



Enhancing Employability of Youth in Cultural and Creative Industries

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EPICURIOUS Definition and Design of the Training Methodology

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Executive Summary

The purpose of this document is to define the training methodology for the EPICURIOUS project based on the results of the previous survey report. The training methodology will focus on providing youth training in the Cultural and Creative Industries (CCI) to enhance employability and foster entrepreneurship. We will identify the specific sectors of the CCI in which we will develop content and outline the approach for each thematic area.

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1. Introduction

The EPICURIOUS project aims to empower and support young individuals in the Cultural and Creative Industries (CCI) by providing them with comprehensive training opportunities. This training methodology document outlines the approach we will take to deliver effective and engaging training in various thematic areas within the CCI, based on the results of the survey report.

The Cultural and Creative Industries play a significant role in the global economy, fostering innovation, cultural expression, and job creation. However, there is a need to bridge the gap between the potential opportunities in the CCI and the skills and knowledge of young individuals. The EPICURIOUS project recognizes this gap and seeks to address it by equipping youth with the necessary tools and expertise to thrive in the dynamic and ever-evolving CCI landscape.

Our training methodology is designed to be learner-centered, practical, and interactive, providing participants with the skills, knowledge, and confidence needed to succeed in their chosen fields within the CCI. We have identified key thematic areas of interest, as highlighted in the survey report, which will serve as the foundation for our training content.

Throughout this methodology, we will incorporate various components to ensure a well-rounded and effective learning experience. Participants will engage with theoretical concepts, participate in practical exercises and assessment questions to apply their knowledge, analyze real-life case studies to understand industry practices and receive tips and tricks from experienced professionals in their respective sectors. Additionally, workshops and feedback sessions will provide opportunities for hands-on learning and valuable insights from trainers and peers.

Moreover, our training methodology recognizes the importance of cross-thematic skills that are essential for success in the CCI. We will integrate digital literacy, teamwork, communication, and problem-solving skills into the training content, enabling participants to develop a holistic skill set that is highly sought after in the industry.

To ensure the delivery of high-quality training, we will utilize a combination of online modules, virtual classrooms, and, where possible, in-person workshops. This flexible approach will accommodate the diverse learning preferences and circumstances of our participants, allowing them to engage with the training content in a manner that suits their needs.

Continuous evaluation and feedback will be integral to our training methodology. We will actively seek input from participants, trainers, and youth educators to assess the effectiveness of the training and identify areas for improvement. This iterative process will ensure that our training remains relevant, up-to-date, and responsive to the evolving needs of young individuals in the CCI.

The EPICURIOUS project is committed to empowering youth, enhancing their employability, and fostering entrepreneurship within the CCI. Through this training methodology, we aim to provide participants with the necessary skills, knowledge, and opportunities to thrive in their chosen fields and contribute meaningfully to the cultural and creative sectors.

2. Training Methodology Component

For each thematic area, the training methodology will include the following components:

- **Theory:** The theory component will provide participants with foundational knowledge and concepts related to the thematic area. It will cover industry insights, trends, and best practices.
- **Exercises and Assessment Questions:** Interactive exercises and assessment questions will be included to reinforce learning and assess participants' understanding of the theory. These exercises will encourage active participation and application of knowledge.
- **Case Studies:** Real-life case studies within each thematic area will be presented to provide practical examples and showcase successful initiatives or individuals in the field. Participants will analyze and discuss these case studies to gain insights into real-world scenarios.
- **Tips and Tricks in the Sector:** This component will offer practical tips, advice, and strategies from industry experts to help participants navigate the specific challenges and opportunities within each thematic area.
- **Workshops and Feedback Sessions:** Youth educators will facilitate workshops and feedback sessions where participants can engage in hands-on activities, receive guidance, and collaborate with peers. These sessions will provide opportunities for participants to apply their knowledge, receive feedback, and refine their skills.

The training methodology will be developed in a learner-centred approach, promoting active engagement, critical thinking, and practical application of knowledge. It will be delivered through a combination of online platforms, interactive learning materials, and virtual or in-person workshops.

2.1 Integration of Cross-Thematic Skills:

Throughout the training methodology, we will also emphasize the development of cross-thematic skills such as digital literacy, teamwork, communication, and problem-solving. These skills will be integrated into the theory, exercises, case studies, and workshops to provide a well-rounded training experience.

2.2 Delivery Method:

The training methodology will be delivered through a combination of online modules, virtual classrooms, and in-person workshops (where feasible). Online modules will consist of interactive content, videos, and quizzes. Virtual classrooms will allow for real-time interaction and engagement with trainers and peers. In-person workshops will provide hands-on practical experience and networking opportunities.

2.3 Evaluation and Continuous Improvement:

We will implement an evaluation system to assess the effectiveness of the training methodology. Feedback from participants, trainers, and youth educators will be collected to identify areas for improvement and to ensure the training meets the desired outcomes. Regular reviews and updates will be made to keep the content relevant and up to date.



3. Thematic areas:

The primary objective of the training methodology is to equip youth with the necessary knowledge and skills in targeted sectors of the CCI. By providing a comprehensive learning experience, participants will be empowered to pursue career opportunities and entrepreneurial ventures within the dynamic and evolving landscape of the CCI.

Music: DigiCult

- Theory: Understanding the music industry, genres, composition (Research or Lyrics), Tradition/ Culture and Festivals and performance techniques.
- Exercises and Assessment Questions: Practical exercises in music composition, rhythm, and melody. Participants could create a simple piece of music or edit an existing sound clip using digital audio workstations. Assessment questions to test understanding.
- Case Studies: Analysis of successful music artists, their career paths, and the strategies they employed.
- Tips and Tricks: Techniques for effective promotion, branding, and networking within the music industry.
- Workshops and Feedback Sessions: Collaborative music or sound design projects will enable the practical application of skills, while feedback sessions will allow participants to learn from each other's work.

Writing: AKLUB

- Theory: Exploring different writing styles, genres, and platforms within the CCI. Promotional materials and Advertisement. Tradition & Culture and Story Telling. Script
- Exercises and Assessment Questions: Writing exercises focusing on creativity, storytelling, and adapting writing for various mediums.
- Case Studies: Analysis of successful authors, journalists, and content creators, examining their writing techniques and career journeys.
- Tips and Tricks in the Sector: Strategies for developing a personal writing style, building an audience, and monetizing written content.
- Workshops and Feedback Sessions: Peer review sessions and workshops with experienced writers to provide feedback and foster improvement.

Handcraft: LS

- Theory: Understanding design principles, trends, and applications in various domains such as fashion, and tradition (objects, clothes, food, wood-crafted elements)
- Exercises and Assessment Questions: Design exercises to develop practical skills in visual communication, aesthetics, and problem-solving.
- Case Studies: Analysis of successful designers, their design processes, and the impact of their work.
- Tips and Tricks in the Sector: Software tutorials, workflow optimization techniques, and insights into industry best practices.

- Workshops and Feedback Sessions: Design workshops involving hands-on projects, feedback sessions, and mentorship to enhance participants' design abilities.

Visual Arts: ILA

- Theory: Exploring different artistic mediums, styles, and techniques, including painting, sculpture, photography, graphic design and digital art.
- Exercises and Assessment Questions: Artistic exercises focusing on creativity, expression, and technical skills.
- Case Studies: Analysis of renowned artists, their artistic journeys, and the significance of their work.
- Tips and Tricks in the Sector: Guidance on showcasing and selling artwork, establishing an online presence, and leveraging social media platforms.
- Workshops and Feedback Sessions: Collaborative art workshops, peer critique sessions, and feedback from experienced artists to foster growth and improvement.

Digital Skills and Technologies: CIJ

- Theory: The theory module will focus on the basics of digital literacy, including the use of productivity software, online security, social media management, and digital marketing. This will provide participants with a comprehensive understanding of the digital landscape.
- Exercises and Assessment Questions: Theoretical understanding will be complemented with practical exercises such as setting up social media profiles, creating a basic website, or setting up a secure online environment. Assessments will test both practical skills and theoretical understanding.
- Case Studies: Analysing successful digital campaigns and technology applications in the CCI sector will offer real-world context to the concepts learned and demonstrate how digital skills contribute to business success.
- Tips and Tricks: This will include essential digital hacks, advice on staying updated with digital trends, and guidelines for effective and safe online practices.
- Workshops and Feedback sessions: These sessions will provide hands-on experiences with digital tools and enable participants to exchange feedback and discuss challenges and solutions.

Film & Media: Die Berater

- Theory: This component introduces the Film and Media industry, covering topics such as the production process, storytelling techniques, and the visual and audio elements used in media. Participants will gain a foundational understanding of the industry and its key concepts.
- Exercises and Assessment Questions: Participants will engage in hands-on exercises and answer assessment questions to apply their knowledge and skills. These exercises may include analysing scripts, planning film productions, practising storyboarding and shot composition, and critically analysing media content.

- **Case Studies:** Case studies will showcase the success stories of independent filmmakers and highlight innovative digital marketing strategies for film releases. Participants will learn from real-world examples and gain insights into the challenges and strategies employed by professionals in the industry.
- **Tips and Tricks in the Sector:** This component provides practical tips and tricks relevant to the Film and Media sector. Topics may include navigating film festivals and networking opportunities, securing funding for independent films, and leveraging social media for effective film promotion. Participants will learn valuable strategies and techniques to enhance their success in the industry.
- **Workshops and Feedback Sessions:** Participants will engage in workshops that focus on specific skills and techniques related to film and media production. Examples include directing actors, cinematography techniques, and film editing and post-production. Feedback sessions will provide opportunities for participants to receive constructive criticism and refine their skills.

4. Guidelines

- **Theory (20 pages max):**

Provide a comprehensive overview of the thematic area, covering key concepts, industry trends, and relevant theoretical frameworks. Use clear and concise language to ensure understanding among participants. Include visuals, examples, and real-world applications to enhance engagement. Break down complex topics into manageable sections with subheadings for easy navigation. Provide references and suggested resources for further exploration.

- **Questions Assessment :**

Include a mix of True/False and Multiple Choice questions to assess participants' understanding of the theory covered. Ensure that the questions align with the learning objectives and are formulated. Include at least 5 questions per assessment. For open-ended questions, provide clear instructions and encourage participants to provide detailed responses.

- **Case Studies:**

Select 3 relevant case studies per thematic module to provide practical examples and illustrate concepts. Choose case studies that reflect different aspects of the industry, diverse success stories, and challenges faced. Provide a brief introduction to each case study, including the context, key players, and objectives.

- **Tips & Tricks (2 pages max):**

Include practical recommendations, strategies, and best practices for each category within the thematic module. Focus on actionable tips that participants can implement in their work or creative endeavours. Provide insights on overcoming common challenges

and maximizing opportunities within the specific category. Keep the tips concise and easy to understand.

- Workshops:

Include a minimum of 2 workshops per thematic module to provide hands-on learning experiences. Clearly outline the objectives, activities, and expected outcomes for each workshop. Design interactive exercises, group discussions, and practical tasks that align with the thematic content. Encourage collaboration and active participation during workshops to foster a supportive and creative learning environment.