

# MEDIA

**Name of Project:** Zavezani prihodnosti

**Name of sending organisation:** Ekonomska šola Novo mesto

**Project Number:** KAI-VET-1817

**No of participants:** 7

**Age range:** 17 - 18

**Arrival and departure dates/Project Duration:**  
29.10.2017 - 18.11.2017 (3 weeks)

The project aimed to give second year vocational students training for careers in the media a chance to improve their digital media skills and to apply these practically within a model marketing project. It aimed to provide a contrast to their school environment where teaching is theory led and class sizes are often too big for small group working and practical assignments.

The project also aimed to help students learn important skills like collaboration, problem solving and meeting deadlines in order to build confidence and enhance future employment prospects.

The project took place at the Tellus specialist training centre and included visits from professional media experts and a filming field-trip.

**“The students have learnt a lot about media and marketing and gained new practical skills which they’ve had a chance to put into action. They’ve enjoyed the collaborative working which has been fantastic in helping them to develop important skills for their future careers. Of course, their English has improved too. We’re very happy with the project and so are the students.”**

NATASA MALNAR BREGNAR, Teacher



## STUDENT CASE STUDIES

The students worked as a team of 3 to set up a model ‘dog grooming’ business. The project included creating a range of marketing materials using the Adobe Design Suite to promote the business. These included a brand pack, website, radio advert, TV interview, promotional film and A5 flyer. The team worked independently to complete the tasks and completed their three week course with a presentation of their work to other students. They produced a DVD portfolio of their work which they will use as part of their CV and towards their final qualification.



**“We’ve actually had a chance to see how the design programmes work because we get to use them all the time. We have time to be creative and to find out for ourselves what works and what doesn’t instead of just following rules. We love it.”**

LAURA



**“We were surprised by the level of technical equipment which is really excellent. The teacher is very good at explaining the programmes and makes it fun. We get to set our own guidelines and make our own decisions which is great. We’ve learned a lot more than at school.”**

SARAH