



E-learning projects (2001-2006)

E-learning seminar in Copenhagen
23 – 24 April 2007

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Hungary



Embedding Standards (2004-2006)

Embedding
ICT/Multimedia
Standardisation
Initiatives into
Vocational Training
Strategies in Europe



A LEONARDO Project Piloting the
European Qualification Framework /



Embedding Standards

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**Presentations and Pictures from the Conference
"Embedding Standards - Chances and Perspectives of
Frameworks at Sectoral, National, and European Level"**



[Embedding Standards - The Project](#)



[On the way to an European Qualification Framework
EQF & ECVET](#)



[Transnational Training](#)



[The Purpose of Standardisation within ICT/Multimedia](#)



[Speech Karin Kuessner](#)



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Mannsperger](#)



[Karin
Kuessner](#)



[Michel Aribaud](#)



[Terry Hook](#)



[Panel Discussion](#)

www.embedding-standards.com



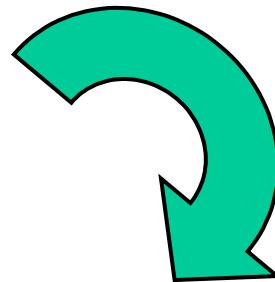
Project Partners

P1	DEKRA Akademie GmbH	Germany
P2	Zentrum für Soziale Innovation	Austria
P3	Bundesverband Digitale Wirtschaft e. V.	Germany
P4	Fachhochschule Osnabrück	Germany
P5	MMB - Institut für Medien- und Kompetenzforschung	Germany
P6	Asociación Española de Empresas de Multimedia	España
P7	INDRA S.A.	España
P8	Multimedia Jobs Association	France
P9	CITY Liberal Studies	Greece
P11	Security Technology Competence Centre - SETCCE	Slovenia
P12	Fastrak Consulting Ltd	England
P13	National Institute for Vocational Education	Hungary
P14	Prompt Computer Training and Education Centre	Hungary
P15	SwissMedia-Center	Switzerland



Project work

Job description (work elements → KSC modell)

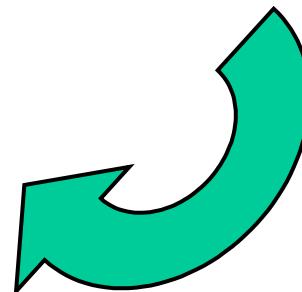


EQF

Qualifications/curricula

ECVET

Transnational training





Job profiles

- **IT Project Coordinator** (taken from the German Advanced IT Training System - AITTTS)
- **IT Security Coordinator** (taken from the AITTTS)
- **Web Content Specialist** (taken from a previous LEONARDO project)



Reference points

Grid had to be defined on the basis of the ongoing developments at European level

European Qualification Framework (EQF)
European Credit for VET (ECVET)
European e-Skills Meta-Framework

Further reference points were:

Competence-oriented E-Skills metaframework

National systems like British Skills Framework for the Information Age (**SFIA**)

German Advanced IT-Training System (**AITTS**)

The Web Content Specialist – analysed according to EQF knowledge, skills and competences 0.4

Prepared by Clive Shepherd

Figures in square brackets indicate reference levels from 1 to 8 as defined within the European Qualification Framework (EQF).

For background on the purpose and positioning of the role, see the Job Description. Entries in green are prerequisites to any role-specific education/training; entries in red are considered essential to the role and related education/training; entries in black are considered desirable for the role and related education/training.

Work element	Knowledge	Skills	Autonomy and responsibility	Learning outcomes
The overall role	<p>The history of the Internet and World Wide Web. [2]</p> <p>The basic principles underlying the functioning of the Internet and the World Wide Web. [3]</p> <p>The nature of web content. [3]</p> <p>The purpose of the web content specialist. [3]</p> <p>Parties in website development and</p>	<p>Native language skills. [6]</p> <p>English language skills. [3]</p> <p>Basic operation of personal computers (Windows or Macintosh). [3]</p> <p>Use of Microsoft Office tools, i.e. Word, Excel. [3]</p>	<p>Manages the role under guidance in work contexts that are usually predictable and where there are many factors involved that cause change and where some factors are interrelated. [4]</p> <p>Makes suggestions for improvements to outcomes. [4]</p> <p>Supervises the routine work of others and takes some responsibility for</p>	<p>Demands direction and support. [3]</p> <p>Manages the role under guidance in work contexts that are usually predictable and where there are many factors involved that cause change and where some factors are interrelated. [4]</p> <p>Makes suggestions for improvements to outcomes. [4]</p> <p>Supervises the routine work of others and takes some responsibility for</p>



Transnational e-learning training

... carried out and evaluated,
thus

3. piloting the EQF via the
transnational collaboration
project partners,

2. starting the process of creating
Zones of Mutual Trust
between competent bodies of
national qualification systems.





E-learning platform: SIRIUS

Embedding Standards



Education and Culture

Leonardo da Vinci

Login name :

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Course: [Web Content Specialist](#) ▾Program: [--- Show all ---](#) ▾Unit: [--- Show all ---](#)[Certificate in Web Content Creation and Management](#)[Add](#) [Modify](#) [Delete](#) **Web Content Specialist**[Add](#) [Modify](#) [Delete](#) Certificate in Web Content Creation and Management[Add](#) [Modify](#) [Delete](#) About this course[Add](#) [Modify](#) [Delete](#) Unit 1: Understanding web content[Add](#) [Modify](#) [Delete](#) Unit 2: Website design and development[Add](#) [Modify](#) [Delete](#) Unit 3: Managing web content[Add](#) [Modify](#) [Delete](#) Designing for accessibility[Add](#) [Modify](#) [Delete](#) Copyright basics for web authors and users[Add](#) [Modify](#) [Delete](#) An introduction to HTML[Add](#) [Modify](#) [Delete](#) Unit 4: Creating web content[Add](#) [Modify](#) [Delete](#) Writing for the spoken word[Add](#) [Modify](#) [Delete](#) Working with web forms[Add](#) [Modify](#) [Delete](#) How to podcast[Add](#) [Modify](#) [Delete](#) How to blog[Add](#) [Modify](#) [Delete](#) Unit 5: Website promotion[Add](#) [Modify](#) [Delete](#) Unit 6: Communicating with website users[Add](#) [Modify](#) [Delete](#) Unit 7: Web content maintenance and evaluation[Add](#) [Modify](#) [Delete](#) Final assignment[Add](#) [Modify](#) [Delete](#) Further reading[Done](#)

start



Total Commander ...



Scriptum GIB - An...



Embedding Flyer -...

admin, 12



Courses

[Certificate in Web Content Creation and Management](#)

Certificate in Web Content Creation and Management

Welcome to the course!

As a first step, select **About this course** from the course menu.

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User: Zsolt Lengyel
Group: European WCS students

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Courses

Certificate in Web
Content Creation and
Management

About this course

Unit 1: Understanding
web content

Unit 2: Website design
and development

Unit 3: Managing web
content

Unit 4: Creating web
content

Unit 5: Website
promotion

Unit 6: Communicating
with website users

Unit 7: Web content
maintenance and
evaluation

Final assignment

Further reading

Unit 2: Website design and development

Welcome to the second unit of the course. In this unit we will be covering the following topics:

- The role of the web content specialist as a contributor to the design process.
- Elements in top-level and detailed website design.
- Principles underlying the design of content management systems.
- Required features of content management systems.

Here are your tasks for week 2:

Task 2.1 Self-study

Your first task is to complete two self-study modules from the course *WebPower*:

- Rule 2: Focus in on your targets
- Rule 4: Design for users

WebPower can be accessed from the following link:

[WebPower](#)

Task 2.2 Content management systems

This task involves you working with your local country group. Your group task is to research, identify and compare **three** currently available content management systems, including at least one that has been created in your own country and at least one that is available on a free, 'open source' basis.



Macromedia Flash Player 6

File View Control Help

a&b above & beyond

WEBPOWER
TEN WAYS TO SURVIVE IN CYBERSPACE
by Clive Shepherd and David Kori



ENTER

Embedding Standards

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Certificate in Web Content Creation and Management

Topics	Topic Starter	Replies	Views	Last Post
Task 4.3: Writing a web article	clives	3	30	Today at 02:06:00 by gmeunier
Task 3.2: Key principles of project management	clives	15	120	Yesterday at 08:14:13 by Francois
Task 3.5: Multimedia and your website	clives	15	94	10 June 2006 20:39 by gdaniel
Task 2.2: Content management systems	clives	15	161	10 June 2006 20:25 by gdaniel
Task 3.4: Developing multimedia	clives	15	97	10 June 2006 12:35 by clives
Task 4.2: Creating online content	clives	4	67	09 June 2006 14:02 by gmeunier
About my web site	antonio	2	19	07 June 2006 00:43 by Francois
Task 2.4: Your website goals and audience [Goto Page: 1, 2]	clives	34	215	06 June 2006 16:46 by Francois
Task 2.3: Key principles in information design	clives	12	129	06 June 2006 09:35 by Francois
Task 3.3: Comparing project management tools	clives	7	57	06 June 2006 09:26 by Francois
Course News	clives	1	33	30 May 2006 12:24 by clives
Task 1.3: About your website [Goto Page: 1, 2]	clives	29	236	30 May 2006 09:14 by clives
Task 0.1: Getting to know you	clives	18	259	27 May 2006 11:05 by fmanevski
Task 1.2: The Internet in your country	clives	18	229	26 May 2006 21:23 by clives
[b]Welcome![/b]	tliemandt	1	23	18 May 2006 12:06 by clives

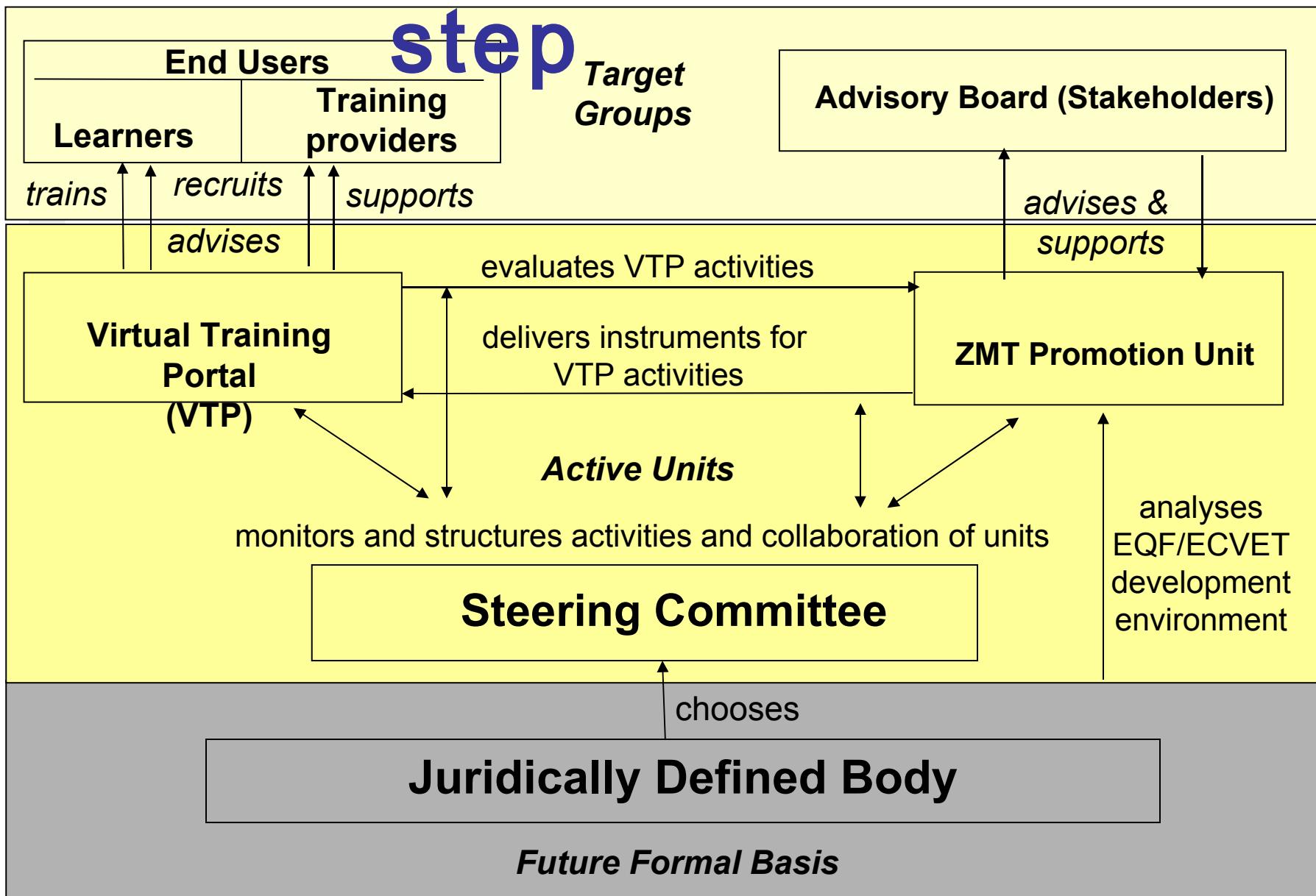
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	A	B	C	D	E	F	G	H	I	J	K	L
1	INDIVIDUAL TASKS											
2												
3	Name	Task 0.1	Task 1.3	Task 2.4	Task 3.5	Task 4.3	Task 5.3	Task 6.3	Task 7.3	Final		Due
4	Germany											
5	Christian Arenz	18/05/2006	29/05/2006	29/05/2006	02/06/2006	10/07/2006	26/06/2006	26/06/2006	14/07/2006	14/07/2006		0
6	Heide Dombrowski	15/05/2006	17/05/2006	23/05/2006	01/06/2005	09/06/2006	13/06/2006	21/06/2006	05/07/2006	10/07/2006		0
7	Hungary											
8	Laszlo Palotai	17/05/2006	29/05/2006	29/05/2006	16/06/2006	29/07/2006	29/07/2006	29/06/2006	29/07/2006	29/07/2006		0
9	Daniel Gondos	16/05/2006	26/05/2006	26/05/2006	11/06/2006	14/07/2006	23/06/2006	23/06/2006	14/07/2006	14/07/2006		0
10	Zsolt Lengyel	16/05/2006	28/05/2006	28/05/2006	16/06/2006	10/07/2006	11/07/2006	12/07/2006	12/07/2006	14/07/2006		0
11	Portugal											
12	Filipa Fonseca	23/05/2006	26/05/2006	31/05/2006	14/06/2006	08/07/2006	10/07/2006	10/07/2006	10/07/2006	31/07/2006		0
13	Pedro Barros	23/05/2006	26/05/2006	31/05/2006	14/06/2006	24/07/2006	10/07/2006	10/07/2006	10/07/2006	31/07/2006		0
14	Spain											
15	Silvia Mellado	16/05/2006	23/05/2006	25/05/2006	20/06/2006	20/06/2006	21/06/2006	21/06/2006	14/07/2006	24/07/2006		0
16	Estefania Méndez	13/05/2006	23/05/2006	29/05/2006	16/06/2006	21/06/2006	22/06/2006	22/06/2006	24/07/2006	24/07/2006		0
17	Antonio Tovar	13/06/2006	06/06/2006	14/06/2006	24/07/2006	22/06/2006	24/07/2006	24/07/2006	24/07/2006	29/07/2006		0
18	Alexia de la Morena	19/06/2006	19/06/2006	19/06/2006	19/06/2006	19/06/2006	20/06/2006	27/06/2006	11/07/2006	24/07/2006		0
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23	Amanda Kerdal	14/05/2006	23/05/2006	29/05/2006	05/06/2006	10/07/2006	15/06/2006	25/06/2006	11/07/2006	14/07/2006		0
24	Germany2											
25	Dr. Ed Mahood	15/05/2006	24/05/2006	29/05/2006	02/06/2006	12/06/2006	13/06/2006	20/06/2006	11/07/2006	11/07/2006		0
26	Hans-Jörg Oriwol	x	x	x	x	x	x	x	x	x		
27	Torsten Liemandt	x	x	x	x	x	x	x	x	x		
28	FYROM											
29	Ognen Paunovski	17/05/2006	25/05/2006	31/05/2006	04/06/2006	14/06/2006	16/06/2006	11/07/2006	12/07/2006	12/07/2006		0
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31	Received %	100%	100%	100%	100%	100%	100%	100%	100%	100%	0	0%
32												
33												
34	GROUP TASKS											
35		Task 1.2	Task 2.2	Task 2.3	Task 3.2	Task 3.3	Task 3.4	Task 4.2	Task 5.2	Task 6.2	Task 7.2	Due
36	Germany	19/05/2006	29/05/2006	29/05/2006	02/06/2006	02/06/2006	02/06/2006	16/06/2006	19/06/2006	26/06/2006	08/07/2006	0
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40	France	18/05/2006	29/05/2006	29/05/2006	05/06/2006	05/06/2006	03/06/2006	13/06/2006	19/06/2006	08/07/2006	14/07/2006	0
41	Germany2	18/05/2006	29/05/2006	29/05/2006	02/06/2006	02/06/2006	02/06/2006	13/06/2006	13/06/2006	20/06/2006	08/07/2006	0



A vision for the next





THANKS you for your attention!

Mária Hartyányi