each WP, the delivery timing, the management strategy and indicators that could inhibit the project's proceeding. The Handbook also includes internal monitoring procedures and tools, means of communication among partners and financial rules. The Project Management Handbook is be available in the private area of the E2 project website.
Cible:	Project partners
Résultat:	
Domaine d'application:	
Adresse du site Internet:	
Langues de produit:	anglais

Produit 'Evaluation Plan'

Titre:	Evaluation Plan
Type de Produit:	Méthodes d'évaluation
Texte marketing:	Evaluation plan is a comprehensive document dealing with the realization of all tools and instruments needed in order to realize effective monitoring and evaluation of all project activities and outcomes.
Description:	Evaluation Plan includes the quality and evaluation strategy, methodology, tools and timing for the evaluation activities and a list of indicators to assess the management activities in term of efficacy and impact on target groups. It aims at evaluating the project methodology, course contents and project work results. The document is available on the website private area.
Cible:	Project partners
Résultat:	
Domaine d'application:	
Adresse du site Internet:	
Langues de produit:	anglais

Produit 'Internal Quality Progress Report'

Titre:	Internal Quality Progress Report
Type de Produit:	Méthodes d'évaluation
Texte marketing:	Internal Quality Progress Report, prepared by the Quality and Evaluation Team, describes results of the evaluation process in the first phase of the project.
Description:	Internal Quality Progress Report concerns didactic methodology employed, contents quality, usability of the platform itself, satisfaction with the course/training session/workshop/seminar, the transferability of the methodology/contents to other subjects. It is available on the website private area.
Cible:	Project partners
Résultat:	
Domaine d'application:	
Adresse du site Internet:	
Langues de produit:	anglais

Produit 'Valorisation Plan'

Titre:	Valorisation Plan
Type de Produit:	
Texte marketing:	The Valorisation Plan serves as a guide to partners in order to disseminate the E2 project's objectives and activities, ensure visibility on a wide scale and promote the exploitation of the project's results.
Description:	The Valorisation Plan foresees a range of outcomes that aim at improving the project visibility for ongoing and forthcoming activities and attended results. It describes the plan for the promotion and dissemination of the project and for the exploitation of the results among the different target groups, giving detailed information. The Plan foresees three different strategies: paper, multimedia and event. The plan includes detailed information on the model for a successful dissemination and exploitation of results, timing for the issue of dissemination products and information on target groups, partners' tasks and responsibility in order to implement the measures set out in the plan, activities to identify broader target groups with a potential interest in the results, measure to capture and respond to the needs of this wider groups.
Cible:	Project partners
Résultat:	
Domaine d'application:	
Adresse du site Internet:	
Langues de produit:	anglais

Produit 'E2 brochures and posters'

Titre:	E2 brochures and posters
Type de Produit:	
Texte marketing:	Brochures and posters address target group, beneficiaries and all actors interested in the project. They describe objectives, activities, target groups and results. They are available in each partner language.
Description:	Printed materials are essential for promotional purposes. Brochures in particular can be produced for communicative purposes. E2 partners realised the project brochure to introduce the project's objectives, target group, main activities and results. They are available in the six project languages: Danish, English, Italian, Lithuanian, Spanish and Turkish. The project brochure will be distributed at national and international conferences and events and can be downloadable from the project website. Each partner will also send the brochures electronically to its mailing list. Posters are useful to communicate short or single messages to a large audience. Many conferences have poster-sessions and they attract people to a stand, so they must be eye-catching or arresting.
Cible:	Targets groups and key stakeholders.
Résultat:	
Domaine d'application:	
Adresse du site Internet:	
Langues de produit:	anglais

product files

E2 brochures

Dan_A5.pdf
http://www.adam-europe.eu/prj/9090/prd/5/2/Dan_A5.pdf

eng_A5.pdf
http://www.adam-europe.eu/prj/9090/prd/5/2/eng_A5.pdf

Esp_A5.pdf
http://www.adam-europe.eu/prj/9090/prd/5/2/Esp_A5.pdf

Ita_A5.pdf
http://www.adam-europe.eu/prj/9090/prd/5/2/Ita_A5.pdf

lit_A5.pdf
http://www.adam-europe.eu/prj/9090/prd/5/2/lit_A5.pdf

Tur_A5.pdf
http://www.adam-europe.eu/prj/9090/prd/5/2/Tur_A5.pdf

product files

E2 Posters

poster_A3_DAN_final.pdf
http://www.adam-europe.eu/prj/9090/prd/5/3/poster_A3_DAN_final.pdf

poster_A3_ENG.pdf
http://www.adam-europe.eu/prj/9090/prd/5/3/poster_A3_ENG.pdf

poster_A3_ESP.pdf
http://www.adam-europe.eu/prj/9090/prd/5/3/poster_A3_ESP.pdf

poster_A3_ITA.pdf
http://www.adam-europe.eu/prj/9090/prd/5/3/poster_A3_ITA.pdf

poster_A3_LIT.pdf
http://www.adam-europe.eu/prj/9090/prd/5/3/poster_A3_LIT.pdf

poster_A3_TUR.pdf
http://www.adam-europe.eu/prj/9090/prd/5/3/poster_A3_TUR.pdf

Produit 'E2 website'

Titre:	E2 website
Type de Produit:	Site Internet
Texte marketing:	The E2 website presents the project's main objectives, activities and partnership and will be regularly updated during the project lifetime.
Description:	A website has been designed and implemented, contents are added as the project develops. This product is fundamental to promote the project among stakeholders. It is a multilingual site (English and partnership languages). The public area provides an information point for the work of the project itself, including details of partnership, objectives, results, public deliverables and dissemination materials. The private area for partners access to the repository of the deliverables in order to support communication and sharing of documents.
Cible:	Target groups and key stakeholders for the public area; project partners for the private area.
Résultat:	
Domaine d'application:	
Adresse du site Internet:	http://www.e2project.eu/
Langues de produit:	anglais

Produit 'E-Newsletters'

Titre:	E-Newsletters
Type de Produit:	Autres
Texte marketing:	Online newsletter is an effective way to keep interested parties informed about the project's progress, achieved results and relevant events at local and international level.
Description:	Periodical newsletters will be available on the E2 website and sent out through the website (to people that subscribe the newsletter) and by e-mail to the partners' mailing list.
Cible:	Target group and key stakeholders
Résultat:	
Domaine d'application:	
Adresse du site Internet:	
Langues de produit:	anglais

product files

1st Newsletter

1st_E2_newsletter_DK.pdf
http://www.adam-europe.eu/prj/9090/prd/7/2/1st_E2_newsletter_DK.pdf

1st_E2_newsletter_EN.pdf
http://www.adam-europe.eu/prj/9090/prd/7/2/1st_E2_newsletter_EN.pdf

1st_E2_newsletter_ES.pdf
http://www.adam-europe.eu/prj/9090/prd/7/2/1st_E2_newsletter_ES.pdf

1st_E2_newsletter_IT_ok.pdf
http://www.adam-europe.eu/prj/9090/prd/7/2/1st_E2_newsletter_IT_ok.pdf

1st_E2_newsletter_LT.pdf
http://www.adam-europe.eu/prj/9090/prd/7/2/1st_E2_newsletter_LT.pdf

1st_E2_newsletter_TR.pdf
http://www.adam-europe.eu/prj/9090/prd/7/2/1st_E2_newsletter_TR.pdf

2nd Newsletter

2nd_E2_newsletter_DK.pdf
http://www.adam-europe.eu/prj/9090/prd/7/3/2nd_E2_newsletter_DK.pdf

2nd_E2_newsletter_EN.pdf
http://www.adam-europe.eu/prj/9090/prd/7/3/2nd_E2_newsletter_EN.pdf

product files

2nd_E2_newsletter_ES.pdf
http://www.adam-europe.eu/prj/9090/prd/7/3/2nd_E2_newsletter_ES.pdf

2nd_E2_newsletter_IT.pdf
http://www.adam-europe.eu/prj/9090/prd/7/3/2nd_E2_newsletter_IT.pdf

2nd_E2_newsletter_LT.pdf
http://www.adam-europe.eu/prj/9090/prd/7/3/2nd_E2_newsletter_LT.pdf

2nd_E2_newsletter_TR.pdf
http://www.adam-europe.eu/prj/9090/prd/7/3/2nd_E2_newsletter_TR.pdf

3rd Newsletter

3rd_E2_newsletter_DK.pdf
http://www.adam-europe.eu/prj/9090/prd/7/4/3rd_E2_newsletter_DK.pdf

3rd_E2_newsletter_EN.pdf
http://www.adam-europe.eu/prj/9090/prd/7/4/3rd_E2_newsletter_EN.pdf

3rd_E2_newsletter_ES.pdf
http://www.adam-europe.eu/prj/9090/prd/7/4/3rd_E2_newsletter_ES.pdf

3rd_E2_newsletter_IT.pdf
http://www.adam-europe.eu/prj/9090/prd/7/4/3rd_E2_newsletter_IT.pdf

3rd_E2_newsletter_LT.pdf
http://www.adam-europe.eu/prj/9090/prd/7/4/3rd_E2_newsletter_LT.pdf

3rd_E2_newsletter_TR.pdf
http://www.adam-europe.eu/prj/9090/prd/7/4/3rd_E2_newsletter_TR.pdf

Produit 'E2 Research Report'

Titre: E2 Research Report

Type de Produit: Autres

Texte marketing: E2 Research Report presents the findings of the initial research undertaken within the E2 project. It had four main objectives:
1) To collate National Research data findings, provided by each partner.
2) To gather coherent, EU wide data on publishing sector and its transformations.
3) To collect the most interesting best practices in the digital editorial field, providing also a clear scheme of the main innovative features, targets and fruition models as well as content delivery strategies and technologies, business to consumers and business to business models.
4) To identify the professional and vocational skills to train during the experimentation phase of the project according to the needs of small and medium publishing houses.

Description: The E2 Research Report describes the current best practices related to the most innovative ICT applications developed by publishing companies to create innovative products, from an EU wide perspective (focused on the context of the 5 partner countries). This literature review contains EU wide data and analysis of research, current practices and publishing contexts relating to the use of ICT within publishing companies with an emphasis on innovative, user-oriented and easy to use digital editorial products; research and practices related to design and creation of innovative editorial products (e-book and enhanced book) and new marketing and distribution strategies.

Cible:

Résultat: Small and medium companies - defined as employing less than 250 people and with an annual turnover below € 50 million - working in publishing are not only important economically (small and medium enterprises count for more than 90% of the companies of the publishing sector); but they also make an essential contribution to cultural and democratic diversity across Europe. Increasing use of internet and the rapid development of free-sheet press titles represent a significant challenge for the printed publishing sector.

Domaine d'application:

Adresse du site Internet:

Langues de produit: anglais

product files

Appendix - National Reports

Appendix A_DK.pdf
http://www.adam-europe.eu/prj/9090/prd/8/3/Appendix%20A_DK.pdf

Appendix B_IT.pdf
http://www.adam-europe.eu/prj/9090/prd/8/3/Appendix%20B_IT.pdf

Appendix C_LT.pdf
http://www.adam-europe.eu/prj/9090/prd/8/3/Appendix%20C_LT.pdf

product files

Appendix D_ES.pdf

http://www.adam-europe.eu/prj/9090/prd/8/3/Appendix%20D_ES.pdf

Appendix E_TR.pdf

http://www.adam-europe.eu/prj/9090/prd/8/3/Appendix%20E_TR.pdf

Research Report

E2_Desk_Research_final.pdf

http://www.adam-europe.eu/prj/9090/prd/8/2/E2_Desk_Research_final.pdf

Produit 'Training Needs'

Titre:	Training Needs
Type de Produit:	Autres
Texte marketing:	Training Needs report shows the survey results conducted on a sample of 166 small and medium publishing houses. The document is aiming to identify the “enhanced editor” profile and define the vocational skills requested by publishers. Moreover it reports the current competences of operators with new technologies able to innovate editorial products.
Description:	Training Needs Report is the results of an online survey submitted to 166 small and medium publishing companies from all the 5 partner countries. The document aims at identifying the “enhanced editor” profile and define the vocational skills requested by publishers. Moreover it reports the current competences of operators with new technologies able to innovate editorial products.
Cible:	The Report is confidential and addresses only members of the consortium.
Résultat:	The research shows that the publishing houses interviewed have some knowledge of the web and its social platforms but they are not sure how to use them to make a profit. In fact, they are very interested in the improvement of skills like e-commerce and social media. Thus the need to organise a training course focused on the promotion of books in the digital markets through the use of social platforms.
Domaine d'application:	
Adresse du site Internet:	
Langues de produit:	anglais

Produit 'Course Curriculum'

Titre:	Course Curriculum
Type de Produit:	Autres
Texte marketing:	E2 Course Curriculum is based on the desk and fieldwork research undertaken and outlines the E2 online training course programme.
Description:	The Course Curriculum is a document that explains the training course programme. It has been defined according to the data collected during the research and will contain a list of training topics to enhance employees' skills regarding the use of new technologies for the development of multimedia and multimodal products.
Cible:	The document is confidential and addresses the consortium.
Résultat:	According to the training needs analysis two main topics have been defined: production of an e-book and how to develop a book sale marketing and promotion campaign using social media and platfrms.
Domaine d'application:	
Adresse du site Internet:	
Langues de produit:	anglais

Produit 'Course Design Chart'

Titre:	Course Design Chart
Type de Produit:	Autres
Texte marketing:	Course design chart specifies for each module identified in the E2 course Curriculum the following features: learning outcomes, number of hours for each module.
Description:	The Course design chart identifies topics, their description, learning outcomes and number of hours for each moduleof the e-course. The chart addresses the Technological Team and the partner in charge of the Learning Objects production.
Cible:	The document is confidential and is used by the members of the consortium.
Résultat:	Two main sections have been designed: E-BOOK PRODUCTION: the first section will approach the transformations of editorial market in Europe and worldwide with a particular attention to the introduction and production of an e-book. BOOK SALE MARKETING AND PROMOTION: the second section will approach on-line book sale and distribution; how to use social networking to promote a Publishing House, a Book or an Author and its impact.
Domaine d'application:	
Adresse du site Internet:	
Langues de produit:	anglais

Produit 'Didactic Model'

Titre:	Didactic Model
Type de Produit:	Autres
Texte marketing:	Didactic Model analyses the various forms of an e-Learning didactic model and methods. Then, the paper describes the phases of design/planning of the e-content of a module of training.
Description:	he multiplicity of e-didactic typologies (stand-alone e-learning, assisted e-learning, e-cooperative learning, blended learning, info-learning, small-learning) and the specificity of the related didactic methodologies build the development of contents supporting the training-learning process very articulated, defining the need to customize specific planning and development models for the E2 LOs contents and presentation, and specific professional skills necessary for this development.
Cible:	The document is confidential and it will be used only by consortium members.
Résultat:	
Domaine d'application:	
Adresse du site Internet:	
Langues de produit:	anglais

Produit 'Guidelines for Learning Objects production'

Titre:	Guidelines for Learning Objects production
Type de Produit:	
Texte marketing:	Guidelines for Learning Objects production aims to explore the what, why and how of learning objects. It offers some recommendations for keeping the E2 learning objects learner-driven; for aligning with current metadata standards.
Description:	The Guidelines for Learning Objects production is drawn up by technological team and addressed to the project consortium in order to teach academics and experts how to produce the learning objects. It will present the features, the requirements and the description of the characteristics that lessons require. IThe Guidelines for Learning Objects production is available on the project website private area.
Cible:	The document is confidential and it will be used only by consortium members.
Résultat:	
Domaine d'application:	
Adresse du site Internet:	
Langues de produit:	anglais

Produit 'E-learning platform'

Titre:	E-learning platform
Type de Produit:	Enseignement à distance
Texte marketing:	The e-learning platform consists of the e-learning environment for the delivering of the e-course addressed to the project target group (publishing houses' employees).
Description:	E-learning platform includes the collaborative tools for individual study and sharing documents and arranging group virtual session. Users access the platform using a personal UserID and password to login. The e-learning platform is created in English. The e-learning platform was developed by a technological Team of experts with a broad experience in production of e-learning platform.
Cible:	E-Platform addresses to consrtium members and to e-course participants.
Résultat:	To enter the platform, please use the following user ID and password: User ID: simply Password: user
Domaine d'application:	
Adresse du site Internet:	http://project.forcom.it/e2_lms/index.php
Langues de produit:	anglais

Produit 'E2 Progress Report - Public part'

Titre:	E2 Progress Report - Public part
Type de Produit:	
Texte marketing:	
Description:	This report presents the approach, results and achievements of the E2 project.
Cible:	All
Résultat:	
Domaine d'application:	
Adresse du site Internet:	
Langues de produit:	anglais

product files

2011_5069_PR_E2_pub.pdf
http://www.adam-europe.eu/prj/9090/prd/15/1/2011_5069_PR_E2_pub.pdf

Produit 'External Quality Progress Report'

Titre:	External Quality Progress Report
Type de Produit:	Autres
Texte marketing:	
Description:	The document is an output of the external evaluation process within the project E2 Project “Digital education for Enhanced Editorial products”. It addresses feedback on content of the project’s Work Package 1 and how the role of the applicant organisation is being understood by all the partners of the consortium. It also includes a self-evaluation exercise from the applicant organisation in order to compare the two perceptions.
Cible:	Partners and EACEA
Résultat:	
Domaine d'application:	
Adresse du site Internet:	
Langues de produit:	anglais

Produit 'Final Evaluation Report'

Titre:	Final Evaluation Report
Type de Produit:	Autres
Texte marketing:	
Description:	This document is an output of the evaluation process within the project - E2 “Digital education for Enhanced Editorial products”. It provides feedback on the work and results of internal and external evaluation processes during the two years of the project.
Cible:	Partners and EACEA
Résultat:	All quantitative and qualitative results of the external evaluation process were “positive” or “very positive” according to the scales used in the process (above 75% of the maximum). The vast majority of recommendations made by the external evaluator were implemented by the applicant organisation and/or the partnership resulting in continuous improvement in the management of the E2 project. The partnership was able to implement corrective measures whenever the external evaluation process identified weak points or “not so positive” dimensions of the project’s management. The audit conducted generated no non-conformities, revealing the applicant’s capability and experience in managing these kind of projects.
Domaine d'application:	
Adresse du site Internet:	
Langues de produit:	anglais

Produit 'Scientific Papers'

Titre: Scientific Papers

Type de Produit: Autres

Texte marketing:

Description: E2 partners were encouraged to publish articles, papers and press releases promoting project results on local/national/international conferences or reviews. The consortium members participated in 4 scientific conference with 4 papers focusing on elearning, epublishing, teaching and learning methodologies, innovative training approaches, ICT application for training processes:
1) “Algorithmic Generation of Music Tunes for an iPhone Game” by Baratè, A., Ludovico, L.A. presented at ECLAP 2013;
2) “Serious Games for Music Education: A Mobile Application to Learn Clef Placement on the Stave” by Baratè, A., Ludovico, L.A. presented at CSEDU 2013;
3) “The Music Encoding Initiative and the IEEE 1599 Standard: Towards an Integrated Description of Music Contents” by Ludovico, L.A. presented at MEI 2013;
4) “A Semantics-Driven Approach to Lyrics Segmentation” by Baratè, A., Ludovico, L.A. presented at SMAP 2013.

An article was published on an online Italian magazine.

Cible: Scientific actors in the world of universities, training, ICT and publishing

Résultat:

Domaine d'application:

Adresse du site Internet:

Langues de produit: anglais

Produit 'Contact Database of potential stakeholders'

Titre:	Contact Database of potential stakeholders
Type de Produit:	
Texte marketing:	
Description:	Each partner contributed to the establishment of a project Contact Database of potential stakeholders (DEL n° 19) in order to promote the project results and products on a wide scale. The contact database of key stakeholders encompasses around 400 contact gathered during the two years of the project lifetime. Each partner will continue to involve key actors through networking activities in local, national and international events etc., delivering project dissemination materials to promote the project results and its potential transferability.
Cible:	Partners
Résultat:	
Domaine d'application:	
Adresse du site Internet:	
Langues de produit:	anglais

Produit 'Exploitation Agreement'

Titre: Exploitation Agreement

Type de Produit: Autres

Texte marketing:

Description: The Exploitation Agreement of the project describes the process that the consortium is setting up in order
to formalise the modalities and the conditions that will govern the commercial exploitation of the project
results.

Cible: Partners

Résultat: The Consortium Members have agreed to collaborate according to the following principles which regulate the relationship among the partners concerning the use and further improvement of the following E2 results:
• Website
• Community of Practices
• Platform
• Learning Objects
when the period of European Commission funding ceases, from 1st February 2014 onwards.

Domaine d'application:

Adresse du site Internet:

Langues de produit:

Produit 'Community of Practices'

Titre:	Community of Practices
Type de Produit:	Autres
Texte marketing:	
Description:	The E2 Community of Practices (CoP) is a webbased thematic platform accessible from the project's website. It is a blog open to the contribution of E2 project partners, ENHANCED EDITOR ecourse participants, publishing houses' representatives, institutions/associations connected and operating in the publishing world and all stakeholders and people interested in the E2 project activities, aims and objectives.
Cible:	Public, all actors interested and operating in the publishing field.
Résultat:	The published articles will be shared on the most important social network platforms, from Facebook to Twitter, in order to stimulate interaction in a huge community. It will be very important a constant participation on the blog with a continuous flow of information composed by articles, comments and prompts. Moreover, all these contents will be moderated by a managing editor.
Domaine d'application:	
Adresse du site Internet:	www.e2project.eu
Langues de produit:	anglais

Produit 'e-course Learning Objects'

Titre: e-course Learning Objects

Type de Produit: Matériel d'apprentissage

Texte marketing:

Description: The learning objects are the final results of the design process. Following the guidelines, the didactic materials for the e-course will be developed in order to cover all the topics and subjects identified for the program. The structure of the course design chart will be followed and the main issues related to digital content production for the publishing domain will be included.
The Learning Objects uploaded in the e-learning platform are in English.

Cible: Participants to the e-course

Résultat: 13 modules of the online e-course ENHANCED EDTOR was as follows:

SECTION 1 – E-BOOK PRODUCTION

• Module 1 (3 Hours)
Introduction on e-book publishing: e-book publishing vs traditional publishing.
Production workflow of e-books vs paper books.

• Module 2 (4 hours)
How XML, XHTML, CSS (Cascading Style Sheets) work.
An overview on formats (mobi, kf8, epub2, epub3, pdf).
An overview on devices (e-readers, tablets).
Delivery platforms (Amazon, etc…).

• Module 3 (4 hours)
Useful programs to manage e-books (Oxygen, Sigil, Calibre, Pages, Stanza, Adobe Digital Edition).

• Module 4 (6 Hours)
How to transform a printed book in an e-book.
Convert a paper book into an e-book: how to manage paratexts (notes, images, summary, colophon, cover, indexes). An overview on enhanced books: hyperlinks, videos, audio, multimedia project.

SECTION 2 – BOOK SALE MARKETING AND PROMOTION

•Module 1 (2 Hours)
On line book sales and distribution platforms.
An overview on the main issues related to e-book sale and distribution (print on demand, DRM, ISBN, pricing).

•Module 2 (3 Hours)
Introduction to Social Media.
Social Media Platforms: Twitter – LinkedIn – Facebook Pages – Google+.
Incorporation of Photos and Videos: understanding and using YouTube, Flickr, Instagram.

•Module 3 (4 Hours)
What is viral marketing?

•Module 4 (3 Hours)
Online Safety and Etiquette – Privacy in the Digital World.
Law and Ethics: Brief Overview of major Legality Issues.

•Module 5 (3 Hours)

Produit 'e-course Learning Objects'

Résultat: Elements of User Experience Design: Users Needs, Usability, Findability, Accessibility.

•Module 6 (3 Hours)
Social Networking for Promoting a Publishing House, a Book or an Author.
Brand and Identity.
Public Relations and Marketing.

•Module 7 (3 Hours)
Planning a Social Media Marketing Campaign.
Key Principles of a Social Media Plan.

•Module 8 (3 Hours)
Plan a Social Media Marketing Campaign: introduction to Laboratory activities.
•Module 9 (6 Hours)

Measurement of Social Media Campaigns ROI (Return on Investment).
Measurement of Reach and Effectiveness.
Analyzing Media Trends and Impact.

Domaine d'application:

Adresse du site Internet:

Langues de produit: anglais

Produit 'Usability Evaluation Report'

Titre:	Usability Evaluation Report
Type de Produit:	
Texte marketing:	
Description:	This document reports the findings of a usability review of the online e-learning platform of the enhanced Editorial course. The course aims to provide small and medium scale publishing houses in Denmark, Italy, Lithuania, Spain and Turkey, with a range of skills and competences in designing high quality e-publishing materials and strategies in order to promote creativity and competitiveness by using ICT tools.
Cible:	Partners
Résultat:	
Domaine d'application:	
Adresse du site Internet:	
Langues de produit:	anglais

Produit 'Experimentation Plan'

Titre:	Experimentation Plan
Type de Produit:	
Texte marketing:	
Description:	This experimentation plan intends to create the framework within which each of the E2- “Digital Education for Enhanced Editorial Products” partners will be able to actively monitor and coordinate the realization of the main objectives of E2. The aim of the experimentation plan is to detail the stages which will enable all partners to reach its target audience which the medium and small scale publishers in the countries of all 7 project partners, namely; Italy, Spain, Denmark, Turkey and Lithuania.
Cible:	Partners, tutors of the e-course
Résultat:	
Domaine d'application:	
Adresse du site Internet:	
Langues de produit:	anglais

Produit 'Project Works'

Titre: Project Works

Type de Produit:

Texte marketing:

Description: Project works are multimedia products created by participants during the last two months of the course. Participants produced a work using applications and teachings developed during the first phase of the course. Project works encompassed enhanced book or social media campaigns. At the end of the production, each work was evaluated by MINDMETIC according to an emotional approach (evaluation of the area of interest for putting images, pop-ups, enriched objects in the e-books, didactic materials, creating standards for the better position of the images or buttons, creating standards for the a better emotional fruition of enhanced books, in the different media format).

Cible: Public, society at large, publishing houses

Résultat: The participants of the ENHANCED EDITOR e-course delivered in total 15 project works for the Section 1 of the course and 5 projects for the Section 2, respectively production of an e-book and book sales, marketing and promotion.

Section 1
The evaluation was focused on the emotional reaction that could have been expected by users' experience when interacting with the e-book. Mindresearch has used both mobile devices and desktop Apps to look at each work, that is Laptop, Desktops but also Smart Phones and Tablets.
All works were evaluated based on basic emotions we can infer users' experience when reading each work, that is, a qualitative analysis of basic positive or negative reactions that could trigger Approach/Avoidance or and Tense/Relaxed emotions.

Section 2
In this section, Mindresearch decided to analyze and evaluate the works in terms of structure, content and to give a couple simple suggestions to improve what the participants have produced in the framework of a campaign. For this section, it was necessary to provide all participants with templates of an Excel spread sheet with an example of how to organize a campaign in a timeline.

Domaine d'application:

Adresse du site Internet:

Langues de produit: anglais

Produit 'Final Report'

Titre:	Final Report
Type de Produit:	
Texte marketing:	
Description:	
Cible:	
Résultat:	
Domaine d'application:	
Adresse du site Internet:	
Langues de produit:	anglais

product files

2011_5069_FR_E2_pub.pdf

http://www.adam-europe.eu/prj/9090/prd/26/1/2011_5069_FR_E2_pub.pdf
Final Report

Événements

Final Project meeting

Date	14.01.2014
Description	Final meeting was organized to plan the future exploitation activities after the end of the project lifetime, especially the Exploitation agreement and the Community of Practices. During the meeting the partners where taught regarding the final financial issues to fill in the final financial report and to contribute to drawing up the final report.
Cible	Partners
Public	Événement non public
Informations de contact	
Date et lieu	14-15/01/2014 Bilbao, Spain

Final workshop

Date	14.01.2014
Description	The E2 project Final Workshop was arranged in Bilbao (Spain). It aimed at disseminating and exploiting the final results and products. Key stakeholders were invited in order to promote their active involvement in the project sustainability after the project end.
Cible	Public, publishing houses employees
Public	Événement non public
Informations de contact	
Date et lieu	14/01/2014 Bilbao, Spain

Événements

E2 second interim meeting

Date	01.03.2013
Description	The E2 second Interim meeting was held in Istanbul, Turkey on March the 1st 2013 hosted by the project partner KALEM. The meeting aimed at discussing the actvities implemented so far and the upcoming ones. It was a successful summit where many important decisions, related to the future of the project, were taken. The meeting aimed at defining the pilot course topics and activities, the Experimentation plan and the timeline of the e-course. It was a successful summit since all partners had the opportunity to have an open discussion on the main issues related to future step.
Cible	Project partners
Public	Événement non public
Informations de contact	
Date et lieu	1 march 2013 Istanbul, Turkey

Local National Workshops

Date	22.02.2013
Description	In each partner country a national exploitation workshop was organized during the selection of participants with the aim of promoting target groups' participation in the experimentation and project results among publishers and stakeholders. During the national exploitation workshops the project's aims, objectives, partnership and activities were presented. Partners were responsible for the following activities in their country : Plan the workshop date and agenda Organize the location Invite target group (in order to have at least 20 attendees) Advertise the event on the web, in local newspaper etc. Draft a National Exploitation Workshop Report in English after the event.
Cible	Publishing houses' employees
Public	Événement non public
Informations de contact	
Date et lieu	February the 22nd 2013, Vilnius, Lithuania May the 17th 2013, Turin Book Fair, Italy May the 29th 2013, Copenhagen, Denmark May the 31st 2013, Istanbul, Turkey September the 23rd 2013, Bilbao, Spain

Événements

International conferences

Date	10.11.2012
Description	Partners identified national and European conferences focusing on e-learning methodology, innovative training approaches and on publishing issues. Each partner was encouraged to submit papers describing the E2 project. International conferences and Book Fairs allowed a focused dissemination activity, especially among stakeholders in order to describe project's objectives, activities, envisaged impact, expected and achieved results. A short E2 project presentation was prepared by the participating partner and presented at the conferences. Each partner who participated in an international conference provided a report about the activities carried out during the meeting. The E2 project was presented through specific events during the Vilnius Book Fairs in Lithuania, the Turin Book Fairs in Italy, the Frankfurt Book Fair in Germany both in 2012 and 2013, Città del Libro 2013 in Lecce (Italy). Turin and Frankfurt book fairs are two of the most important world events in the publishing sector. Furthermore, four scientific papers was presented at 4 different international conference in Aachen, Germany (CSEDU 2013); Bayonne, France (Smap 2013); Mainz, Germany (MEI 2013) and Oporto, Portugal (ECLAP 2013). The E2 project was also presented during the Italian workshop "Cittadinanza, Creatività e Didattica nell'Era Digitale" (Citizenship, Creativity and didactics in the Digital Era), organised by the Open University "Guglielmo Marconi" in Rome on July the 13th 2013.
Cible	Public
Public	Événement public
Informations de contact	
Date et lieu	Frankfurt Book Fair – Frankfurt, Germany (2012) Vilnius Book Fair – Vilnius, Lithuania (2013) Salone Internazionale del Libro Turin, Italy (2013) Citizenship, Creativity and Didactics in the Digital Era – Rome, Italy (2013) CSEDU – Aachen, Germany (2013) Smap – Bayonne, France (2013) MEI Mainz, Germany (2013) ECLAP – Oporto, Portugal (2013) Città del Libro – Campi Salentina, Italy (2013)

Événements

E2 first interim meeting

Date	14.09.2012
Description	The E2 first Interim meeting was held in Copenhagen, Denmark on September the 14th 2012 hosted by the project partner MINDRESEARCH. The meeting aimed at discussing the actvities implemented so far and the upcoming ones. It was a successful summit where many important decisions, related to the future of the project, were taken. In particular participants discussed the Research Report results and the findings of the Training Needs analysis. The Interim meeting allowed partner to draft a first version of the Course Curriculum that contains the training course programme and topics, defined according to the data collected in the research phase
Cible	Project partners
Public	Événement non public
Informations de contact	
Date et lieu	14 September 2012 Copenhagen, Denmark

E2 kick-off meeting

Date	08.02.2012
Description	A three day Kick-off meeting for the E2 "Digital education for Enhanced Editorial products" project, was held on 8-10th February 2012 at the FOR.COM. premises in Rome. The meeting aimed at starting the project activities, outlining the project goals as well as the individual roles and responsibilities of team members.
Cible	Project partners
Public	Événement non public
Informations de contact	
Date et lieu	8-10 February 2012, Rome Italy