



DIGITAL ROUTES

OF CULTURAL HERITAGE FOR A SUSTAINABLE FUTURE

Module 6: Cultural Entrepreneurs - Creative Competencies



Co-funded by the
Erasmus+ Programme
of the European Union

PR. NR. 2020-1-PL01-KA205-080646



Consortium

The consortium consists of seven organisations – six countries, each one with its own experience and field of expertise. Their aim is to motivate people to become active citizens of their communities and to branch out into the wider context.



Coordinator -
Poland



Poland



Germany



Cyprus



Greece



Romania



Hungary



Table of Contents

01

Introduction

The DIGITALROUTES@CULTURE project (aims and objectives)

02

Module Description

Brief description about the module and topics

03

Topic 1

Creativity and inspiration - techniques and instruments
(aims, objectives etc.)

04

Topic 2

Basics of visual and design skills as creative instruments (aims,
objectives etc.)

05

Topic 3

Basics of Video and creative approaches in video and podcast
making (aims, objectives etc.)

06

Conclusion & Module Scenario

Conclusion & Module scenario for the Open Badges





Co-funded by the
Erasmus+ Programme
of the European Union



DIGITAL ROUTES
OF CULTURAL HERITAGE FOR A SUSTAINABLE FUTURE

Introduction



Cultural Heritage



“In Hungary all native music, in its origin, is divided naturally into melody destined for song or melody for the dance.”
- Franz Liszt

“How could I bear a crown of gold when the Lord bears a crown of thorns? And bears it for me!”
- Elizabeth of Hungary





Cultural heritage is nowadays regarded as playing an important role to the overall European GDP.

According to the 2020 Eurostat culture statistics, in 2019 7.4 million of jobs, have been covered by cultural jobs in the EU. The new European Agenda for Culture of 2018 moreover strengthens the importance of supporting culture-based creativity in education and innovation as well as for employment and growth and harnesses the power of culture and cultural diversity to ensure social cohesion and wellbeing.

32% employed people in the field of culture was self-employed in 2019 (Eurostat, 2020).

“

*'A person without
the knowledge of
their past history,
origin and culture
is like a tree
without roots'
(Marcus Garvey)*





Aims & Objectives



#1

To encourage young people to professionally engage in cultural sectors and equip them with the necessary social entrepreneurial and digital skills to be involved in new cultural related job opportunities.



#2

To develop an open, dynamic and interactive Web-Portal and a mobile application which will map the cultural heritage spaces using augmented reality features.



#3

To address the issue of youth unemployment and urbanisation.



#4

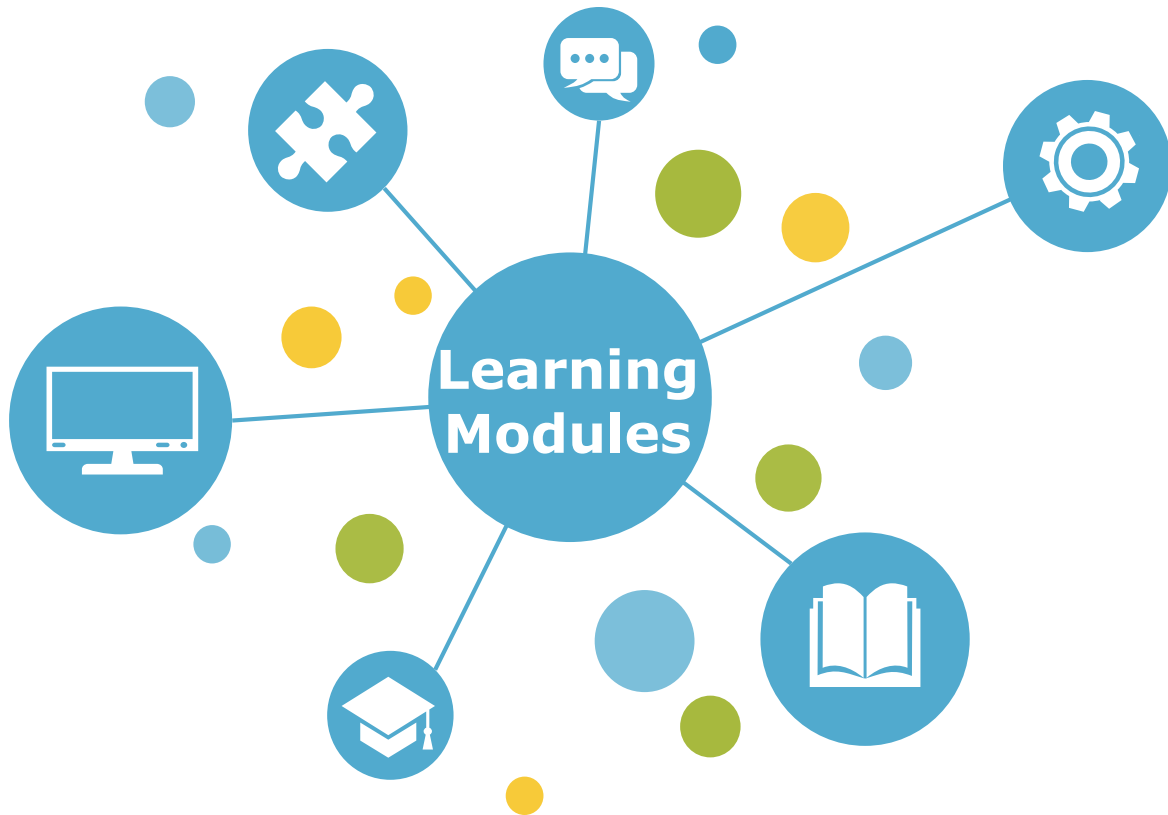
To support culture-based creativity in education and innovation, and for jobs and growth.





DIGITALROUTES@CULTURE

Learning Modules



Module 1

Introduction - Meet the Cultural Entrepreneur

Module 2

Entrepreneurs in Cultural Tourism

Module 3

Cultural Entrepreneurs - Business Competencies

Module 4

Cultural Entrepreneurs - Communication & Marketing Competencies

Module 5

Cultural Entrepreneurs - Digital Competencies

Module 6

Cultural Entrepreneurs - Creative Competencies

Module 7

Cultural Entrepreneur - Working with Local Communities



Co-funded by the
Erasmus+ Programme
of the European Union



DIGITAL ROUTES
OF CULTURAL HERITAGE FOR A SUSTAINABLE FUTURE

Module Description



This Module is focused on developing of Creative Competencies and explores such topics as:

- Creativity and inspiration - techniques and instruments
- Basics of visual and design skills as creative instruments
- Basics of Video and creative approaches in video and podcast making



You will be presented with basic information about this topic as well as useful links to websites and materials, where you will be able to explore them deeper.





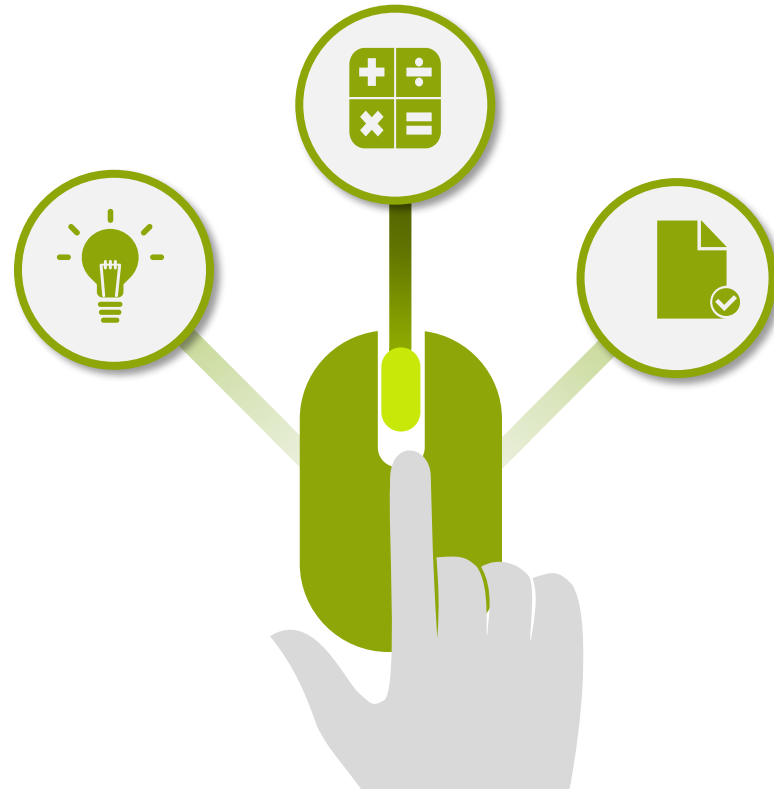
Module 3 - Topics

Topic 2

Basics of visual and design skills as
creative instruments

Topic 1

Creativity and inspiration - techniques and
instruments



Topic 3

Basics of Video and creative approaches
in video and podcast making



Co-funded by the
Erasmus+ Programme
of the European Union



DIGITAL ROUTES
OF CULTURAL HERITAGE FOR A SUSTAINABLE FUTURE

Topic 1 - Creativity and inspiration - techniques and instruments



Creativity is defined as the tendency to generate or recognize ideas, alternatives, or possibilities that may be useful in solving problems, communicating with others, and entertaining ourselves and others. In order to be creative, you need to be able to view things in new ways or from a different perspective. Among other things, you need to be able to generate new possibilities or new alternatives.

Three reasons why people are motivated to be creative:



need for novel, varied, and complex stimulation



need to communicate ideas and values



need to solve problems

Types of Creativity

By Arne Dietrich, a professor of cognitive neuroscience

Deliberate and Cognitive

Creative types who are deliberate and cognitively-based are purposeful. They possess a lot of knowledge about a particular subject and combine that with their skills and abilities to put a plan into action. People with this type of creativity are usually adept at research, experimentation, and problem-solving.

Spontaneous and Cognitive creativity

This type of creativity happens when one has the knowledge to get a particular job done, but he requires inspiration and a hint to walk towards the right path. Spontaneous and cognitive creativity takes place when the conscious mind stops working and go to relax and unconscious mind gets a chance to work

	Cognitive	Emotional
Deliberate	Thomas Edison	Therapeutic A-Ha Moments
Spontaneous	Newton & The Apple	Artists & Musicians

Deliberate And Emotional Creativity

These types of creative people are very emotional and sensitive in nature. These individuals prefer relatively quiet and personal time to reflect and they usually have a habit of diary writing. However, they are equally logical and rational in decision making.

Spontaneous And Emotional Creativity

This type of creativity is mostly found in a great artist such as musicians, painters, and writers etc. Spontaneous and emotional creativity is responsible for a scientific breakthrough, religious and also philosophical discoveries. This allows the enlightened person to look at a problem or situation with a different and deeper viewpoint.

How to trigger your creative thinking

Gather Raw Materials

The first step in thinking more creatively is to do research on the things that inspire you. Play with ideas and concepts that you're interested in. Consume art, magazines, blogs, and books that fuel your creative thinking. The more topics the better, and they don't have to be related. Develop some sort of method for noting the creative ideas that come to you. Ideas can strike at any time, sometimes when you least expect it.

Digest the Material Mentally

Once you've gathered your inspiration, you'll need to mentally digest it all. Dedicate some time in your schedule to sit down and review all of the raw material you've noted. It can be every week or every two weeks, depending on how many ideas you have.

The important part of this step is to let your unconscious soak up all of the different ideas and notes you've taken. Write down the concepts you've noted, and see how they can be mixed or combined.





Internalize Materials Unconsciously

Like I mentioned earlier, you can't force creativity to strike. In this third step, I encourage you to let all these new ideas just rest in your brain for a bit. Take a break, a nap, meditate or go for a walk. Don't be afraid to leave work unfished for a few days.

When you decompress and distract yourself, you let your brain do all the work in the background. Your unconscious brain is still working to solve your problem.



The Eureka Moment

Finally! Like a strike of lightning, an idea has popped into your head! The Eureka Moment is the pay off for all of the hard work you've dedicated to your creativity. While it may be tempting to think and rethink, your best ideas are usually the ones that come when you least expect it. By gathering all of your inspiration, connecting them, and then taking a break, you've been given a fresh perspective and can consciously work through your problems.





Bring Ideas to Life

Now that you're able to think about your ideas consciously again, take some time to critique them. You may find that your ideas aren't as concrete as you originally thought. Or on the opposite hand, maybe you're able to think of new ways to improve upon your original idea. This stage is a great time to ask for external feedback and insight. The most important thing to do with your new idea is to take action. An idea without action goes nowhere. By stepping out of your comfort zone you'll discover that creative thinking isn't like a light switch, but something that lives in all of us.



Co-funded by the
Erasmus+ Programme
of the European Union



DIGITAL ROUTES
OF CULTURAL HERITAGE FOR A SUSTAINABLE FUTURE

Topic 2 - Basics of visual and design skills as creative instruments

Basics of visual and design skills as creative instruments

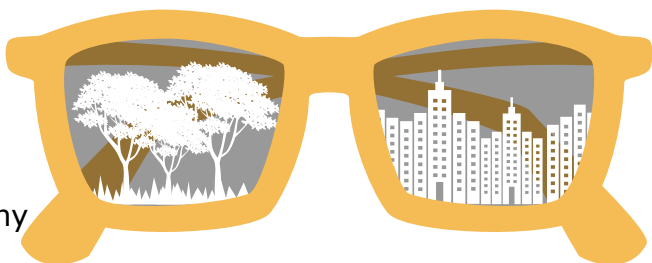
Welcome friends,

In this module we will shortly learn and share main points of Visual thinking, drawing and creative instruments tools. We will do it in a two steps. So, let's get started...



Step 1

We will learn why visuals are important, and how useful they are

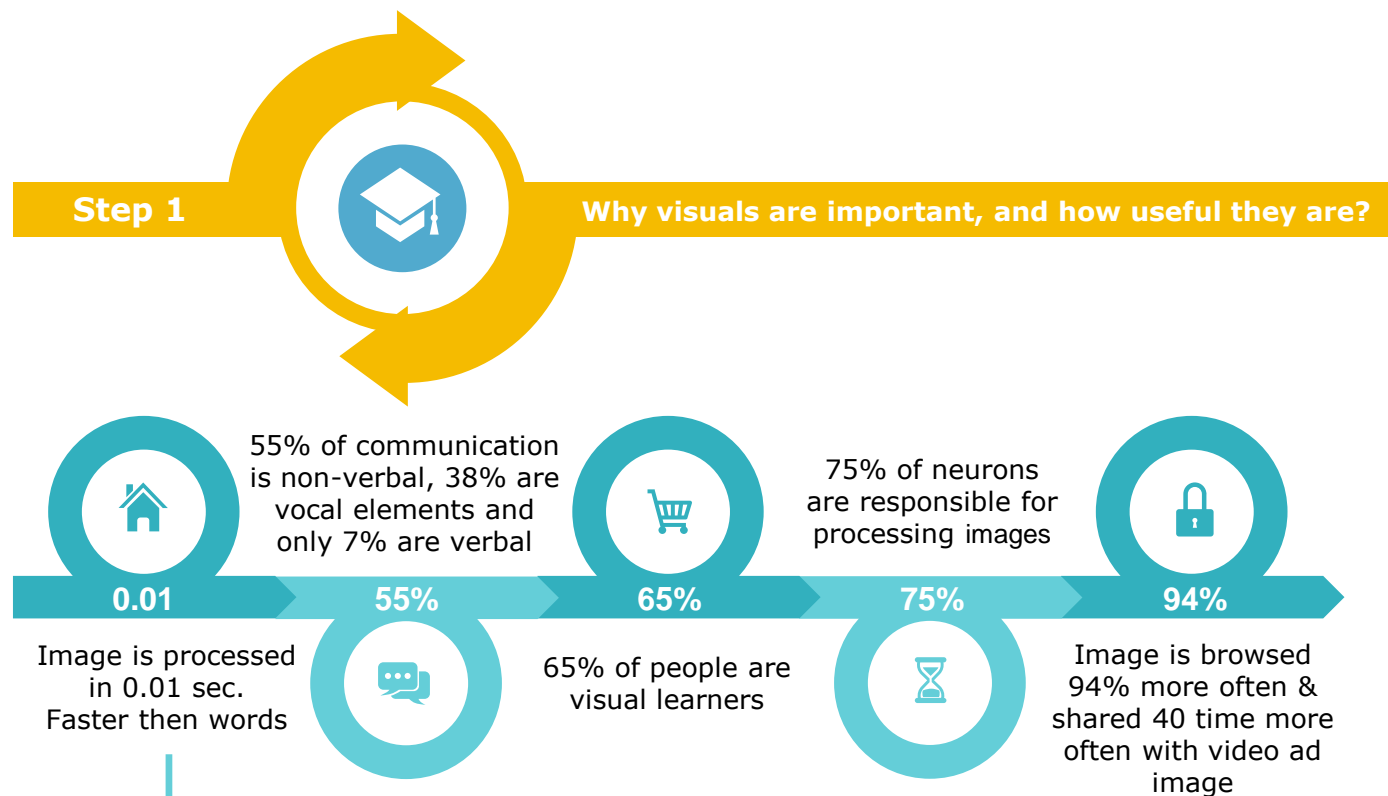


Step 2

Next we will practice the basics of visual thinking and graphic skills as artistic and creative approaches.



"Did you know: that vision is so powerful that the best wine tasters in the world have been known to describe a dyed white wine as a red."



Words VS Picture

We are incredible at remembering pictures. Hear a piece of information, and three days later you'll remember 10% of it. Add a picture and you'll remember 65%.

Pictures beat text as well, in part because reading is so inefficient for us. Our brain sees words as lots of tiny pictures, and we have to identify certain features in the letters to be able to read them.

Words strongly depends from languages, Visuals have no language they are international.



So how and why visual are working?

Attention

First of all visuals are catching your attention. Even before you understand what does it mean or what information it brings you to notice a picture that makes you interested, what is behind this picture.

Memories

Visuals are easier to remember. Once you look at it your brain already starts to build an association with your memory, link it to something similar you know and keep this link for a very long time.

Understanding

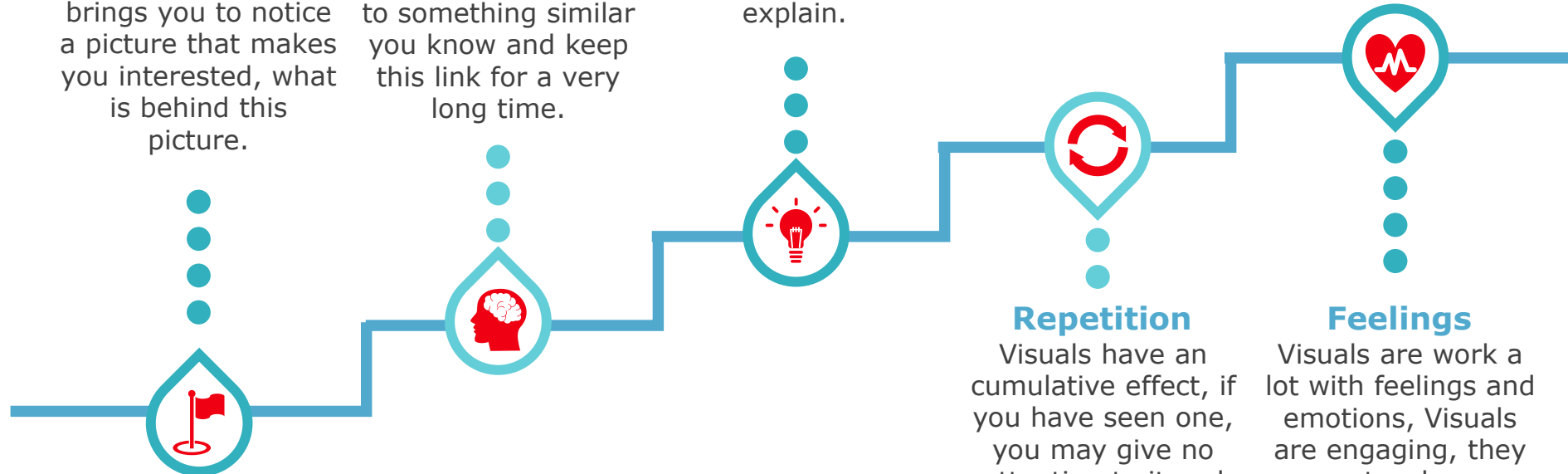
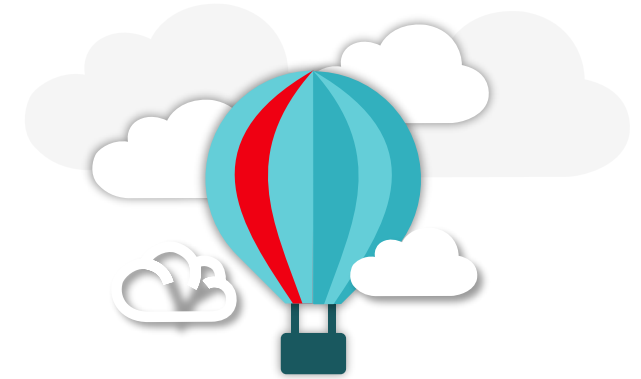
Visuals are easier to understand. They are straightforward and meant what they show. Sometimes easier to show than to explain.

Repetition

Visuals have an cumulative effect, if you have seen one, you may give no attention to it and forget. But the more you see it more engaging it becomes, the more curious, more recognized, and the more effect it becomes

Feelings

Visuals are work a lot with feelings and emotions, Visuals are engaging, they can touch our hearts, can bring anger, can join people and make you smile.





Step 2



Let's learn the basics of visual thinking and graphic skills as artistic and creative approaches.



As we learned previously one of the effective ways of presenting information is visualization of it. And one of the basic ways to do it is to draw yourself.

Before we start, we would like clear with you few things about drawing:



Not an ART

DRAWING IS NOT AN ART, it is a basic skill everyone have, so everyone can draw.



Delivering information

THE AIM OF OUR DRAWINGS is not in beautiful pictures or perfect shapes, the aim IS TO DELIVER INFORMATION in a most convenient and impactful ways, so information become more catching, engaging and easy to digest.



Drawing is personal

DRAWING is a personal process, all your pictures are individual and done by you, REFLECT YOUR PERSONALITY and don't exist before you draw it.



Be creative

DRAWING IS A CREATIVE PROCESS, so through the drawing, you develop your creativity skills. There is NO LIMITS in it, you can draw anything, and you can use any materials you want. You are limited only with your imagination and drawing one of the ways to expand it.

So let us learn some basics of drawing...

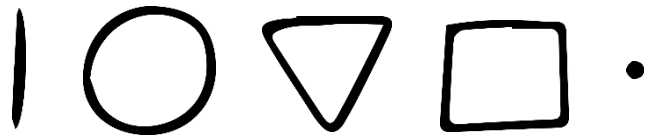


5 Basic Shapes

First things first.

As we start to learn reading from letters, let's start to learn drawing from "Drawing Alphabet", but don't vary it is shorter than letters one and you already know it.

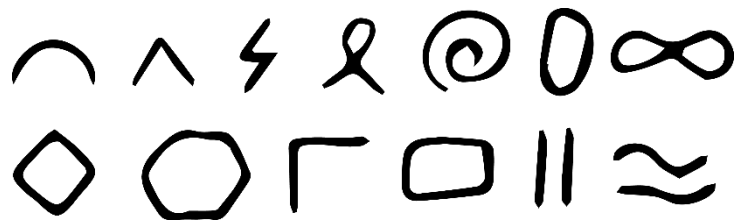
So the ABC of the drawing, it is 5 Basic Shapes:



a Line, a Circle, a Triangle, a Square, and a Dot

Those are the basic five.

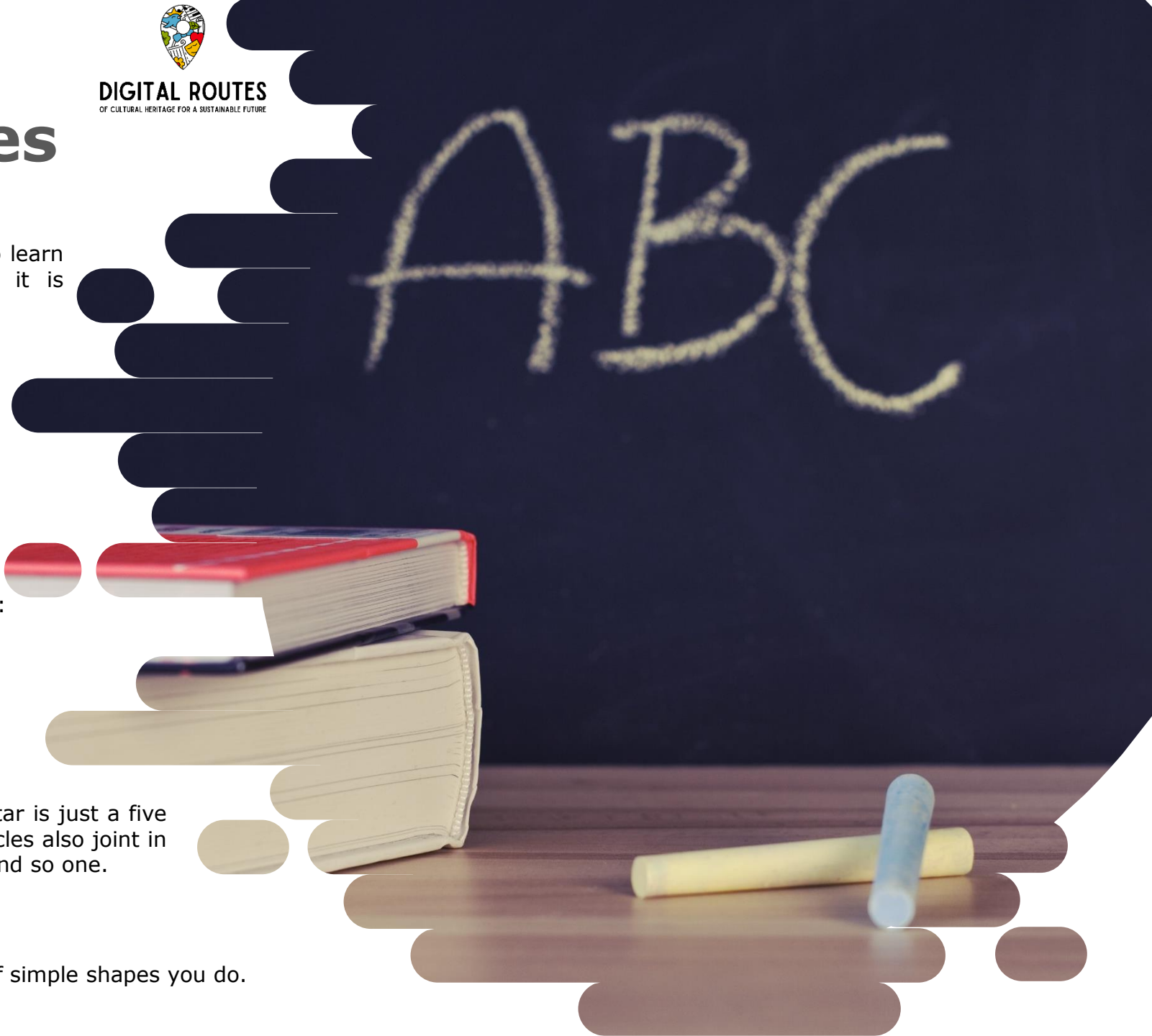
Variations although can be more, here some examples:



Every picture can be illustrated in a basic shapes. A star is just a five cornets joint in a certain way. A cloud is just a half circles also joint in a certain way, balloon made from circle and triangle, and so one.



More complex pictures you draw, more combinations of simple shapes you do.



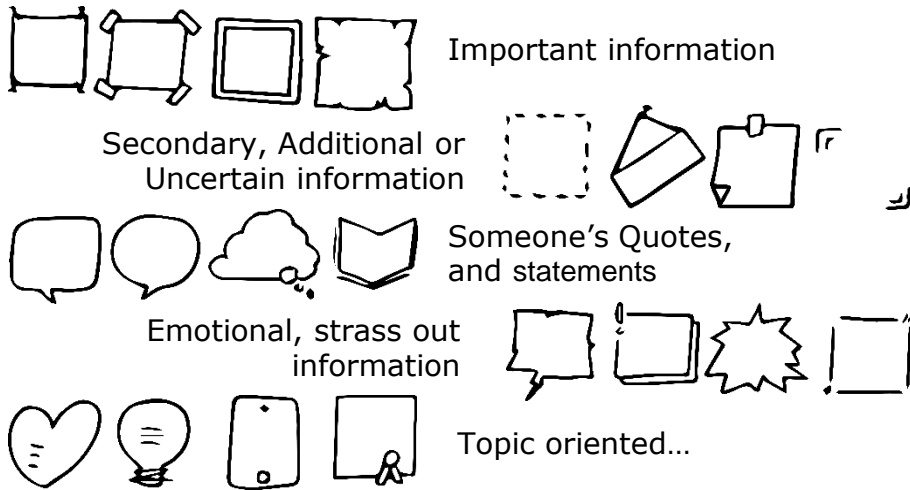


Frames & Arrows

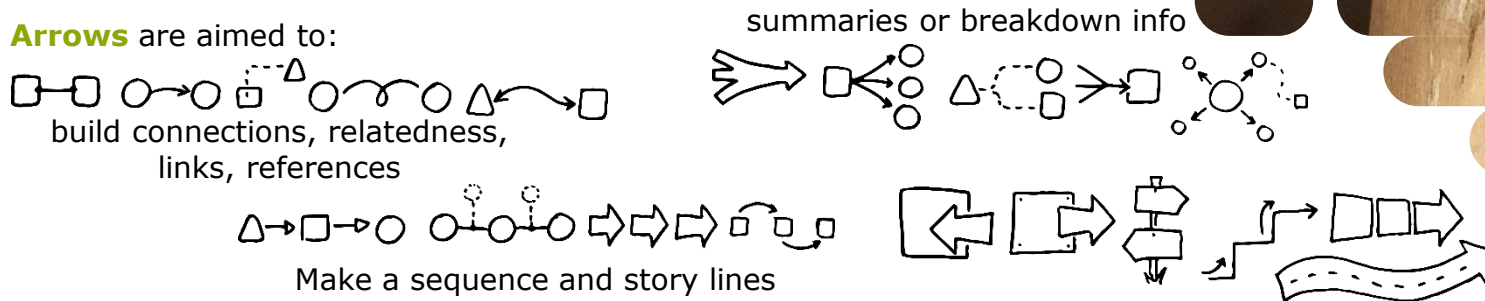
Let's move next.

Let's use our new knowledge about basic shapes and see how it can help us to work with information. Visual are one of the best ways to structure, organize, point out and manage information. With this will help us Frames and Arrows.

Frames are aimed to separate information, point out first and secondary things, structure texts and visually help to understand content relatedness. Examples:



Arrows are aimed to:





ABC of Emotions.

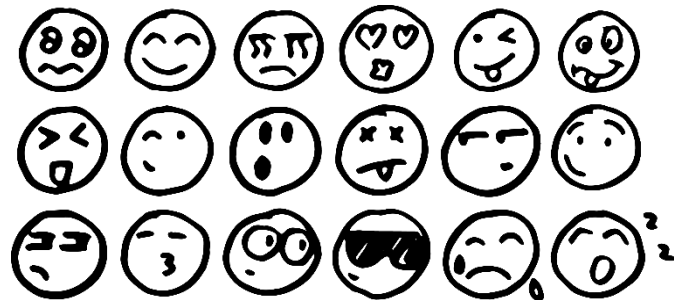
Fast and forward.

Let's move to next Drawing Elements Emotions. And as we go basic let's talk about ABC of Emotions.

This simple matrix shows how just two elements **Eyebrows** and **Mouth** can change **emotions** drastically
What emotions do you see here:

	--	\ /	/ \
-			
∪			
∩			

Some more examples:





Colors

Finally

Let's close our talk about basics of drawing with Colors.

As drawing is an a creative process there is no strict or unbreakable rules. So all rules we are presenting works as support and recommendation to you. When you don't know how to draw something, just follow the rules and when you ready break it))

So, lets see what are the Rules that can Help and Support us:

- **RULE OF 3 COLORS** – to not over load your picture with colors use less colors. Perfect amount is 3 colors. (matching colors will be next in the Colors Wheel). I a 3 colors rule we don't count Black or Gray.
- **BLACK OR GRAY** are universal colors can be added almost anywhere. PRIMARY TEXT COLOR should be Black (on a classic white/bright surface), this is the most contract color and it is important that you text as information is clear and readable. Black is the best for it.
- **SECONDARY TEXT COLORS** are gradually goes from more important to less important. For the Secondary information you can use different colors, but still better to use contrast dark colors so they will be visible on bright surface. Light colors texts on a bright surface are not well visible, so most probably this information will be missing, unless it is your intention to do it..
- **PRIMARY AND SECONDARY COLORS** for visual works similar as for text. Bright (contrast) colors are make things concrete, sustain, stable and sharp, clear and first to see, usually it is primary visuals and information. Light colors are use for secondary information and supporting main content, helping structure information, divide content, pop-up words and points, make a connections and so on
- **COLOR WHEEL** – as we talk most safe and easy way to use colors use just 3 colors. And with this will classical Colors Wheel help us, one of the most effective and simple color match tool. How does it works? Easy, according to the Colors Wheel the best matching colors are the colors next to each other or directly opposite once. So you could combine ether monochrome colors three gradients or green or blue for example, or you can take two colors next to each other and one opposite for example two gradients of orange and one blue. (<https://www.canva.com/colors/color-wheel/>)



So feel free to experiment and combine.) And don't forget as we mention above those rules are just for support, if you feel they won't work for you break them and relies your creativity!





Topic 3 – Basics of Video and creative approaches in video and podcast making



Basics of video making



Thanks to innovations in technology, everyone can become an amateur videographer without breaking the bank on costly equipment. Smartphones have the ability to shoot video, and there are plenty of free software systems available for editing. It's possible to film a movie whenever you want nowadays. That being said, there are a few key things to keep in mind when you decide to start shooting your first film.

First of all make a script of your future movie.



Film Horizontal

First and foremost, always always always film horizontally. This may seem simple, but many beginner videographers hold their phone exactly as they would when shooting still photos — and switch from vertical to horizontal depending on what the subject matter calls for. But, with video, you cannot have a finished product that flips from one to the other and back again. If you're wondering why, consider this: how many movies have you seen in theaters that use a vertical shot? There are a few other important shooting techniques that can be helpful if you've never shot moving pictures before

Use A Tripod

For stable shots, use a tripod. If you're planning a moving shot and want to reduce shakiness, craft yourself a dolly. A dolly is a small, wheeled platform meant for holding cameras while shooting movement. Professional cameramen have expensive dollies, but depending on your location, you can craft one yourself for the same effect. In considering movement, it's also good to keep in mind that you don't need to zoom or pan in every shot of your video. It's perfectly fine to set the camera up and let it film an entire scene from a single angle.





Setting Up Your Shot

If your subject matter contains other people, make sure to give them enough headspace. Not in the figurative sense, but in the actual literal sense when setting up your shot. Don't frame your shot with too little space between the top of the frame and the top of your subject's head. Don't frame your shot with too little space between the top of the frame and the top of your subject's head..

When making the transition from photo to video, photographers often have to curb their instincts. Find the best settings before you start, and stick to them with the entirety of your video's footage.



Editing Your Footage

It's always good to think about how you want to edit your video while you're shooting. But, with that in mind, remember this important phrase: **Shoot now; edit later.**

Always film more footage than you think you'll need. You never know exactly how something's going to turn out once you start editing, and it's better to have too much footage — too many options — than not enough. Stay flexible and innovative too. When filming, try new shots, experiment with angles, and be willing to shift gears depending on the situation.

Make a storyboard

Before you start filming, you need to make a storyboard of your video. Here is a great tip how to make it:
<https://www.youtube.com/watch?v=-578C3gFepU&t=46s>

Create a Shot list

Before starting, consider making a list of the types of shots you want to capture while filming — include some moving shots, but keep in mind that too much movement can be a bad thing.



How to Start a Podcast

More details:

<https://www.buzzsprout.com/how-to-make-a-podcast>

01

Develop a podcast concept

02

Choose your podcast format

03

Choose wisely your podcast recording equipment and software

04

Record your first episode and do not be afraid to make mistakes

05

Edit & upload your podcast

06

Launch your podcast





Creative approaches in video making and animation

To create increasable videos today you don't need to be professional operator, video editor or graphic designer. Today If you have great idea, creative solutions and a smartphone you can make as increasable videos as professional, or at least good enough to fulfill your professional needs.

Let check some creative approaches in video making:

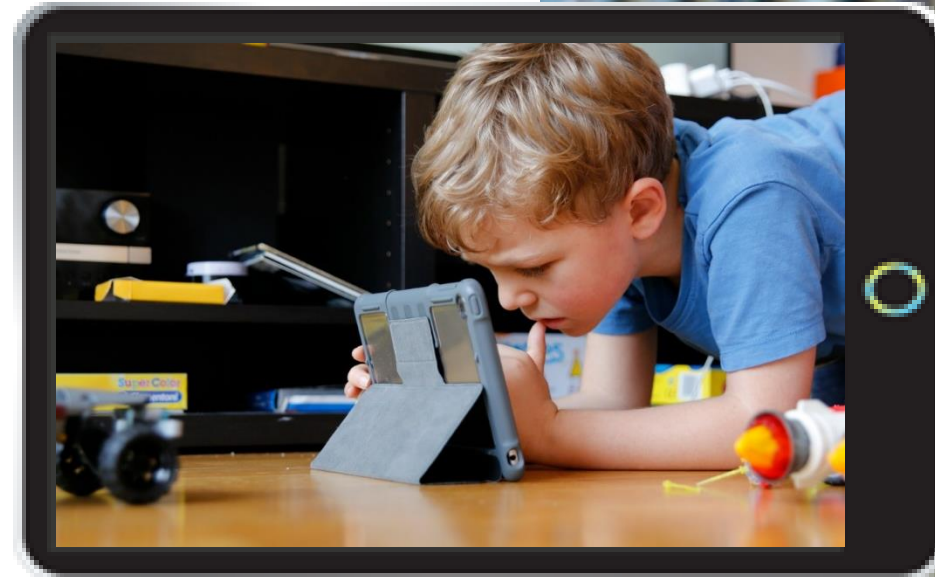
STOP MOTION

an animation technique in which a camera is repeatedly stopped and started, frame-by-frame, in order to give inanimate objects and figures the impression of movement. It is one of the most popular and easy to make approaches in making the most increasable and creative videos. Stop motion is a niche style that is growing in popularity despite often being classified as "old school." Stop motions can make your videos magical, making things fly and move by themselves. Making Stop motion is easy and can be done with a minimum of equipment. Animated videos, in general, are eye-catching and can be an effective way to engage your target audience and promote your brand.

Stop motion videos can be two-dimensional drawings or cutouts interacting on paper, can be 3d animations with figures made of clay, plasticine, or Lego and toys, or can be live pictures with people and the environment around them.

Here you can find some creative stop motion approaches:

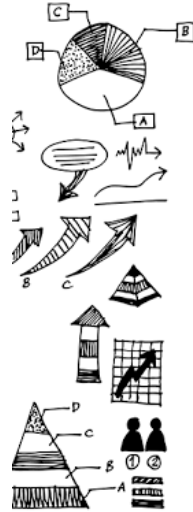
- How to Make Stop Motion Videos - https://www.youtube.com/watch?v=_ppedXZHhE0
- Her Morning Elegance / Oren Lavie (music clip)- https://www.youtube.com/watch?v=2_HXUhShhmY
- 8 stop motion tricks - https://www.youtube.com/watch?v=9sdZz2a_zPg





WHITEBOARD SCRIBING

the basic definition of whiteboard video is images drawn on a whiteboard, accompanied by narration, or in other words, it is drawings plus voice add up in the form of storytelling. It is one of the most effective ways to deliver information where storytelling combined with visuals and creativity of the author.

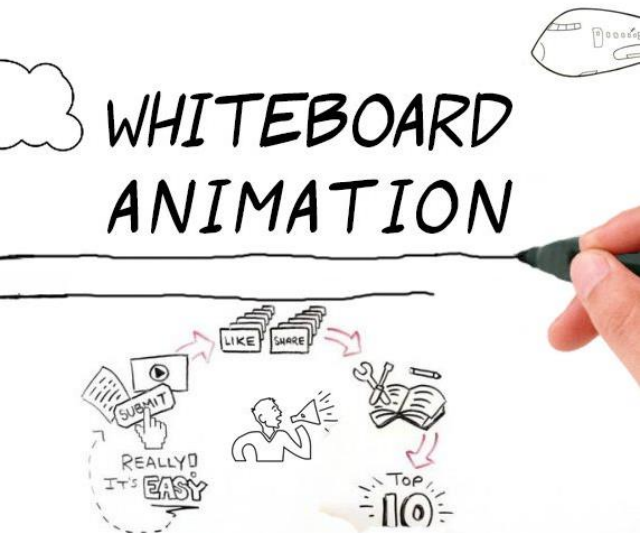
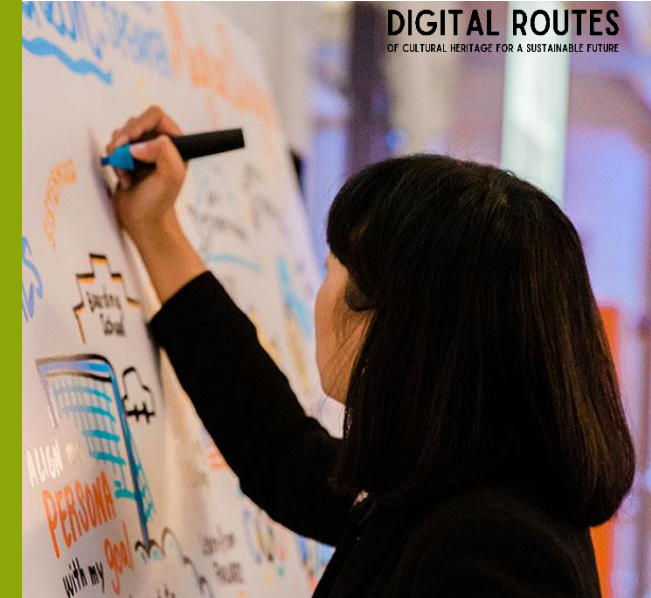


What is Whiteboard Animation?

02

Why Whiteboard animation

- They are fun!
- can be placed anywhere
- They are memorable
- They are easy to make
- They are powerful message
- They are call to action



01

As storytelling is a highly effective way to educate, explain, train, or entertain, whiteboard video is a versatile (and often economical) tool that can be leveraged by multiple industries in multiple ways.



03

More on a Whiteboard

What is Whiteboard? -

<https://www.youtube.com/watch?v=sJoQcXUgJYc>

Why Whiteboard? -

<https://www.youtube.com/watch?v=XdrJNFEIRFU&t=33s>

How to Create a Whiteboard Animation? -

<https://www.youtube.com/watch?v=4nE6MciaRjo&t=278s>



SIMPLE CARTOON MAKING

One of the simple ways to make short animated videos is FlipaClip App. This is one of the easy ways to make small videos with a nice animation. Minimum functions make it easy to use even if you are not a cartoonist, but still enough possibilities to make fun and engaging videos if you use our creativity. So be creative and have fun.

See more:

<https://www.youtube.com/watch?v=7AiEsiEoBq8>

COMBINED VIDEOS

Finally all mentioned above video making and animation possibilities can be combined and used together. You can add to your photo or video animated effects and futures. You can add to the animation of whiteboard scribing live videos and you can combine, stop motion, cartoon animation, drawings, photos and effects in countless variations and combinations. Nothing limits your creativity. Some examples of creative video combinations.

- **Combined videos -**

https://www.youtube.com/watch?v=OJWJE0x7T4Q&list=PLKh10Rt_AIW4ipjNePjo3_GV2tzw8mCK3&index=4

- **Creative approach -** https://www.youtube.com/watch?v=8x_46sUzvGI

- **Creative use of the materials -**

https://www.youtube.com/watch?v=C5Z_ZmT0Qe4&list=PL6C7147F496A2E90F



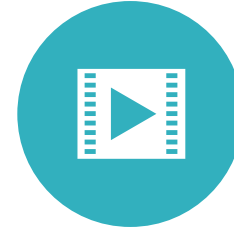


Instruments and tools supporting video making and animation

VideoScribe

is a user-friendly software tool for creating hand-drawn, animated videos. Pictures and text are drawn out in sequence on a virtual whiteboard for a uniquely engaging visual effect.

<https://www.videoscribe.co/en/>



PowToon

With this app you can create amazing videos and presentations.

<https://www.powtoon.com/style-gallery/>

Renderforest

provides free tools to create professional intros, animations, slideshows, promos and music visualizations without any technical skills in minutes.

<https://www.renderforest.com/template/Whiteboard-Animation-Pack>



Flipaclip

An easy animation videos, cartoons maker. Partly free.

<https://flipaclip.us/>

Stop Motion Studio

is an amazing app to create terrific stop action movies with a whole host of unique features. Like the frame-by-frame editor, the never get lost timeline and the cool sound editor.

<https://www.cateater.com/>



Inshot

a very simple and very user friendly app that allow you to make simple but very nice videos and add free music background. So enjoy and good luck!

<https://inshot.com/>



Co-funded by the
Erasmus+ Programme
of the European Union



DIGITAL ROUTES
OF CULTURAL HERITAGE FOR A SUSTAINABLE FUTURE

Glossary



After each module, a glossary will also be developed in order to explain the most important notions, concepts and terms of the module. It is important to keep in mind that the first time that a concept, notion or term that will be further explained in the glossary, is mentioned in the body of the module and it should be bolded.

TERM	DEFINITION
Creativity	Creativity is defined as the tendency to generate or recognize ideas, alternatives, or possibilities that may be useful in solving problems, communicating with others, and entertaining ourselves and others. In order to be creative, you need to be able to view things in new ways or from a different perspective. Among other things, you need to be able to generate new possibilities or new alternatives.
The Eureka Moment	Like a strike of lightning, an idea has popped into your head! This refers to the common human experience of suddenly understanding a previously incomprehensible problem or concept.



Co-funded by the
Erasmus+ Programme
of the European Union



DIGITAL ROUTES
OF CULTURAL HERITAGE FOR A SUSTAINABLE FUTURE

Bibliography



Co-funded by the
Erasmus+ Programme
of the European Union



DIGITAL ROUTES
OF CULTURAL HERITAGE FOR A SUSTAINABLE FUTURE

“A Technique for Producing Ideas,” by James Webb Young

“Human Motivation”, 3rd ed., by Robert E. Franken

The research of Arne Dietrich, a professor of cognitive neuroscience, published in 2004 in the “Psychonomic Bulletin & Review”



Co-funded by the
Erasmus+ Programme
of the European Union



DIGITAL ROUTES
OF CULTURAL HERITAGE FOR A SUSTAINABLE FUTURE

Conclusion



Conclusion

This module has introduced the conceptual basis of creativity, as well as its value to people and their objectives. Further, through the sections on visual and design skills, the process of creating has been broken down into simple steps of expression, hopefully making the creative process seem more accessible and less daunting. Even the creation of podcasts and videos are achievable by beginners, with software and technology being more accessible than ever. The accompanying videos linked across the module give a good launchpad for further learning.

Remember, within creative processes, there are **NO LIMITS**. You can create anything, and you can use any materials or mediums you wish. You are limited only with your imagination and this skillset can be applied in all areas of your life!



Co-funded by the
Erasmus+ Programme
of the European Union



DIGITAL ROUTES
OF CULTURAL HERITAGE FOR A SUSTAINABLE FUTURE

Module Scenario



Jane is a 22 year-old from Ireland, she wants to develop her digital communication and design skills as she is launching an online art company, selling traditional Irish crafts in the form of woven rugs..

She decided to research other craft businesses in Ireland, and writes down all of her finding, and pitches several ideas to her friends and family, and notes their feedback. She eventually produces an advertisement, that uses a central image of a rug by a fireplace in an old-fashioned setting, with a dog and children, playing around it, trying to emphasise her craft as traditional and connected to old Irish families.

Consider this scenario, review the module material and answer the following questions:



ASSESSMENT QUESTIONS

1. Referring to the Typology of Creativity by Arne Dietrich, what form of creativity does Janes's research and experimentation fall under?

- a. Deliberative and Cognitive
- B. Spontaneous and Cognitive
- C. Deliberative and Emotional Creativity

2. By creating a visual image of rug by a fireplace, how is Jane instrumentalising the visuals?

Primarily by:

- A, Using Feelings and Memories
- B. Repetition
- C. Understanding

3. Typically, colour in a visual should follow the:

- A. Rule of Three
- B. Rule of Four
- C. Rule of Two



Optional Practical Task for Learners

1. Practical task:

- a. Take any magazine (with diverse pictures)
- b. Choose one picture from it
- c. At the piece of paper copy this picture, using only simple shapes
- d. Close the magazine and give it to another person, together with your drawing result
- e. Ask this person to find the picture which you had copied
- f. Ask this person what elements helps him to guess your picture or what might help if he didn't guess.

Repeat this drawing/guessing activity minimum three times (you may do it with different magazines and different people to get more opinions)

2. Now you are going to propose you a 100 hundred faces challenge.

Your task is to take some paper and using all your imagination draw 100 different faces, using different and simple elements (the examples you can see at the page 24 of this module) Do not be afraid it is not that hard like it seems just start drawing and do not stop even if you feel that you are out of ideas. Also, you can use Pinterest or Google for inspiration.

3. Lets practice working with a big amount of the information and structuring it, using decorative elements and make it more attractive and easier to adjust by our brain.

The task:

Take an article from the book or lecture from your study or work, choose the main information from it and highlight it.



DIGITAL ROUTES

OF CULTURAL HERITAGE FOR A SUSTAINABLE FUTURE

Write this information in your notebook or on the paper, structuring the information and using containers, frames, boxes, arrows and etc.

Look at your result and answer next questions:

Has it become more understandable, clear and structured?

Does it look attractive, interesting and fun?

What would you change, add when you do it next time?

4. This will be practical exercise of videomaking

Task: make a short (maximum 3 minutes) video about place you live in (your city, town, neighborhood etc)

Make a script.

Make a story board and shot list of your video.

Use tips and tricks presented in this Module.

5. Choose the topic you are interested in (it can be social issues, educational modules, topic you work with or some fun activities)

Take your time and make a video using one of the technics, presented in this Module (stop motion, whiteboard scribing etc)

As soon as you finish your masterpiece post it on your social media and share it with the friends. Get feedback from at least 3 persons. For the feedback you can use next questions: How did they like your video? What elements or approaches they liked? What elements they didn't like or didn't understand? What is missing or if they have any recommendation and ideas for improvement?



Co-funded by the
Erasmus+ Programme
of the European Union



DIGITAL ROUTES
OF CULTURAL HERITAGE FOR A SUSTAINABLE FUTURE

FIND US ONLINE!



<http://digitalroutes.4learning.eu/>



@digitalroutes





This document may be copied, reproduced or modified according to the above rules.
In addition, an acknowledgement of the authors of the document and all applicable portions of the copyright notice must be clearly referenced.

All rights reserved. © Copyright 2022 DIGITALROUTES@CULTURE

