

EKFI – Exchange Knowledge for Future Innovation

Main conclusions country study

ANALYSIS OF THE QUESTIONNAIRE ON
GRAPHIC COMMUNICATION - PRINT & DIGITAL MEDIA
LEARNING OBJECTS / LEARNING MATERIALS

In 5 countries



Performed country study

- The Netherlands 31 respondents
- Estonia 8 respondents
- Greece 80 respondents
- Belgium 27 respondents
- Spain results in progress



The respondents

From VET & HE institutes:

- Teachers
 - Coordinators
 - Deans
 - Directors
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- Social partners (employer's and employee organisations)
 - Directors of 'big' companies in the sector

Conclusions (1 of 2)



- Search method most used is the computer
- The platform will be a valuable addition as a search engine
- It is sector specific
- If possible English + 'own language'
- Other languages (e.g. Bulgarian, Serbian) could be a valuable addition in the project
- Most used search engine is Google, so if the platform will be web based, it should be search engine optimized.

Conclusions (2 of 2)



- Most searched for is videos and pdf's
- YouTube is used a lot
- If possible, they want also translation of the material (not possible for this project)
- Quality of the material is important
- Type of learning material most searched for: cases, presentations, exercises. So first conclusion could be to upload small units as part of complete sets of learning material.
- We have to find a way how to upload sets of learning material consisting of a combination of learning material, videos, presentations, etc.