



Erasmus+

Project Final Report

New Opportunities in Multimedia and Art II

2017-1-CZ01-KA102-035086

BETWEEN

The Sending Organization

**MICHAEL - Střední škola a Vyšší odborná škola reklamní a umělecké tvorby,
s. r. o.**

AND

The Intermediary Organisation

Euromind Projects SL

Training Programme Dates

22-10-2018 - 09-11-2018

EUROMIND AS PROJECT PARTNER

1. Profile Description

euroMind is an international training consultancy and VET provider with headquarters in Seville and Úbeda in Andalusia (Spain).

euroMind as a training provider delivers vocational education trainings, general and job-related language courses, VET training-related workshops and study visits, workshops on culture, lifestyle and customs of EU countries as well as classes on skilful and effective job search in the EU.

It promotes and delivers trainings for teaching staff and secures work placements and exchange activities for VET students and graduates enabling at the same time young people and professionals to make the most out of opportunities of competencies & skills development offered by European educational programmes.

euroMind in partnership with Andalusian vocational colleges and companies delivers school based vocational trainings for students of different educational fields, such as: CNC, automation, electricity, renewable energy sources, plumbing, industrial and graphic design, 3D design, ICT, electronics, administration.

euroMind as a VET provider works in partnership with a wide array of private companies in almost all the sectors, such as tourism, business administration, medicine, fashion, hairdressing, health & beauty, physiotherapy, marketing, media, advertising, public relations, tourism, IT, social work, logistics, nursing, construction, geodesy, analytics etc.

2. euroMind experience and expertise

The euroMind possesses extensive experience and expertise in the field of European mobility projects preparation and management which allows it to assist Spanish vocational colleges and governmental institutions with the preparation of project applications, finding trustworthy and competent host partners in Europe for their project participants, teaching and HR staff.

Over last 3 year euroMind has participated as a receiving – host partner in over 60 mobility projects with the participation of a total of 1800 persons: students from technical and vocational schools, university students, graduates, unemployed and teaching and HR staff. These projects involved partners from Poland, Great Britain, Czech Republic, Slovakia, Germany, Portugal, Turkey, Croatia, Italy, Greece, Bulgaria, Lithuania, Latvia, etc. The full list of projects including numbers and titles is available on the euroMind website: www.euromind.es in the Gallery.

euroMind is also responsible for the participants' linguistic, socio-cultural and practical preparation and also, if necessary, for the project administration and management issues.

euroMind has been participating as a sending and host organization in more than 100 projects including Leonardo Partnership, Erasmus Placement and Leonardo Mobility – PLM, VETpro and IVT and Erasmus + projects.

euroMind monitors that all the required documentation is prepared and submitted on time at every stage of the project lifecycle and makes sure that all the partners carry out their responsibilities.

euroMind participates in seminars organised by ECVET team regarding the use of system of transfer of competences and skills in the vocational training. euroMind experts have extensive knowledge in the field, hence they are able to train their partners on how to make use of this system in their projects.

euroMind has an impressive network of partner companies from different economic sectors. More than 400 entities both private and public cooperate with euroMind in Ubeda, Seville and Cracow. This extensive activity is a perfect guarantee that all the students received by euroMind will be successfully placed.

PROJECT PARTICIPANTS' LIST

Participants' Name	Placement Sector
Václav VÁGNER	Photographer`s assistant
Karolína ZÍTKOVÁ	Photographer`s assistant
Magdaléna ŠMÍDOVÁ	Photographer`s assistant
Kateřina NEUŽILOVÁ	Photographer in tourism



Václav VÁGNER

Host Organization: Bröder Estudio - Ruben Aivar

Tutor's name: Raul Aivar / Ruben Aivar

1. Description of the host organization

Bröder Estudio was created in 2014 by two creative brothers, Rubén and Raúl Aivar, passionate about photography and design. Their company is specialized in different types of photo shooting for professionals as well as for individual clients. In Spain, events as weddings, communions, baptisms are of great importance and many Spaniards chose photography as the best way to save those memories. Aside from indoor or outdoor photography, Bröder Estudio also offers graphic design services, for example creating business cards or logos for other companies. It is also possible to rent their studio for individual photo shootings. After four years of presence on the market, the company gained the trust of its clients thanks to its high-quality services, warm and friendly attitude and prices that suit everyone. The studio is located in the city of Dos Hermanas, connected with Sevilla by metropolitan trains, and more precisely just next to the train station between Plaza del Arenal and Parque Alquería del Pilar.

2. Main responsibilities & tasks carried out during the work placement

- Observing the photo session and video recording
- Assisting a photographer in his/her work
- Editing pictures with photo editing tools
- Determining methods of an image capturing with respect to aesthetic canons
- Receiving clients in the studio
- Drawing, creating and editing collages for clients
- Assisting in photo retouch
- Assisting with purchasing and selling of photographic supplies

3. Tutor's final note

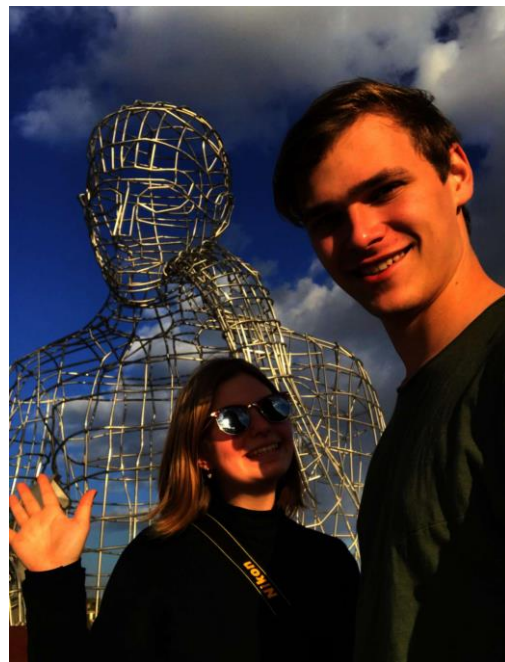
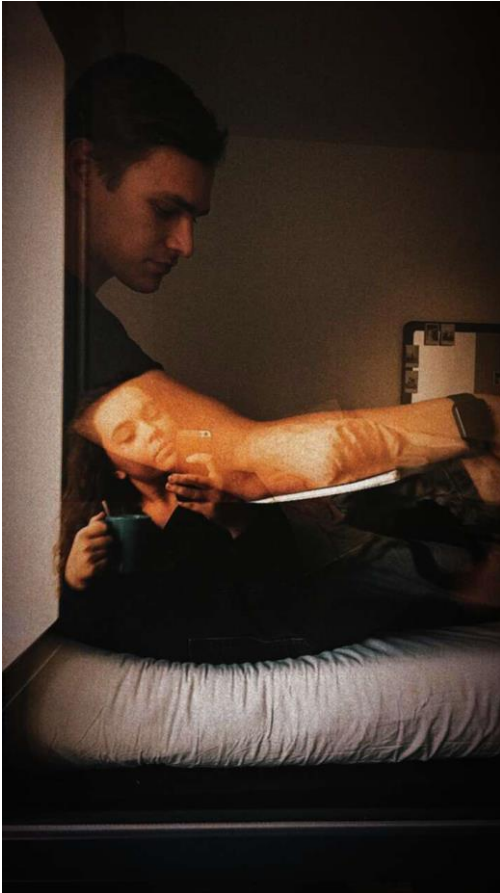
6 (Excellent)

4. Tutor's final evaluation

He has integrated very well in the company and does an excellent job.

5. Participant's opinion about his/her personal & professional development

During the three weeks of practice, I was working at photography studio in Dos Hermanas. I was editing photos of real campaigns. I really liked our trip to Spain, I learned a lot and visited a lot places in Sevilla and also in Dos Hermanas. Overall, I consider the whole trip to be very successful and I am happy that I could participate in it.



Karolína ZÍTKOVÁ

Host Organization: Mateos y Ogazón Fotografía

Tutor's name: Juan Carlos Ogazón

1. Description of the host organization

Mateos y Ogazón Fotografía is a photography studio specialized in three areas: weddings, advertising and events reports. Its main aim is offer natural pictures, taking into account every detail in order to obtain the best memories of special moments. This company also works on landscape, architecture and interior decoration photography, where post-production and digital treatments of the image take place. Regarding events reports, Mateos y Ogazón offers the possibility of photography and video recording, as well as design and graphic production.

2. Main responsibilities & tasks carried out during the work placement

- Observing the photo session and video recording
- Assisting a photographer in his/her work
- Editing pictures with photo editing tools
- Determining methods of an image capturing with respect to aesthetic canons
- Receiving clients in the studio
- Drawing, creating and editing collages for clients
- Assisting in photo retouch
- Assisting with purchasing and selling of photographic supplies

3. Tutor's final note

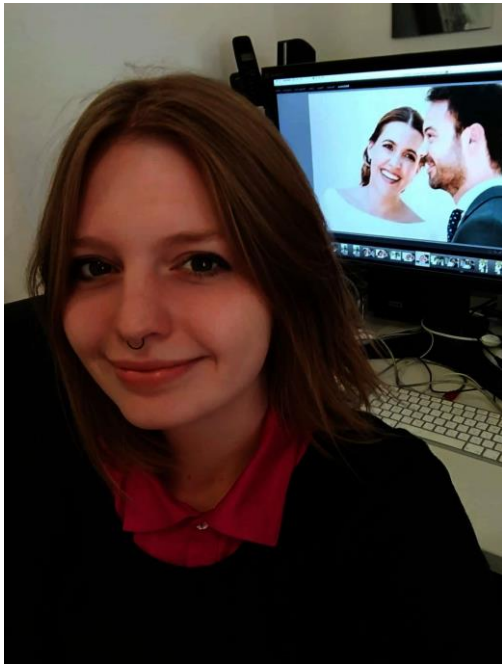
6 (Excellent)

4. Tutor's final evaluation

Karolína helped us a lot. She did a good job and learned a lot during the wedding photo shoots.

5. Participant's opinion about his/her personal & professional development

I got to work in the studio that mainly dealt with the wedding photography. I was editing the photos from the photoshoots. I also worked two times on the weddings, which was pretty cool because I got to see how the Spanish wedding looks like.



Magdaléna ŠMÍDOVÁ

Host Organization: Sevilla de Moda

Tutor's name: Francisco Jiménez

1. Description of the host organization

Sevilla de Moda was the dream of a group of businessmen united by the exciting fashion world. In this dream, we represented all groups considered necessary to successfully conduct this ambitious project: the fashion designer businessmen, the distributor company, the new technologies applied to fashion and, lastly, the training sector, represented by a design school. The fashion industry is a production sector that contributes significantly to the GDP of Andalucía. Moreover, it is considered as one of the most important and traditional industries of Spain. It reaches some uniqueness in Seville that makes it possible to talk about a native fashion. Our objective is to approach this wonderful fashion world in all its sides and aspects. Sevilla de Moda was created in 2004 and since then has become a reference point for the fashion industry in all Spain, engaging itself in plenty of projects. Sevilla de Moda has also become one of the biggest and most modern fashion schools in Andalucía. The professional carriers and excellent results of schools' graduates prove the excellence of the institution.

2. Main responsibilities & tasks carried out during the work placement

- Observing the photo session and video recording
- Assisting a photographer in his/her work
- Editing pictures with photo editing tools
- Determining methods of an image capturing with respect to aesthetic canons
- Taking care of well-being of the models while posing for photos
- Drawing, creating and editing collages for clients
- Assisting in photo retouch
- Assisting with purchasing and selling of photographic supplies

3. Tutor's final note

6 (Excellent)

4. Tutor's final evaluation

Good behaviour and eagerness to work

5. Participant's opinion about his/her personal & professional development

I am so thankful I could be there. Now I can see better the culture differences. I met many interesting people here in Sevilla. I have also realized, that is really important to study languages, because then the doors are open almost everywhere. Usually I have to work under stress and I have to be prepared and be really fast. Here, in the south of Spain, I had to learn how to slow down.



Kateřina NEUŽILOVÁ

Host Organization: Naturanda

Tutor's name: David Guillén Garrido

1. Description of the host organization

Naturanda is a young and dynamic Andalusian company dedicated to environmental tourism located in two different places in the center of Seville. Founded in 2011, currently it is constituted as a travel agency, retail, tourism and cultural and Sports Association Company. Naturanda's objective is to offer their clients an alternative to conventional tourism, facilitating the access between the normal destinations to other emergent destinations like natural parks.

One of the most important activities of the company is to offer visits to green places in Andalusia to get to know the Andalusian environment first hand, an area composed of UNESCO biosphere reserves with an incredible cultural and environmental diversity. They have organized routes in different magical places, where the client can feel the nature, history, culture and enjoy the gastronomy of this area. They offer day trips from Seville, excursions in Seville and excursions out of Seville. Naturanda also organizes kayaking and surfing activities, wine tasting, bull farms visits among other, always with the best landscapes of Andalusia. By working in the field of sustainable tourism the mission of the company is to understand tourists' needs and answer their questions, always keeping in mind the respect for ecological values and environmental sustainability.

Naturanda seeks original and extremely interesting solutions in the field of tourism. Their main goal is to meet all the expectations that their clients may have, so they organize not only events full of adventures (as well as outside Spain, they arrange adventure travels to India, Nepal, Indonesia, Morocco, Thailand and most of the European countries) but also photography and astronomical routes, archaeology visits, and flamenco shows. Furthermore, this company has an extensive experience in delivering environmental education workshops for schools.

2. Main responsibilities & tasks carried out during the work placement

- Accompanying the guide and groups of tourists during trips
- Taking pictures of tourists, tourist facilities, landscapes, monuments, etc.
- Making video recordings during trips
- Taking pictures for the company website
- Editing pictures with the use of photo editing tools
- Determining methods of capturing an image with respect to aesthetic canons
- Assisting in photo retouching

3. Tutor's final note

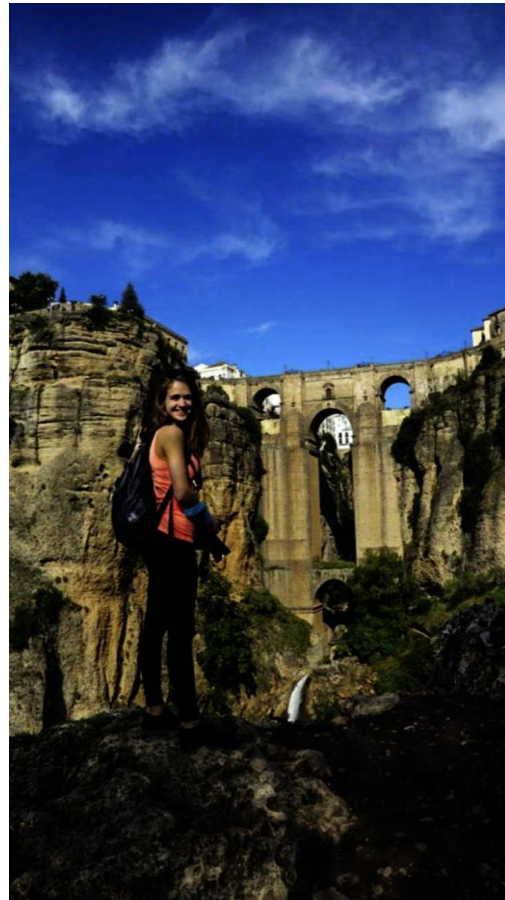
6 (Excellent)

4. Tutor's final evaluation

She was very punctual and responsible. We are very satisfied with her work.

5. Participant's opinion about his/her personal & professional development

Temperatures were lower than we expected, but still, except a couple of rainy days, it was nice. My job was to document trips for Naturanda Travel Agency. Despite the complicated communication with the agency Naturanda, we always agreed. I participated in several trips. On free days I set off to explore Seville by myself. In contrast to the Czechs, the Spanish people have enough time for everything and they are not rushing anywhere but they are all very friendly and kind. We got used to the afternoon siesta quickly!



PROJECT MANAGEMENT

1. Mobility Project Preparation & Induction

Before the arrival of your trainees in Spain, euroMind provided them with the pre-arrival guide, including useful information, local transport & social life, emergency numbers.

euroMind has also arranged Skype meeting with the participants in order to get to know them and to interview them.

After the Skype interview, euroMind created a Facebook group to which all the selected participants were invited, together with their Teachers. This way euroMind Coordinator had constant contact with the target group already before their arrival in Spain.

Once the Skype interviews were delivered, euroMind upon a thorough analysis of the participants' studies and profile provided each one of them with an adequate work placement.

euroMind took responsibility for preparing Learning Agreements individually for each participant and made sure that all the parties involved signed all the necessary documents.

On the first day after the arrival, euroMind organized the welcome session during which the participants got to know the euroMind team, were reminded about the programme agenda, accommodation rules and dissemination strategy options.

Later on, the participants were taken for a walk around the neighborhood to get to know the area and find out where banks, mail box, workplace, supermarkets, bus station are.

2. Monitoring & Monitoring

In order to make sure that the objectives of the Learning Agreement were going to be achieved and that the participants would be fully integrated in the companies' work culture, the monitoring was delivered by all of the parties involved in the project.

euroMind assigned a Mentor for the group of participant who was responsible for the introduction of the participants to the host organisation(s). During the work placement/training the Mentor delivered monitoring visits to the work placements in order to revise the tasks of the trainees, their progress as well learn from the first hand the level of satisfaction of both the participants and the host companies/ training centre tutor.

The mentor in cooperation with companies Tutors carried out the evaluations of the trainees in the middle and at the end of the trainings.

After obtaining the results of the half-way through evaluation, the Mentor met the participants to give them the results of this evaluation. The least favourable results were discussed with the participants in private so that both the Mentor and the trainees had the comfort of sharing the information and exchanging the opinions and finding solutions to some problematic issues.

Host organisations assigned a member of its staff as a tutor. The tutors from the host companies were responsible for helping, informing and guiding and supervising the work done by the participants. The tutors had regular meetings with the participants in order to assess their presence in the company as well as to discuss the tasks and responsibilities according to the needs of the company and the participants.

euroMind at the end of the programme during the goodbye session handed out evaluation sheets to the participants so that they could assess their stay in Spain, work placements, as well as the work of the euroMind.

euroMind was also available to the participants 24/7 in case of emergency.

3. Communication

EuroMind takes good care of successful communication between companies and trainees. Each evaluation of work is aimed at improving the quality of cooperation. Each party is thoroughly checked and assessed and the necessary improvements are introduced. Moreover, euroMind mediates in this supervisor-trainee collaboration by translating and solving language-connected complicated matters.

4. Dissemination strategy

euroMind took active part in the process of preparing and dissemination results of the project together with the sending organisation and participants.

While the trainees were in Spain, euroMind involved them in a number of activities the aim of which was to make students monitor and collect all the information related to the progress of their work placements and stay in Spain. The materials produced by the participant would be then used as tools for disseminating results by the school in their country and by the partner in Spain.

The participants could work in groups or individually. On the first day they needed to decide on the form or forms of recording their professional experiences.

As a rule the whole group needed to create a Facebook fan page as it is an effective and quick means of accessing large numbers of people. What is more, it is a form that appeals to young people as they can share their experiences instantly and receive instant feedback, too. The fan page is always linked to the euroMind's Facebook fan page. The sending organisation was also asked to do the same thing.

This way the material produced by the trainees reached bigger audiences and was more effectively disseminated.

euroMind also disseminates the project at a local level. It organises language and cultural exchanges between the international trainees and students from local vocational colleges. During those meetings both Spanish and International students are involved in a number of activities the aim of which is to get to know each other, share experiences related to work experiences and in general their stay in Spain. The students also exchange information about their countries and cultures.

5. Certification

To validate the acquired skills, the trainees, at the end of their stay, received complete proof of their participation in the project by means of several methods of recognition:

- Training Certificate
- Europass Mobility Certificate
- ECVET
- Spanish Course Certificate



CULTURAL & LINGUISTIC PREPARATION

1. Spanish course: teaching method & participants' outcomes

The group was given very intensive Spanish lessons with our Spanish Teacher. euroMind's teaching methods were very effective as they made learning fun through playing games and creating an enjoyable atmosphere in the class. The Spanish classes can be described by 2 words: dynamic and practical! We used an interactive method of teaching based on learning by practicing. This means that grammar was covered as much as possible by using practical situations. Therefore, speaking and actively using the language is crucial and central in all our activities delivered. After intensive and hard learning the students had a written an exam. All of the participants passed with very good results!

2. Cultural activities, Andalusian cities & places visited during the programme

Seville Tour : Seville is the artistic, cultural, and financial capital of Andalusia region in the southern Spain. The city is a historical masterpiece full of monuments, gardens and flamenco festivals. The city reflects the harmony between different Christian, Jewish and Muslim cultures and religions. As Seville is the capital and the largest city of the autonomous community of Andalusia, it is easy to get lost here, however thanks to the tour organised by euroMind's team, the trainees can admire the city safely and in a pleasant atmosphere. The euroMind coordinator helps our trainees understand the city from a historical and artistic point of view, but also gives them some shopping and eating tips. The group is showed the most attractive places where they can go and grab something to eat, drink, have fun or just relax and hang out.



SUMMARY OF THE PROJECT

euroMind team did their best in order to deliver the best professional and cultural experience to the trainees of the project being always ready to help, give advice and solve any problems or doubts.

The trainees were fully satisfied with their work placements. They gained much needed professional experience abroad which is highly appreciated and sometimes even specifically asked by today's employers.

We have no doubt that our trainees will use their new knowledge and experience at their current work in their home country or increase their chances at the labour market and dazzle their future potential employers.

Moreover, the trainees learnt the basics of the Spanish language were able to work in a multi-cultural environment and proved themselves with the ability to work individually as well as in a team.

euroMind team was extremely satisfied with the trainees' involvement in the project and personal interest in whatever they participated in.

This project was very successful and we hope to realize other successful projects with MICHAEL - Střední škola a Vyšší odborná škola reklamní a umělecké tvorby, s. r. o. in the future.

SEVILLA, 09-11-2018



Carlos Hoyo de la Torre
EUROMIND PROJECTS S.L.
Director CIF. B23687890
Tel. +34 955220932 | +34 654807859
info@euromind.es www.euromind.es