



InART2DiverCity Project

Introducing Cultural Diversity of European Cities to Youth
(Agreement N°: 2018-1-CY02-KA205-001200)

Structure analysis of the "Cultural Heritage Web Platform"

1. Desk research findings:

While conducting a desk research regarding the structure of the web platform certain characteristics were taken into account in order to create a structure that will properly reflect all core activities of the InArtDiverCity project, which deals with non-formal education and interaction among target groups on different levels, while emphasizing the youth sector and the fields of art and culture.

Firstly, non-formal education represents a plethora of core learning principles, methodologies and approaches in the youth sector. These non-formal activities are primarily emphasizing the learner's motivation, voluntary participation, critical thinking and democratic as well as inclusive principles. Moreover, millions of young Europeans are benefiting from non-formal learning approaches as they are offering unique learning opportunities on a daily basis.

Secondly, environments on all levels of education (formal and non-formal) are increasingly building and using connections between ICT, "educators", the content of education and the "students/users", making the learning process more efficient, individualized and attractive. At the European/national level there is a vast number of e-learning portals that are incorporating teaching curriculums as well as other teaching methods, thus are used by millions of users on a daily basis for the purposes of online learning and validation of their knowledge. Mobile and interactive devices (PEIT, tablets, smartphones...) have entered class rooms and study halls for quite some time.

Thirdly, the main guideline while developing the web-portal structure was once again its purpose, which is to create a meaningful e-learning toolkit with e-learning courses and e-learning contents. The purpose must be twofold in order to cater to the needs of different target groups: trainers, students/participants/ trainees and the general public. Thus, the trainees can upload their work, find information and join non-formal education activities, trainers share good practice examples, materials, curriculums, etc. and the public can access relevant information. The web portal must also serve as a place where dissemination activities can be uploaded and all relative users can post their cultural experiences.



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2. Things to consider while creating a web platform

- Functionality

The platform must allow to easily make changes without messing with a ton of code (uploading and changing photos, showcasing latest art, updating the lexicon and other toolkits, etc.). Thus, it must be robust enough to allow educators to create online activities and store learning content, whereby managing assignments, interact with users and provide students/trainees with feedback all in one place. At the same time all these features must be manageable and done as quickly as possible without unnecessary code and with minimal web administrator assistants.

- User friendly

When interacting with digital activities, students often don't perceive it as 'work.' This makes it possible to achieve higher motivation and involvement as well as increased learning through online tools. The platform must be relatively easy to use, regardless of the user's skill level, thus the user interface should be pretty much self-explanatory and easy to navigate. Additionally, the platform should enable its user's easy communication, interaction and collaboration within the offered function.

- Customization

The web platform should feature characteristics that reflected the nature of the programme (artsy graphics and design elements, cultural elements reflecting all involved PP, etc.), thus used styles, colors, texts and fonts should be in correlation with the project's contents and its goal and at the same time be unique.

- Technical requirements

To create and maintain a web platform coding is more or less a necessity and can be quite tricky to master. While building a web platform, several options can be taken into account. Some web portals do not require coding (in this case all templates and sub functions on the web portal must be responsive in order to manage them without a code – e.g. no web manager required). While DIY template sites and web portals have come a long way in the past couple of years, they still only offer limited functionality. In order to accrue high levels of functionality tailored to the needs of project activities an expert or an agency must be hired.



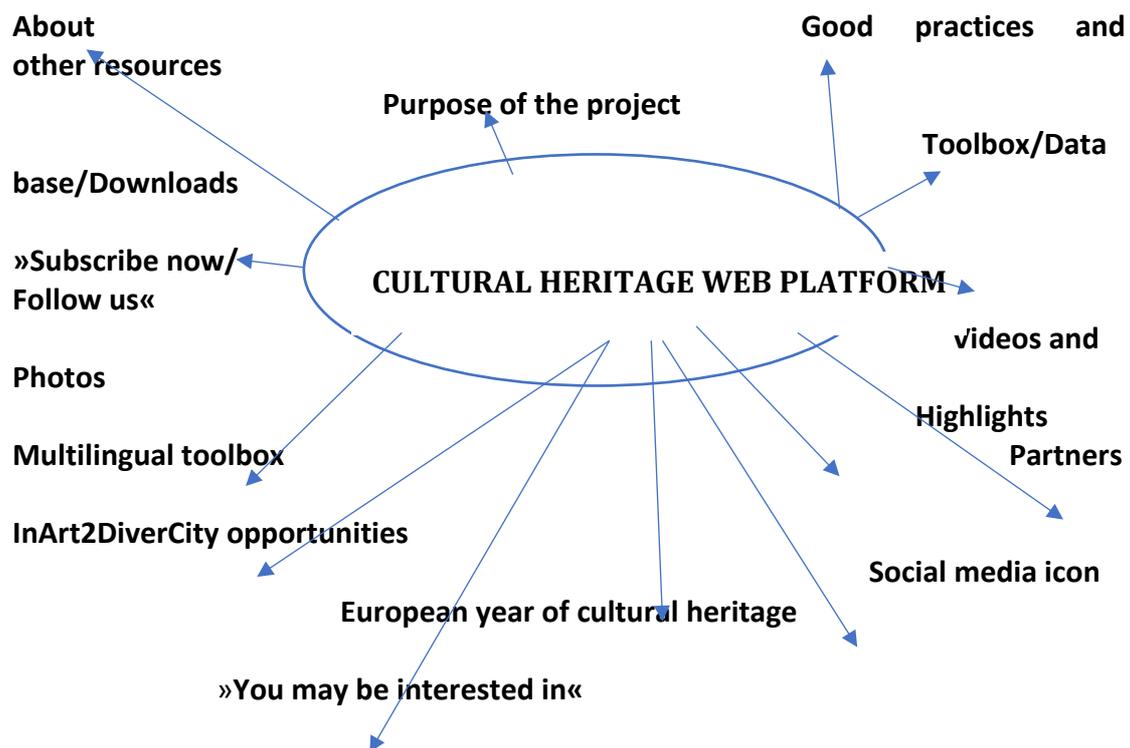


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3. Proposed web portal structure



*** Detailed explanation of each section:*

ABOUT (mandatory)

- About the project (initiative InArt2diverCity, time framework, options to participate, target groups and potential participants, transnational character, expected results and results in practice).
- Desired impact for the future (on generic/targeted level).
- *Possibly:* videos and photos.
- Partners (short description of participating partners).

THEORETICAL BACKGROUND (optional)

- Description (»Smart culture« and Fine Arts).
- Key competences and outcomes for direct and indirect participants.
- Digitization and online accessibility of cultural material and digital preservation.



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- The attractiveness of Vocational Education and Training for trainees (VET).
- Methodology and Experiential Theory.

InArt2DiverCity OPPORTUNITIES/ENTREPRENEURIAL PORTAL (optional)

- Posted international employment opportunities, calls for participation in exhibitions, news agenda of the cultural entrepreneurship.
- »You may be interested in«: (some interesting facts? (f. e. digitization, digital preservation, information for Fine Art Students and Youth professionals, societal challenges etc.).
- Social media: icon for Facebook, (other social media platforms), etc.

TOOLBOX/DATA BASE/DOWNLOADS (mandatory)

- Uploaded teaching material (with open access for participants and source of information): "InART2DiverCity Training Course Programme" (for trainees) and "Train the Trainers Guidebook" (for trainers).
- Multilingual toolbox: Icon with translation to respective languages.
- E-learning courses, e-learning contents, recorded lessons.
- A space to develop social collaboration tools and activities.
- A space to promote the project.

OTHER RESOURCES (optional)

- Case studies/Examples of good practices, etc.

EUROPEAN CULTURAL HERITAGE 2018 (optional)

- Opportunity to raise the cultural awareness, social and economic importance of cultural heritage across the borders; discussing about initiative for the project.

SUBSCRIBE NOW/FOLLOW US (mandatory)

- "Subscribe now" or other action call: f. e. »Take part!/ Join us!/Make a move/Create a change/Call for action or just Follow us«.

CONTACT (mandatory)



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