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O3.5 - The Digital Skills and Social Inclusion for Creative Industries Online Course (DSC) MOOCs FINAL

Outcome 3 Activity 5 The Digital Skills and Social Inclusion for Creative Industries Online Course (DSC) MOOCs	
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Executive Summary

The *O3 The Digital Skills and Social Inclusion for Creative Industries Online Courses (DSC)* report presents the Digital Skills and Social Inclusion for Creative Industries MOOC Courses available online in English language and all partners languages (Romanian, Italian, German, Danish, Lithuanian, Irish) and through blended learning, the Integrated Virtual Learning Hub including an innovative mobile app aimed at low-skilled and at-risk adults, the Digital Skills e-assessment tool and Open Badges for Digital Skills.

This implementation was required to create an easy to use open and online course of MOOCs type, for all participants, different stakeholders the creative industries.

The *O3 Final report* presents how the The *Digital Skills and Social Inclusion for Creative Industries Online Course (DSC)* achieved its final version, starting from the concept developed, integrated into the online environment, taking into account partners' discussions and suggestions, as well as results and developments from other evaluation activities and, after development it was evaluated with learners in teo pilot phases, updated after their evaluation.

The *Digital Skills and Social Inclusion for Creative Industries Online MOOCs* are :

1. The Internet, World Wide Web and introduction to the digital world

2. Digital content & Publishing

3. Data Protection and Open Licenses

4. Digital Curation - Digital Libraries and Museums

5. Digital Safety, Security and Ethics

6. Digital storytelling

7. Social media for culture

8. Digital audiences, Digital analytics

9. Augmented and Virtual Reality - Immersive experiences

10. Mobile Apps and Mobile User Experience

11. Digital management in culture

12. Digital Communication & Presentations

13. Online and mobile digital media tools (audio-video)

Objectives of this document

The main objective of this report is to present how the University Politehnica of Timisoara, leader of Output 3, arrived at the final form of the Digital Skills and Social Inclusion for Creative Industries Online Course (DSC), going through several steps.

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Who is this document for?

Educationalists, low-skilled adults to access knowledge, gain new digital skills and intercultural competences and improve their chances of finding employment or performing better in their current employment.

What topics are addressed in this document

DSC Curricula, DSC Syllabus, DSCModules, DSC OERs, DSC MOOCs,

1   Aims and Scope

The Objectives of DigiCulture to which this report refers to are:

>   3. To design, develop and deliver a Digital Skills and Social Inclusion for Creative Industries Course, OER translated into all partners' languages, delivered as a mix of blended learning course and, a fully online MOOC type course for the target group
>   5. To provide engaging and effective learning experiences in the Digital Skills for CI course
>   6. To enhance collaboration between education providers, universities, cultural and heritage institutions and associations, cultural actors, workers and volunteers

At the end of DigiCulture project steps, all the courses, tools and materials were made available online or on DSC mobile app under the Creative Commons License.

2   Background and rationale

Digital Skills for Culture Course is designed based on Conole's 7Cs Framework of Learning Design, using innovative methods such as the MOOC Design Canvas (Alario-Hoyos, 2014), "Learning through Design" (Bartoletti, 2016). Principles included "sMOOC Step by Step", but also took into consideration quality standards (Quality Assurance Subjects Benchmark Statements and the framework of European Cooperation on Adult Learning Policy and the Quality Assurance in Non- Formal Adult Education (Epale report, 2016) and national regulations regarding adult education) - as a free Massive Open Online Course – MOOC based on Open Educational Resources (OER).

The course promotes an innovative approach that includes several methods of learning design, familiar to the university partners who all have experience in online course design, in MOOCs development and in providing support in blended-learning. We expect that this course has and will have an impact at different levels on the learners - as well as improving their digital skills, it introduces adult learners to self-regulated learning by rethinking the assessment process. By scaffolding their further development, it also is supposed to increase the success rate for cultural actors from vulnerable socio-economic classes (who can have better access to know-how).

The design team composed of project partners encouraged the exploration of various teaching and learning models, and leveraged digital tools to create an adapted and personalised learning experience for adults, supporting networked learning and reflection.

The new principles, which were implemented in ICT courses designed for continuing education include: new course materials using simple terminology, multimedia examples, interactive online activities, real-life problem-based exercises, building e-portfolios, e-assessment and peer-to-peer assessment, reflection in blogs, but it has also been using existing OERs and examples provided by the cultural institutions partners or associated partners in the project. The course encourages collaborative learning by including discussion forums, wikis and teamwork activities which were enhanced in the blended-learning piloting phase. The MOOC provided learners with a clear course map, with milestones and "must do's", and a schedule with tasks, assignments and deadlines. This increases the perception of learners as active participants in the course, improves their engagement in order to avoid drop-out and empowers them to become independent learners.

3   Methodology, tools and research

The adaptation, translation and implementation was performed in a combination of automated and preexisting tools and hands-on manual translation done by all partners.

The entire course DSC was piloted in two phases and used two teaching methods which allowed us to evaluate and validate which one is more appropriate for gaining new digital skills in adult education dedicated to low digital skills adults. The courses are available as MOOC in the UniCampus platform and also each language version was integrated into the VLH so as to ensure the continuing delivery of the course for other stakeholders after the project ends. The MOOC courses are self-sustained with a clear guidance and delivery map, they can be run with no facilitator.

4   Results

1. **Course:** *The Internet, World Wide Web and introduction to the digital world*, developed by Politehnica University of Timisoara: Dr. Diana Andone, Prof. Radu Vasiu, Dr. Vlad Mihaescu
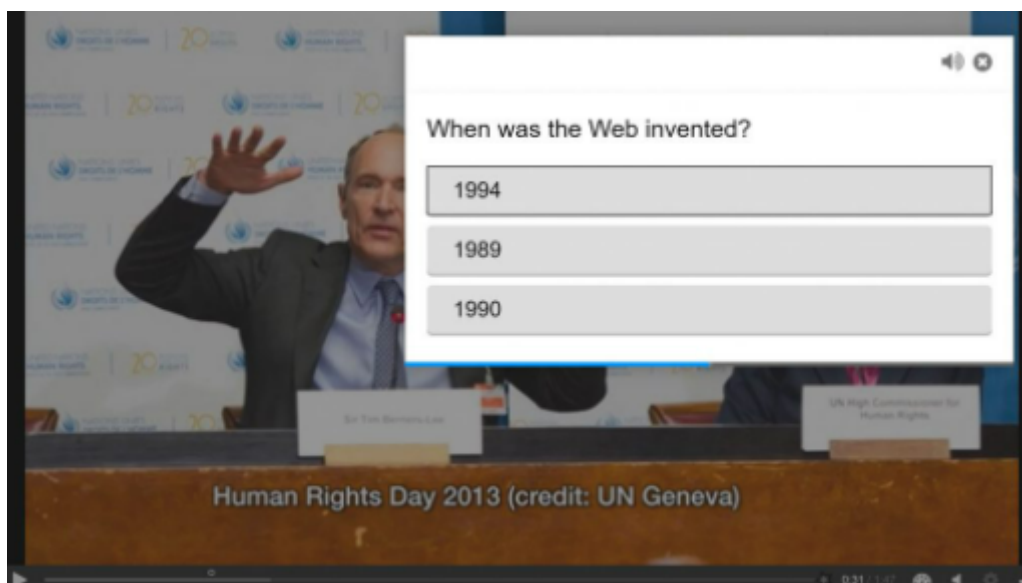
Course link: https://digiculture.eu/en/digiculture-course/?id=13

Training level: Basic | Duration: 7 Weeks | Weekly Study: 2 hours / week

Learning Objective: This course plans to give participants general knowledge about World Wide Web, Internet, the web 2.0 technologies and how to use different technologies to build a website.

Outcomes: On completion of this course, participants will be able to: Understand digital technologies, the World Wide Web and the Internet; Apply and use web search; Identify digital presence and explain how this can be applied in creative industries; Describe simple concepts used to create an online business; Demonstrate a working understanding on how to implement a website.

Topics of the course:

1. Introduction to the digital technology;
2. Digital formats and terminology;
3. WWW Introduction & Web 2.0 & Mobile web;
4. Internet History and Services;
5. Searching the Web;
6. How to work & live digitally;
7. The Digital Business - Free, freemium and premium;
8. Future of the Web and Internet;
9. How to build a website, Requirements;
10. Final Quiz

Requirements: This course is for anyone who is looking to develop skills in understanding the World Wide Web and the Internet. There is no prior knowledge or qualification requirements, but access to the Internet and a computer/laptop/mobile device is required.

Competencies: Digital competencies based on DigComp 2.1: Information and data literacy; Communication and collaboration; Safety.

Certification: DigiCulture badge for completion of "The Internet, World Wide Web and introduction to the digital world" Course.

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2. **Course: *Digital Content & Publishing*,** developed by Politehnica University of Timisoara: Dr. Vlad Mihaescu, Dr. Silviu Vert, Dr. Andrei Ternauciuc

Course link: https://digiculture.eu/en/digiculture-course/?id=14

Training level: Basic | Duration: 3 Weeks | Weekly Study: 2 hours/week

Learning Objective: This course plans to teach participants about blogs, wikis, newsletters, eBooks, repositories and online libraries. The course will also provide step-by-step guides and tutorials on how to create different various types of media content.

Outcomes: On completion of this course, participants will be able to: Understand the difference between various digital contents; Create content such as wikis, blogs and newsletters; Identify various media contents; Describe how eBooks; Repositories and online libraries work; Demonstrate how to create digital content for different media environments.

Topics of the course:

1. Wikis;
2. Blogs;
3. Newsletters;
4. Various media contents;
5. eBooks;
6. Repositories & online libraries;
7. DRM, Digital content for different media;
8. Tools, Apps;
9. Final Quiz

Activities: Create a Wikipedia article; Edit a Wikipedia article; Working with Wordpress; Create a newsletter in Mailchimp.

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Requirements: This course is for anyone who is looking to develop skills in understanding the World Wide Web and the Internet. There is no prior knowledge or qualification requirements, but access to the Internet and a computer/laptop/mobile device is required.

Competencies: Adults graduating M2 will have learned about blogs, wikis, newsletters, eBooks, repositories, online libraries, creating various media contents. Digital competencies based on DigComp 2.1: Information and data literacy; Communication and collaboration; Digital content creation.

Certification: DigiCulture badge for completion of the "Digital Content & Publishing" Course.

3. **Course: *Data Protection and Open Licenses*,** developed by University of Graz: Chiara Zuanni, Walter Scholger, Franz Dörfler

Course link: https://digiculture.eu/en/digiculture-course/?id=15

Training level: Basic | Duration: 3 Weeks | Weekly Study: 3 hours / week

Learning Objective: This module aims to offer an overview of data protection regulations, copyright legislation and open licensing possibilities in the cultural and educational sector. The module will develop the understanding of current national and European legislation surrounding the protection of personal data (GDPR) and of copyright laws.

Outcomes: On completion of this course, participants will be able to: Describe the principles and terms of copyright legislation; Define your rights as a creator of copyright-protected works; Define your rights as a user of others' copyright-protected works (based on legal exceptions to copyright); Choose an appropriate license for your work and evaluate the possibility of reusing others' works depending on their licenses; Explain the key principles of the EU data protection regulation (GDPR), and the principles of data processing; Define the conditions for processing personal data in a cultural and research context.

Topics of the course:

1. Intellectual Property Rights and Copyright;

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2. Exceptions for GLAM;
3. Creative Industries and Research;
4. (Open) Licensing; Creative Commons Licenses;
5. Watermarks and Digital Rights Management;
6. Basic principles of Privacy and Data Protection;
7. Privileges for Cultural Sector and Creative Industries;
8. Final Quiz

Activities: Explore the Website of the World Intellectual Property Organization (WIPO); Explore the information on copyrightexception.eu; Learn to use the CLARIN LINDAT Public License Selector (github); Pick and learn about a license using CreativeCommons.org; Find and apply information on how to re-use material from Europeana.eu; Learn how to apply a watermark using PhotoMarks; Create your own GDPR-compliant consent form using the DARIAH-EU ELDAH Consent Form Wizard.

Requirements: There are no prerequisites for this course. However, it is recommended to take it after having completed the DigiCulture Module 2 - Digital Content and Publishing, and prior to Module 5 - Digital Safety, Security and Ethics.

Competencies: In line with the Digital competencies based on DigComp 2.1, this course will contribute to the Digital Safety competency.

Certification: DigiCulture badge for completion of the "Data Protection and Open Licenses" Course.

4. **Course: *Digital Curation - Digital Libraries and Museums*, developed by University of Graz:** Chiara Zuanni, Walter Scholger, Franz Dörfler

Course link: https://digiculture.eu/en/digiculture-course/?id=16

Training level: Basic | Duration: 3 Weeks | Weekly Study: 6 hours / week

Learning Objective: It aims to offer an overview of digital curation methods in the cultural heritage sector. The module will develop the understanding of digital representations and of objects and their information, in order to enable participants to work with online collections and virtual exhibitions, in collaboration with cultural institutions and through crowd-sourcing approaches.

Outcomes: On completion of this course, participants will be able to: Understand the differences between different digitisation methods; Appreciate the values of data models, metadata standards, and thesauri in describing digital heritage objects; Effectively search online collections by exploiting metadata tags; Understand the functions of collection management systems and repositories; Create an online exhibition; Understand the possibilities of crowdsourcing practices in the cultural sector

Topics of the course:

1. Digitisation;
2. Data Modelling, Metadata Standards, and Vocabularies;
3. Collection Management Systems and Repositories;
4. Online Collections, Digitorials, and Virtual Exhibitions;
5. Engagement with Online Collections; Folksonomies and Crowdsourcing;
6. Final Quiz

Activities: Qlone; Omeka; StorymapsJS.

Requirements: There are no prerequisites for this course. However, it is recommended to take it after having completed the DigiCulture Module Digital Content and Publishing, and prior to the modules on Digital Storytelling, Augmented and Virtual Reality, Digital Communication and Presentations.

Competencies: This course will contribute to the Digital competencies based on DigComp 2.1, in particular to Information and data literacy and digital content creation.

Certification: DigiCulture badge for completion of the "Digital Curation - Digital Libraries and Museums" Course.

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5. **Course - _Digital Safety, Security and Ethics_**, developed by Dublin City University: Mairéad Nic Giolla Mhichíl, Elaine Beirne, Caitríona Nic Giolla Mhichíl, Mark Brown

Course link: https://digiculture.eu/en/digiculture-course/?id=17
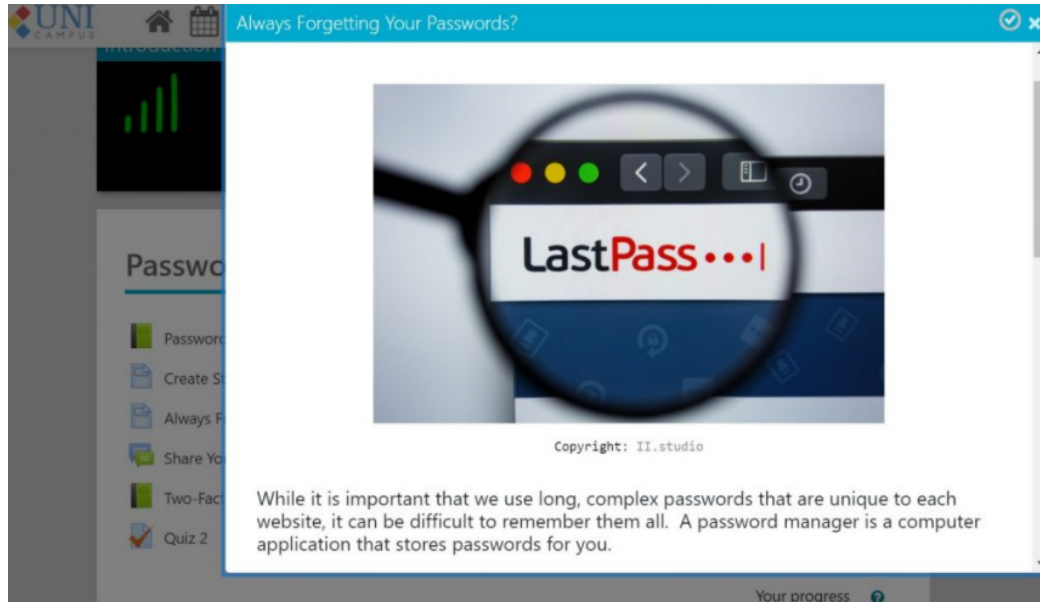
Training level: Basic | Duration: 2 Weeks | Weekly Study: 3 hours / week

Learning Objective: This course aims to introduce participants to the key concepts and skills needed to understand, identify and address digital security and ethical issues in both their personal and professional lives.

Outcomes: On completion of this course, participants will be able to: Recognise basic terminology relating to digital security; Identify the main types of malware (malicious software), the main malware dissemination methods, and associated protection measures; Explain the security challenges associated with wireless networks and operating online; Demonstrate an understanding of firewalls,password security and other online protection measures; Assess the risks you or your organisation face and implement a risk management plan; Recognise the importance of behaving ethically online; Identify the ethical concerns associated with your work/project.

Topics of the course:

1. Malware;
2. Passwords;
3. Network Security ;
4. Ethics;
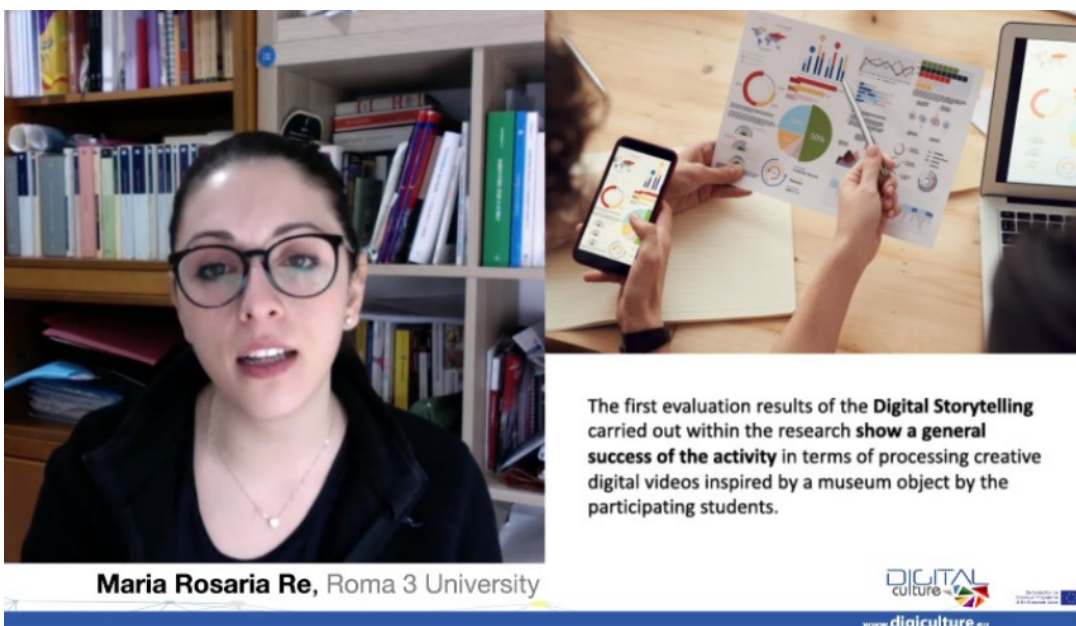5. Taking Stock of Your Risks;
6. Final Section

Activities: Improve your passwords; Set up two-factor authentication for your online accounts; Configure your firewall settings; Identify and manage your digital security risks; Engage with ethics in your work/ project.

Requirements: This course is for anyone with an interest in digital safety who would like to learn about improving the security of their digital information. There is no prior knowledge or qualification requirements, but access to the Internet and a computer/laptop/mobile device is required.

Competencies: In line with the Safety dimension of the DigiComp 2.1 Framework, this module will contribute to enhancing participants' digital competencies in the following areas: Protecting devices, Protecting personal data and privacy

Certification: DigiCulture badge for completion of the "Digital Safety, Security and Ethics" course.

6. **Course: _Digital Storytelling_**, developed by University of Roma Tre: Antonella Poce, Carlo De Medio, Francesca Amenduni, Mara Valente, Maria Rosaria Re

Course link: https://digiculture.eu/en/digiculture-course/?id=18

Training level: Basic | Duration: 4 Weeks | Weekly Study: 3 hours / week

Learning Objective: Learners would have the opportunity to learn about the main features of the methodology of digital storytelling in order to increase the effectiveness of their work. In particular, at the end of the course they will be able to design, realise and evaluate a digital storytelling video aimed at promoting the company for which they work and at communicating artistic and cultural heritage they produce or preserve. Digital storytelling content development will be achieved through the promotion of digital skills, in particular Information and data literacy and digital content creation, and other transversal skills such as communication, collaboration, creativity and critical thinking.

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Outcomes: On completion of this course, participants will be able to: Describe the main features of DST methodology; Outline the educational aims of the DST methodology in terms of communication, collaboration, creativity and critical thinking development; Use digital tools for the creation of a DST video; Design a DST video; Evaluate a DST video; Promote information and data literacy and digital content creation; Reflect on DST as a tool of social inclusion.

Topics of the course:

1. The art of storytelling;
2. Digital storytelling as learning and teaching methodology;
3. DST to promote 4C skills (Creativity, Communication, Collaboration and Critical Thinking);
4. Digital tools for the design, creation and assessment of digital storytelling videos;
5. DST for culture and heritage (museums, archaeological sites, libraries);
6. Final Quiz

Activities: Lecture 1: The art of Storytelling: Storytelling and digital world; An engaging story; Storytelling: introduce and express yourself; What is storytelling

Lecture 2: What is Digital Storytelling: Communication through DSTDifferent definition; A Multimodal text

Lecture 3: Digital and storytelling as learning and teaching methodology: DST and learning outcomes; DST as effective educational tool; DST and digital Generation; DST as learning methodology: case studies

Lecture 4: DST to promote 4Cs skills: 4C skills; The technology of Storytelling; Communication, Collaboration; Creativity, Critical thinking.

**Requirements:** There is no prior knowledge or qualification requirements, but access to Internet and a computer/laptop/mobile device is required.

Competencies: Digital competencies based on DigComp 2.1: Information and data literacy, Communication and collaboration, Digital content creation.

Certification: DigiCulture badge for completion of the "Digital Storytelling" Course.

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7. **Course: *Digital Audiences, Digital Analytics***, developed by Dublin City University: Mairéad Nic Giolla Mhichíl, Elaine Beirne, Caitríona Nic Giolla Mhichíl, Mark Brown

SEO Step-by-step 1
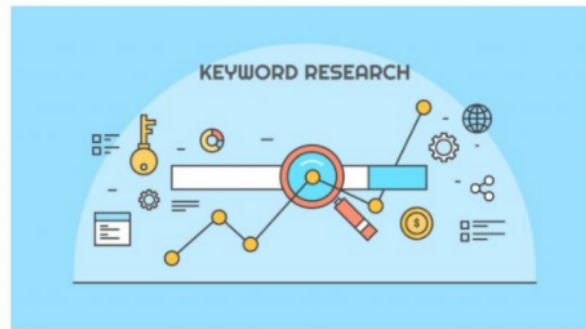
Copyright: Sammby

2. Step 1: Keyword Research

One of the first steps in the process of optimising your web pages for searches is to carry out keyword research. The objective of this research is to identify the most popular words and phrases people use when searching for your content online.

Course link: https://digiculture.eu/en/digiculture-course/?id=19

Training level: Basic | Duration: 3 Weeks | Weekly Study: 3 hours / week

Learning Objective: This course aims to equip participants with the knowledge and skills needed to identify their digital audience, grow their digital audience and assess their impact online.

Outcomes: On completion of this course, participants will be able to: Identify your digital audience and explain why it is important for your business; Explain the factors that influence web page ranking (paid and unpaid); Implement a SEO campaign; Describe the different metrics used to measure online success; Demonstrate a working understanding of Social Media Analytics and Google Analytics.

Topics of the course:

1. Audiences: Who is your Audience?;
2. Search Engine Optimization: Growing your Audience;
3. Digital Analytics: Assessing Success;
4. Final Section

Activities: Developing personas; Conducting an SEO health check; Creating a measurement plan; Getting started with Google Analytics ; Getting started with Social Media Analytics

Requirements: This course is for anyone who is looking to develop skills in managing their online presence, or specific online campaigns. There is no prior knowledge or qualification requirements, but access to the Internet and a computer/laptop/mobile device is required.

Competencies: In line with the Digital Communication and Collaboration dimension of the DigiComp 2.1 Framework, this module will contribute to enhancing participants' digital competencies in the following areas: Interacting through digital technologies; Sharing through digital technologies; Collaborating through digital technologies; Managing digital identity.

Certification: DigiCulture badge for completion of the "Digital Audiences and Digital Analytics" Course.

8. **Course: *Social Media for Culture*,** developed by University of Roma Tre: Antonella Poce, Maria Rosaria Re, Carlo De Medio, Francesca Amenduni, Mara Valente
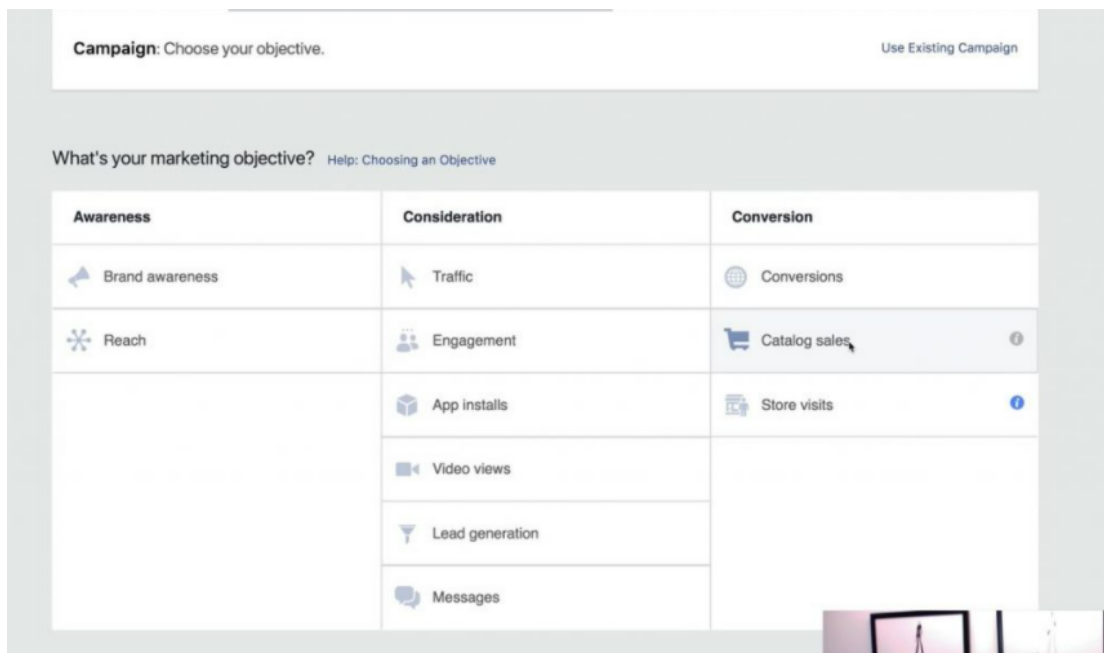
Course link: https://digiculture.eu/en/digiculture-course/?id=20

Training level: Basic | Duration: 4 Weeks | Weekly Study: 3 hours / week

Learning Objective: Social networks play an important role in non-formal education. Using social networks to increase the number of people involved in the learning process, as well as finding new forms of educational work in non-formal educational environments, such as museums, will require a structured understanding of how this system functions. Learners would have the opportunity to improve their knowledge in terms of Social media engagement in the cultural sector, the use of social media for CI promotion and evaluation of social media impact.

Outcomes: On completion of this course, participants will be able to: Define the most important social media and their characteristics in the field of CI sharing and promotion; Plan activities for the promotion of CI, especially in the field of artistic and cultural heritage; Analyze and evaluate the impact of social media within the cultural sector.

Topics of the course:

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1. Social Media and the cultural sector;
2. Social media for developing cultural education;
3. Media audiences and How to choose your social media;
4. Use Social media to improve your business!;
5. Final Quiz

Activities: Lecture 1: What is social media?: Social media definition; Mediated Communication: Social Networking; How to make a splash in social mediaf; Lecture 2: Social media engagement in the cultural sector

Lecture 2: Social media for conservation and dissemination: Social Media and participatory culture; Social Media as an advertising tool

Lecture 3: Social Media for museums promotion: Digital Strategy within museum; Best practices; Ask a curator; Smartify App; Rijksmuseum reopening on YouTube; Van Gogh Sunflowers Facebook; Beyond Digitization—New Possibilities in Digital Art History

Lecture 4: Social Media for Culture education development: Education and Social Media; Culture Education and Social Media; Communication, Collaboration; Creativity, Critical thinking.

Requirements: There is no prior knowledge or qualification requirements, but access to Internet and a computer/laptop/mobile device is required.

Competencies: Digital competencies based on DigComp 2.1: Information and data literacy; Managing data, information and digital content; Communication and Collaboration.

Certification: DigiCulture badge for completion of the "Social Media for Culture" Course.

9. [**Course: *Augmented and Virtual Reality***](#), developed by Aalborg University: Bastian I. Hougaard, Hendrik Knoche, Aleksandra Lazevska

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Course link: https://digiculture.eu/en/digiculture-course/?id=21

Training level: Basic | Duration: 5 Weeks | Weekly Study: 3 hours / week

Learning Objective: At the end of this module, the adult learner will learn: Explore Use Cases from Creative Industry of Virtual Reality and Augmented Reality, How to Design for Virtual Reality (Ryan, 2001), How to Design for Augmented Reality, Create their own Virtual Reality experience, Create their own Augmented Reality experience.

Outcomes: On completion of this course, participants will be able to: Tell the difference between Augmented Reality (AR) and Virtual Reality (VR), Understand concepts such as 360° Images and Projection Mapping, Create interactive digital VR experiences in your browser, Create AR experiences from his smartphone; Understand the role of Augmented and Virtual Reality to create experiences; Use Digital online tools to create their own VR/AR experiences; Explore variations and boundaries of AR/VR technology with concepts such as Projection Mapping, 360 videos and commercial applications like Pokémon GO.

Topics of the course:

1. What is Virtual Reality and Augmented Reality?;
2. Case Studies of Virtual Reality and Augmented Reality;
3. Create and Explore a Virtual Reality Scene; Create Your Own VR;
4. Make the Virtual Reality Scene Interactive; 360 experiences;
5. How to Create Augmented Reality with your SmartphoneVirtual Reality; AR! Create Your Own!;
6. Examination

Activities: Lecture 1: What is Virtual Reality: Designing for Virtual Reality; Virtual How? Reality How?; Try VR: Smithsonian Museum; Lecture Completion; Lecture 1.2: Case Studies of Virtual Reality; 4 types of Virtual Reality

Lecture 2: Augmented Reality: Basics of Augmented Reality; Differences between AR and VR; Mixed Reality; Lecture Completion

Lecture 3: 360 Experiences: 360 Images; 360 Video; Projection Mapping

Lecture 4: Create Your Own AR and VR Experiences

Lecture 5: Design an exhibition in VR with Cospaces

Requirements: Intermediate level ability to use digital devices (PC, Mac, mobile devices) and associated operating systems (Windows, iOS, Android). A Virtual Reality headset is not needed – the learners can optionally use one if they own it, but it is not a hard requirement for following this course.

Competencies: Digital competencies based on DigComp 2.1: Stakeholders needs in terms of Digital Content Creation, O1.3.

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Certification: DigiCulture badge for completion of the "Augmented and Virtual Reality" Course.

10. **Course: *Mobile Apps and Mobile User Experience*,** developed by Aalborg University: Bastian I. Hougaard, Hendrik Knoche, Aleksandra Lazevska
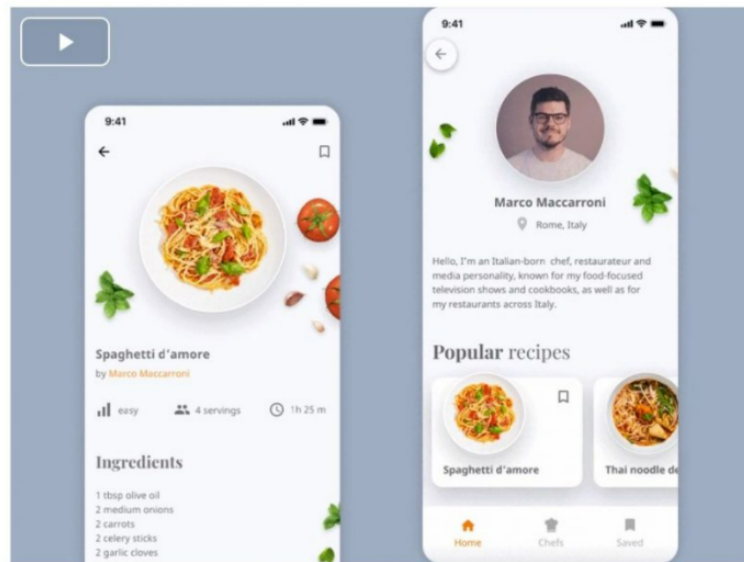
Video under copyright by Anna Rzepka, 2019

Course link: https://digiculture.eu/en/digiculture-course/?id=22

Training level: Basic | Duration: 4 Weeks | Weekly Study: 3 hours / week

Learning Objective: At the end of this module, adult learners will learn: How to Design Mobile Applications and Interaction Design; How to use Storyboards for the design process; Creating Interactive Paper Prototyping; Creative Interactive Digital Prototyping.

Outcomes: On completion of this course, participants will be able to: Understand user behavior & needs, evaluate mobile designs and avoid bad UX; Design user onboarding, create storyboards & understand storytelling; Design mobile apps based on usability practices; Prototype original design ideas; Use different digital tools to achieve good UX.

Topics of the course:

1. Introduction to Smartphone Ecosystem; Design for Smartphones;
2. Mobile Sensor and changing context; Design your first App;
3. Paper Prototype your own app; How to evaluate experience;
4. Create your First Digital Prototype;
5. Examination

Activities: Lecture 1: Designing for the World of SmartPhones: Introduction; Breakdown: How do the apps work?; Lecture Completion

Lecture 2: Design Your First App: Introduction; Narrative Storyboarding; Lecture Completion

Lecture 3: Prototype Your First App with Marvel: Introduction; Prototyping Basics; Paper Prototyping; Digital Prototyping; Lecture Completion; Examination.

Requirements: Intermediate level ability to use digital devices (PC, Mac, mobile devices) and associated operating systems (Windows, iOS, Android).

Competencies: Digital competencies based on DigComp 2.1: Stakeholders needs in terms of Digital Problem Solving.

Certification: DigiCulture badge for completion of the "Mobile Apps and Mobile User Experience" Course.

11. **Course: *Digital Management in Culture,*** developed by JME Associates, David Evans, Lizzie Couves

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Course link:https://digiculture.eu/en/digiculture-course/?id=23

Training level: Basic | Duration: 4 Weeks | Weekly Study: 3 hours / week

Learning Objective: At the end of this module, students will be able to: Explain how cultural work which can be managed online using apps and freeware; Outline the differences between planning and strategy; Discuss the importance of apps in basic human relations management in the cultural sector; Explain how apps and digital devices can assist in the control and management of resources; Outline the uses of digital apps and tools in marketing and publicising cultural activities.

Outcomes: On completion of this course, participants will be able to: List five areas of cultural work which can be managed online using apps and freeware; Use online tools and apps to create and implement a business plan; Use specific apps and online tools to assist in the hiring, managing, training and appraisal of staff in the cultural sector; Demonstrate the use of apps and digital devices in the control and management

of funding, premises, and projects; Demonstrate how to use apps and online tools to manage customers, publicity and ticket sales.

Topics of the course:

1. Introduction;
2. Planning, Strategy and Organisation;
3. Leadership, People and Training;
4. Controlling Resources: Administration Resources and Money;
5. Marketing, Publicity and Selling;
6. Conclusions;
7. Final Quiz

Activities: Listing the areas of artistic and creative work that need managing, and the forms of management involved; Creating a Business Plan using online tools; Using online recruitment sites and tools; Setting up and managing a web based appraisal system; Simple project management using apps and online tools; Selling cultural products online – tickets, media, artworks etc; Customer Relations Management.

Requirements: Intermediate level ability to use digital devices (PC, Mac, mobile devices) and associated operating systems (Windows, iOS, Android). This module may be studied at any stage in the Digital Skills for Culture course, or as a stand-alone course.

Competencies: Digital competencies based on DigComp 2.1.

Certification: DigiCulture badge for completion of the ''Digital Management in Culture'' Course.

12. [Course *Digital Communication & Presentations*](), developed by National Association of Distance Education: Dr. Danguole Rutkauskiene, Dr. Antanas Lenkevicius, M. Greta Volodzkaite, Gerda Zvirblyte

Learning Objectives:
The training program objective is to enhance the use of new digital technologies and entrepreneurship (project management) for experts in the culture and creative industries.

Competencies:
The Digital Skills for Creative Industries training program addresses the digital competences identified in the general framework "EU DigComp 2.1: The Digital Competence Framework for Citizens"

Activities:
In order that we can support you better, please complete this short questionnaire on your background (link).
Before starting any course, you are expected to take a quiz to assess your existing skill levels.

Course link: https://digiculture.eu/en/digiculture-course/?id=24

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

Training level: Basic | Duration: 7 Weeks | Weekly Study: 2 hours / week

Learning Objective: This course aims to teach and supply the participants with knowledge on how digital communication and presentation platforms work and have basic skills on how to use them.

Outcomes: On completion of this course, participants will be able to: Understand the concept of digital communication and presentations; Have a basic knowledge about digital strategy; Use most common communication tools ; Interact with others digitally; Use most common presentation tools; Create easy and simple presentations.

Topics of the course:

1. Introduction;
2. What is digital communication and presentations?;
3. Digital Communication Strategy;
4. Digital Presentations Tips and Guidelines;
5. Digital Communication Tools;
6. Digital Presentations Tools;
7. Final Activities.

Activities: Digital Communication Strategy; Digital Presentations Tips and Guidelines ; Digital Communication Tools; MS Teams; Zoom; Skype; Messenger; Google Meet; Slack; Digital Presentations Tools; MS PowerPoint; Prezi; H5P; Google Slides; Piktochart; MS Sway

Requirements: This course is for anyone who is looking to develop skills in creating digital presentations or communicating in the digital space. There is no prior knowledge or qualification requirements, but access to the Internet and a computer/laptop/mobile device is required.

Competencies: Digital competencies based on DigComp 2.1: Communication and collaboration and Digital content creation.

Certification: DigiCulture badge for completion of the "Digital Communication & Presentations" Course.

13. **Course: *Online and Mobile Digital Media Tools***, developed by Politehnica University of Timisoara:Dr. Mugur Mocofan, Dr. Silviu Vert

Course link: https://digiculture.eu/en/digiculture-course/?id=25

Training level: Basic | Duration: 4 Weeks | Weekly Study: 3 hours / week

Learning Objective: At the end of the course, users will know: how to edit an image, how to create an online video, how to edit an audio file online, how to create an infographic, how to edit content in YouTube, how to create a mindmap.

Topics of the course:

1. Different Formats and Terminology;
2. Images/Photos Editing Tools;
3. Video Editing Tools;
4. Audio Editing Tools;
5. Audio & Video Streaming;
6. Mind-mapping software;
7. Online Editing Tools for Social Media

Requirements: There is no prior knowledge or qualification requirements, but access to the Internet and a computer/laptop/mobile device is required.

Competencies: Digital competencies based on DigComp 2.1.

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

Certification: DigiCulture badge for completion of the "Online and Mobile Digital Media Tools" Course.

5   Next steps / Discussion

The MOOCs will be continuously updated by the partners of the project, based on technological improvements and piloting evaluation results.

6   Conclusions

This report is a presentation of the Digital Skills and Social Inclusion for Creative Industries MOOC Courses available online in English language and all partner languages (Romanian, Italian, German, Danish, Lithuanian, Irish). All assumed 13 modules of the DSC course were created based on the curricula and syllabus decided amongst all partners and evaluated with CI stakeholders. OERs and other materials were integrated in the courses, along with interactive activities, e-assessment methods and open badges after finalising each DSC course module. There were a two phase development; the first in 2019, evaluated in a first pilot, as EN version, then piloted in 2020 and adapted again in partner languages in 2021. All 98 Course modules (13 courses in EN, RO, DK, DE, IT, LT, GA) plus the Welcome course in all languages, were developed with content, multimedia and interaction: Course materials with practical information; Multimedia examples; Tools and apps tutorials; Interactive online activities; Existing OERs and examples; CCI best practices; Wikis; Discussion forums; Glossary; e-assessment and peer to peer assessment; reflection in blogs, Study Cases, OERs. In text pages it is over 400 pages per language.

7   References

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Bartoletti, R., 2016. Learning through design: MOOC development as a method for exploring teaching methods. Current Issues in Emerging eLearning, 3(1), p.2.