



## DigitalCRAFT: Enhancing Vocational Skills Through Design Thinking and Graphic Design

**PROJECT NO. 2023-1-RO01-KA210-VET-000166913, funded by Erasmus+ Programme  
IMPLEMENTED BY SLI BACĂU IN PARTNERSHIP WITH UN – LAB ITALIA  
IMPLEMENTATION PERIOD: 1 NOVEMBER 2023 – 31 DECEMBER 2024**

### GENERAL OBJECTIVE

- Measurably improving the quality and relevance of vocational education and training in the field of design, innovation and graphic design, during the 14-month period of project implementation, by encouraging international collaboration, developing and implementing a common curriculum and empowering at least 50 VET teachers/trainers from Italy and Romania, with the ultimate goal of improving students' employability and career prospects of VET education in the future dynamic job market.

## SPECIFIC OBJECTIVES

- **Promoting collaboration and knowledge exchange between partners [Un/LAB and SLI BACĂU]** to improve vocational education and training, vocational training methods in the field of design, innovation and graphic design.
- **Improving the capacity of teachers/trainers and vocational training institutions** to effectively empower students with relevant skills for the future job market, by creating a common curriculum that integrates design thinking methodologies, design and graphic design techniques into the educational process.
- **Strengthening the professional development of teachers/trainers and VET institutions**, by ensuring their access to virtual workshop programmes and virtual training sessions designed to improve their understanding and implementation of the new curriculum, teaching methods and graphic design tools.
- **Increasing the visibility and understanding of the new curriculum among VET teachers/trainers and institutions**, by designing and running an awareness campaign, which will use a short video to effectively communicate the benefits of integrating design thinking methodologies and graphic design techniques in VET education.
- **To improve the employability and career prospects of VET students**, providing them with industry-relevant skills through the new curriculum, which integrates design thinking methodologies and graphic design techniques, thus ensuring that they meet the dynamic requirements of the future labour market.

## ACTIVITIES

- **A.1 PROJECT MANAGEMENT**
- **A.2 COMMUNICATION AND DISSEMINATION**
- **A.3 DEVELOPMENT OF THE CURRICULUM**
- **A.4 TRANSNATIONAL TRAINING IN ITALY**
- **A.5 NATIONAL FORMATION IN ROMANIA**
- **A.6 AWARENESS CAMPAIGN**

## TARGET GROUP

### **DIRECT TARGET GROUP:**

- **VET teachers and trainers** from partner organisations and countries, who will gain knowledge on innovative teaching, innovative methods and tools.
- **Educational institutions and organizations** interested in adopting or adapting the developed curriculum.

### **INDIRECT TARGET GROUP:**

- **Students from VET schools in Italy and Romania**, who will acquire skills relevant to the labor market.
- **Schools from Romania and Italy**, who expressed interest in the project activities during the design process, being involved in the needs assessment, as follows:

### **SLI BACĂU:**

1. "Ion Ghica" Economic College Bacău (100 teachers and 1336 students);
2. "Dimitrie Ghica" Technical College Comănești (88 teachers and 1180 students);
3. "Gheorghe Asachi" Technical College Onești (70 teachers and 823 students).

**Un/Lab:** VET College "E. Orfini" (53 teachers and 655 students).

## **MAIN EXPECTED RESULTS**

- 1 curriculum incorporating design thinking methodologies and graphic design techniques;
- 2 training activities (1 training activity in Romania/ 1 training activity in Italy)
- 1 awareness campaign carried out in schools
- 20 VET teachers trained (they will become a resource person for their colleagues)  
- 10 VET teachers and experts involved in the project from Italy, together with 10 VET teachers from the three Romanian schools directly participating in the project;
- 40 VET teachers trained, who will benefit from the experience gained by the resource persons;
- 1 awareness-raising video presenting the new curriculum, its objectives and the positive impact it can have on VET learners' skills and future employment prospects;

- 1 awareness campaign targeted in at least 20 schools (10 schools per country), targeting 1000 VET teachers and 8000 students, to promote the new curriculum and the benefits of integrating design thinking methodologies and graphic design techniques into VET education.

## ACTIVITY A.1 PROJECT MANAGEMENT

### 1. FIRST MEETING OF THE PROJECT MANAGEMENT TEAM: NOVEMBER 29, 2023



On November 29, 2023, the first meeting of the management team within the Erasmus+ project took place, **„DigitalCRAFT: Enhancing Vocational Skills Through Design Thinking and Graphic Design“** (Contract No.: **2023-1-RO01-KA210-VET-000166913**), implemented by the FREE UNION OF EDUCATION OF BACĂU COUNTY (SLI BACĂU) as coordinator and UN-LAB S.N.C. di Broncolo Luca e Bussotti Antonella PERUGIA, ITALY as partner.

The kick-off meeting focused on the following main aspects:

- presentation of the 2 partners and the team of experts;
- presentation of the project activities;
- agreeing on organizational and communication aspects between partners;
- designing the development of the project activities.

The project teams with roles in the implementation of the project were presented, information was provided on their professional training and specific experience in the field, discussions were held on how to organize and carry out the management activities

related to the project, and the budget allocated to each activity within the project was analyzed.

## 2. SECOND MEETING OF THE PROJECT MANAGEMENT TEAM: 29 NOVEMBER 2023



On January 29, 2024, the second online meeting within the Erasmus+ project **"DigitalCRAFT: Enhancing Vocational Skills Through Design Thinking and Graphic Design"** took place.

The management meeting focused on **discussions** regarding the preparation of documents related to project management and dissemination activity:

- management plan;
- monitoring and evaluation plan;
- the risk management plan;
- communication and dissemination strategy;
- making promotional materials.

At this meeting, the set of questions, indicators and the related guide for conducting interviews with VET teachers and trainers in Romania were analyzed.

It was also established:

- organizational details for the face-to-face meeting of the management team, which will take place in Italy, from April 10 to 13, 2024;
- the organizational details for the training course, which will take place in Italy, in June 2024, which will be attended by 10 teachers and trainers from VET education, selected by the coordinating organization SLI BACĂU.

## ACTIVITY A.2 DISSEMINATION

**Actions to promote and disseminate the project:**

**March 25, 2024 :**





