



NEW TRANSGENERATIONAL VISUAL LITERACY



*Bridge the digital divide to enhance
Youth and Senior Visual Literacies
and communication competences
while creating digital media content.*

D6.MULTILINGUAL WORKSHOP TRAINING

Title: **Multilingual Workshop Training Model**

Profile: **NGO; Training Centers; Day Centers; Libraries**

Content: **Design Thinking, Visual Literacy, Social Media**

Description

The workshop introduces the concept of New Visual Literacy bringing together Youth and Seniors cooperating in a common framework.

Through five (5)-intensive-day workshop the Librarians, Social workers and Job counselors will analyze and prototype new services and training models.

Design Thinking, Social Media, Visual Literacy concept and Mobile Apps are some of the tools which are used during the workshop structured in 5 modules.

Objectives

What would be the role of Social workers, Librarians and Job Counselors in the next decade?

How Visual Literacy and Social media impact on their daily work?

What kind of new services could be developed?

How do the Social workers, Librarians and Job Counselors can change the role of the institution?

Day I

*“Understanding the new role of
the Social Workers, Librarians
and Job Counselors in the
digital world”*

Concept

One of the challenges for the Training centers, Day Centers and Libraries is the way of how people get information and knowledge. Today knowledge can be reached from everywhere.

Another challenge is to get a position as a dialogue keeper and as an institution which establish the link between the new user and the services on demand and the balance of not becoming a simply digital curator in the [web.2.0](#) time.

A third challenge is the meaning and functions of innovation, knowledge management, organizational management and knowledge culture.

The needs and strategy which must be followed by library and information centers are analyzed in the workshop. It would emphasize on an innovation in terms of being the developer and implementator of new ideas by people engage in transactions with others in an institutional context. The Knowledge innovation appears in the creation, evolution, exchange and application of new ideas into marketable goods and services for the end-users onto the frame of social media.

Morning session

What would be the role of Social workers, Librarians and Job Counselors in the next decade?

This module addresses the issue that Social workers, Librarians and Job Counselors are the important assets in organization innovation management. Their voices and ideas should be heard and respected to make an instant impact on the organization. Their experience at different levels will be translated into different scenarios addressing different kind of users.

How Visual Literacy and Social media is impacting their daily work connected to users?

We are witnessing the evolution in the accessibility of the services and the change of the roles due to the impact of web 2.0 and its tools. They know what users are demanding this module will map these demands for further service development.

What kind of new services Social workers, Librarians and Job Counselors think it could be developed?

Focus on customers. Understanding the existing need and forecasting the future ones are essential in gaining customer's loyalty. Focus on the customer is therefore the underlying goal for management of organizational innovation. This module will identify these new services based on the bad & good experiences of the users.

Afternoon session

How Social workers, Librarians and Job Counselors think they can change the role of the institution and why it has to become something different?

In the past the "Library without walls", the "Library as a core node" has been defined however most of them still remain as kind of a value, behavior and institutional system, no disruptive technologies connected to the user has been put in place. This module will address their needs on:

- Crowd-type project
- Transform, renew, engage
- Create opportunities
- Share information
- Borrow from other professionals
- Demonstrate leadership and optimism

Day II

“Service Design – designing a new approach in the educational process. Shifting from static to dynamic model of teaching”

Concept

The aims of this module are to affect the Visual Literacy learning processes by fostering new ways of collaboration among Youth and Seniors by:

- *Building on distributed knowledge*
- *Enabling peer group learning*
- *Enabling construction and deployment of group of interest and communities of practice*
- *Provide a framework for interaction*
- *Create innovative collaborative dynamics allowing learners to generate new learning contexts (and not only content) where reflexive learning transforms the every process of learning.*

Morning session

The Journey Map of the Social Centers, Days Centers, Libraries and the users.

The customer's journey map is an oriented graph that describes the journey of a user by representing the different touch-points that characterize his interaction with the service. The workshop develops both Journey maps to identify the touch-points and analyzes their interaction that gives as a result the interaction or touch points of the services to improve both Social Workers, Librarians and Job Counselors and users' experiences.

The services stakeholders' map.

A sample list of stakeholders may include Youth, Seniors, Professional associates, Public communities, Local communities. The concept of the stakeholder was first used in 1963 during an internal memorandum at the Stanford Research Institute. The workshop will create a specific product or service, a complete stakeholder map.

The affinity Map with touch points based on Good and Bad experiences of the services.

The Affinity Map is created over the two maps, which have been developed, and common touch points identified. This enables to be identified the future road map for new products and services and to be tested from ethnographical and anthropological point of view with the user.

Afternoon session

Developing the change what new services can be put in place to enrich user's experience.

The Social Workers, Librarians and Job Counselors should provide ways for Youth and Seniors to engage with each other as well as instruments to communicate, be creative, share insights and envision their own ideas. The co-design services can support different levels of participation, from situation in which the external figures are involved just in specific moments to situations in which they take part to the entire process, building up the service together with the users. They learn the methods how to do it in this module.

Testing the model prototype

Experience some aspects of the service idea with customers, stakeholders or professionals in order to improve the solutions before they are realized.

Day III

*“Visual Literacy and
Social Media – the impact over
the educational process.”*

Concept

The Studies conducted by DG Education and Culture, (Lifelong Learning: contribution to the Lisbon process) suggest that the high take up of social media applications outside of formal educational settings provides new opportunities for innovating and modernizing Education and Training institutions.

- The workshop foster Personal knowledge management and resource network building: Social Media tools allow Youth and Seniors to improve knowledge exchange, which supports their personal knowledge and resource management and contributes to the personalization of the learning processes.*
- The workshop uses Subject-specific methods and tools: Some Social Media applications, particularly immersive environments and media-sharing services, are going to be used to create innovative ways for acquiring subject-specific skills, changing learning methods and procedures teachers will use and share whatever methods they produce creating specific channels.*
- As a result of this module to enhance Personal skills: The affective and social dimension of the learning process is exploited to allow the librarians not only to enjoy learning, but acquire skills that empower them to develop actively their personal skills and competences and transform the way they manage their services in the Social Media environment.*

Morning session

The impact of social media in services tools and Apps practical cases

Learning and Achieving: Social Media tools are going to be used as methodological or didactic tools to directly support, facilitate, enhance and improve learning processes and workshop outcomes. Social Media is conceived as a mean of personalizing learning processes and promoting the Youth and Seniors' individual learning progress, ultimately leading to an empowerment.

Practical case to create added value training and services using social media tools; Instagram, Pinterest and Vimeo.

Four practical applications are developed using Instagram, Pinterest and Vimeo. The city is the scenario the people, places and things from books, and everywhere they can take you. Storyboard is created by adding whatever they like across the site, e.g street names writers. These applications will later involve local actors on a trans-generational activity enabling co-creation and contextual information. In this module Seniors learn to use these three social media tools.

Afternoon session

Drafting practical cases for day 4.

Draft the content for testing the implementation of the new products and services based on social media tools to be implemented at local level in their country. The testing uses a real city scenario in connection with a Library in the city they live.

Day IV

*“Prototyping the 4 activities
in the territory”*

Concept

Youth and Seniors to create the content of products and services based on a social media tool in the territory.

The activity takes the whole day. Librarians are divided in groups. In the morning two groups work with Instagram while the other two with Pinterest and Vimeo. At noon results are commented in a short briefing session. In the afternoon groups change roles.

Social and Cultural Program

Morning session

Working on the field implementing real cases creating e-content for the social media networks.

In his 2006 book *Convergence Culture*, Jenkins further describes trans-media storytelling as storytelling across multiple forms of media with each element making distinctive contributions to a fan's understanding of the story world. By using different media formats, trans-media create "entry-points" through which consumers can become immersed in a story world. The aim of this immersion is decentralized authorship, or *transmedial play* as defined by Dinehart[6]. Trans-media pioneer and producer *Jeff Gomez* defines it as "the art of conveying messages themes or story-lines to mass audiences through the artful and well planned use of multiple media platforms."

Youth and Seniors will create visual stories based on this social media tools. 19 objects connected to tourism are identified and transformed into stories ready to be shared using the #hashtag concept.

Afternoon session

Morning session continue

Day V

*“Evaluation and valorization
of the new services and
products created in day 4 “*

Concept

Phones and mobile devices are undoubtedly transforming the way we navigate the city. Apps like Google Maps and Urbanspoon put an unprecedented amount of information about the city at one's fingertips. Most of these programs, however, are purely functional in purpose: they seek to clarify the city, to demystify and make it more legible. In contrast, in this workshop we are interested in how mobile media can deepen and intensify urban experience, perhaps even introducing new pleasures and mysteries of the metropolitan condition where Libraries are a core node.

Morning session

Both groups present the results of the new products and services.

Conclusions of the results and design of the Facebook page and the online monitoring tool.

Afternoon session

Developing a visibility of the workshop results by creating a Facebook Page. Produce an electronic Newsletter to be distributed among NGOs, Training Centers, Day Centers, Libraries, professional forums etc.