

Titlul proiectului: DigitalCRAFT: Îmbunătățirea competențelor profesionale prin gândirea de design și design grafic

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DIGITALCRAFT AWARENESS CAMPAIGN: OBJECTIVES AND DESIRED RESULTS

1. INTRODUCTION

The DigitalCraft Awareness Campaign was developed as a key communication and dissemination initiative to highlight the importance of integrating Design Thinking and Graphic Design into vocational education and training (VET). The campaign aimed to reach teachers, trainers, and educational institutions, equipping them with knowledge and motivation to adopt modern methodologies in their teaching practices.

The centerpiece of this campaign was an awareness-raising video, designed to effectively communicate the benefits, impact, and real-world applications of the DigitalCraft project.

This document outlines the core objectives and expected results of the campaign, providing a structured framework for measuring its success.

2. OBJECTIVES OF THE AWARENESS CAMPAIGN

The primary goal of the campaign was to increase awareness, engagement, and adoption of Design Thinking and Graphic Design methodologies among VET teachers and educational institutions. The campaign specifically aimed to:

1. Raise awareness about the role of Design Thinking and digital tools in VET education
 - Inform teachers and school administrators about how Design Thinking enhances student engagement and learning outcomes.
 - Highlight the importance of visual communication and digital literacy in modern vocational training.
2. Showcase the results and impact of the DigitalCraft project

- Demonstrate the practical application of Design Thinking and Graphic Design methodologies through real-life teacher experiences.
 - Present data on teacher training participation, student engagement, and school adoption.
3. Inspire and encourage educators to integrate these methodologies
- Provide clear examples of how tools like Canva, TimelineJS, and CapCut can be used in various subjects.
 - Share testimonials from trained teachers showcasing the success of these methods in their classrooms.
4. Expand the reach and engagement of the project through digital and physical dissemination
- Ensure the video reaches a broad audience through social media, educational events, and direct distribution in schools.
 - Engage stakeholders such as VET institutions, school leadership, and policymakers in discussions about modernizing vocational education.
5. Strengthen the long-term impact of DigitalCraft by fostering continued engagement
- Encourage teachers to join follow-up training sessions and integrate DigitalCraft methodologies into their regular practice.
 - Establish a professional community where educators can share experiences, insights, and innovative applications of Design Thinking.

3. KEY MESSAGES OF THE CAMPAIGN

The campaign was structured around the following core messages to ensure clarity, consistency, and impact:

- "Design Thinking transforms education."

Teachers and students benefit from a more interactive, creative, and problem-solving approach to learning.

- "Digital tools make learning more engaging and effective."

Canva, TimelineJS, and CapCut enhance lessons by making content visual, interactive, and student-centered.

- "Teachers can lead the change."

By adopting Design Thinking and digital tools, educators prepare students for the evolving job market and digital economy.

- "Join the DigitalCraft movement!"

Educators can become part of an innovative teaching community and benefit from continued training and resources.

4. TARGET AUDIENCE

The campaign focused on a multi-level audience to ensure the project's message reached and influenced key stakeholders:

Primary Audience:

- VET teachers, trainers, and educators interested in digital tools and new pedagogical methods.

Secondary Audience:

- School administrators, policymakers, and VET curriculum designers who influence educational policies and implementation.

Extended Audience:

- Students, parents, and vocational education networks to increase awareness of new learning opportunities.

5. DESIRED RESULTS AND SUCCESS INDICATORS

To measure the effectiveness of the campaign, we established clear, quantifiable success indicators:

- ❖ The video to be presented at at least 3 major events, reaching at least 50 educators
- ❖ Increase teacher awareness of Design Thinking by at least 50%
- ❖ Ensure that at least 50% of trained teachers commit to using these methodologies in their classrooms Secure interest from at least 30% of participants for additional training or workshops
- ❖ Encourage video sharing among teacher networks to expand the reach beyond initial dissemination