EU Project visuaLearning

FINAL EVALUATION REPORT II:
Evaluation of the Project Products
and Dissemination

by

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Content

1   Evaluation topics and proceedings

1.1   Evaluation topics

This report adds detailed evaluation of the products to the final evaluation of the visual learning project. The CD and the web page will be evaluated as well as the dissemination activities.

1.2   Evaluation proceedings

1.2.1   Evaluation by products

The outcomes of the project are provided on a CD ROM and on the project web page. The evaluation includes the quality and quantity of the documents and the way of providing them.

1.2.1   Evaluation by documents

The impacts of dissemination are evident in the dissemination reports of the project partners. Furthermore the web page and the distribution of the CD indicate the dissemination results. Quantity and quality of activities will be evaluated.

1.3   Results of evaluation

A summary of qualitative and quantitative evaluation will give an overview of the effects of the project outcome.

2 The CD-ROM

The CD-ROM provides the project products for the public. Four aspects are important with this medium:

- The design should correspond to the content, to the needs of the target group and to the funding programme.

- The functionality must allow the user to navigate easily to the wanted content.

- The content should meet the expectations of the target group.

- The structure arranges the content following an evident contextual logic.

- The dissemination of this product ensures the impact of the project outcome.

2.1 Design

Design elements to be considered are colours, areas, fonts and visual elements.

2.1.1 Colours

A decent blue-grey is the main background colour. It brightens up for the navigation area and turns to a slightly dimmed white in the area where the content is shown. Links and dropdown menus are set in contrast by a variety of light blue coloured fields.

The range of colours matches with the visual learning logo. The colouring easily allows reading without getting tired.

2.1.2 Areas

There are three areas embedded in the background.

On top the two main logos of the project are shown: the visual learning logo and the logo of the coordinating partnership, the DIE German Institute for Adult Education.

The navigation area on the left side gives an overview over the topics of the CD. The adjacent area of content in the middle is comfortably large so that texts may easily be read.

The logos of the funding programme Socrates and the partners are arranged in the bottom of the content space. In this way they are present in the field of vision without interfering with the texts appearing above.

2.1.3 Fonts

The designer chose a plain font which corresponds to the need of reading substantial content. The headlines and texts differ by size and colour and are well to be distinguished.

2.1.4 Visual elements

The only symbols used on these pages are the above mentioned logos of the project and the correlating organisations. In this manner the gallery with its large range of pictures is neatly presented and not disturbed by competing visual elements.

2.2 Functionality

Criteria for adequate functionality are functions, good overview and short ways.

2.2.1 Functions

The user may call up hyperlinks to navigate on the CD.

For every topic first a main page appears which gives a short introduction into the topic. Hyperlinks guide to the documents, some of them in the languages of the project partners.

The documents divide into chapters which can be called up separately. The documents are also provided in a print version which may be saved on the hard disk.

Pictures of the gallery can be extended to a handy size and be downloaded. In the status of extension buttons of next, up and back support the navigation between the extended pictures.

2.2.2 Good overview

The areas of navigation and content are clearly positioned. With a click on the link-buttons the appropriate menus come up and the button changes the colour whilst the other buttons which represent other topics stay in sight and are available.

Thus the user always knows where the activated part is and may any time change to other parts without leaving the main side.

2.2.3 Short ways

All calling ups guide immediately to the wanted topic. The final content document or picture can be reached within maximum 4 clicks.

2.3 Content

The introduction page gives a short description of the project and presents the project partners. The educational materials and the gallery are provided for tutors and teachers. Country specific results and links accomplish the findings of the project.

The documents are available in English and in the national languages of the partners Dutch, German, Polish, Romanian:

- Reader Visual learning (English and German)
- Visual Learning: Qualification Concept. Guide for trainers (English and national languages)
- Methods of visual learning (English and national languages)
- Explorative research (English and German)

- National reports of the partner countries (English and the respective national language)

The Gallery provides

- Pictures for methods of visual learning
- Images of visual communication in daily life situations and at the workplace

Links give access to institutions and organisations in the field of visual learning.

2.3.1 Documents

2.3.1.1 Reader

The Reader Visual learning is a profound background document for the use of the guide for trainers. It divides into chapters which can directly be called up.

- Theoretical constructs
- The power of images
- Methods of visual learning
- Learning preferences
- In search of free image: Creative commons and cost-free clipart
- References

Thus the user gets an overview and may choose the chapter actually needed.

2.3.1.2 Qualification Concept. Guide for trainers and Methods of visual learning

The qualification concept is the main document of the project outcome. In enables tutors and trainers to conduct trainings about visual learning as well as to use visual methods in the educational work.

2.3.1.3 Methods of visual learning

The methods are work sheets to be used in combination with the qualification concept.

2.3.1.4 Explorative research

The results of empiric research for learning biographies and experiences with visual learning in the adult target groups are resumed in this document. The results have found access to the qualification concept. The document is provided in English and German.

2.3.1.5 National reports

The national reports give overviews over the state of the art of visual learning in the partner countries. In addition short summaries give the content of the national reports in a grid.

2.3.2 Gallery

In the gallery of images there are plenty of pictures for good use in teaching by visual methods. The gallery divides in two sections: the pictures for teaching methods and the images concerning visual communication in every day life.

2.3.2.1 Methods

The methods are proposed in the guide for trainers. The methods section of the gallery provides the pictures which document the work process in the above mentioned trial workshops. About 100 pictures stress the impact of the following methods:

- Visual Start: Picture data base
- Clustering
- Cognitive map
- Collages
- Diapositive techniques
- Mindmapping
- Morphological box
- Storytelling

2.3.2.2 Images of visual communication in daily life situations and at the workplace

More than 200 icons, photos, symbols, images provide a rich source for working with visual methods. Groups of pictures are:

- Public transport
- Public places / Public buildings
- Symbol signs
- Workplace / Education
- Household / Technique
- Art
- New Media / Communication

The topics of those pictures meet the needs of educational work with adults to be instructed in literacy for every day life. The gallery perfectly supplements with the text documents for the use in teaching and training. The topics match with the requirements of the target group of trainers in the field of adult further education.

As free pictures are not easy to be found this collection provides a rich and maybe unique source for all users.

2.3.3 Links

Round about 50 institutions and organisations in the field of visual learning in the partner countries are listed with their hyperlinks. Short descriptions are given about the organisations and themes.

2.4 Structure

The content of the CD – ROM is well organised so that users may comfortably reach the document and images.

The hierarchy includes four layers in a cascading structure from the start page to the main topics to the documents resp. pictures and down to the chapters.

The start pages of the main topics give short introductions and links to the documents or pictures deposited in that section. Some documents or chapters are accessible in various ways, i.e. the user may both come to the reader button in the navigation area or by tutor's materials.

The content is structured by the needs of the user. And so are the topics arranged in the navigation area:

- EU Project visuaLearning
  On first access the project and the project partners are presented.

- Reader: Visual Learning
  Secondly, the hyperlink to the reader as the compendium of knowledge of this project is placed.

- Gallery
  The richness of this topic is able to inspire the user.

- Materials for teachers and tutors
  This point presents the main documents for the practical training of visual learning:
  the guide for trainers, the overview on methods, the summary of interviews "explorative research" and again the reader "Visual Learning".

- Country specific information
  provide for each partner country the national report in the national language and in English together with its summary and the links to addresses in the national field of visual learning.

- Contact
  shows the address of the coordinating institute, the German Institute for Adult Education.

- Imprint
  gives the necessary information about responsibilities, rights, funding and technical realisation.

2.5 Dissemination of the CD-ROM

The CD-ROM is produced in a printing of 2000 which will be distributed by the project partners.

2.6 Evaluation of the CD-ROM

2.6.1 Quantitative aspects

The CD-ROM provides altogether 14 documents, about 50 Links and more than 300 pictures,

2.6.2 Qualitative aspects

As a means of work the CD-ROM is plainly organised. The functionality obtains the necessary actions and renounces on extras. The rich content bound into a logical structure gives many options for working with it. The CD-ROM absolutely meets the needs of tutors and trainers in the field of adult education.

3. Products: Web page www.die-bonn.de/visual/

The current web page provides a wide range of products, results, reports and work document from the project.

The navigation area gives access to the Home, Contact, Imprint, Sitemap and Internals.

In the public section of the web pages the results of the project are presented to the public. The internals section provides additional documents for the participants of the project.

The web page is available with the main documents in the languages of the project partners English, Romanian, Polish, German and Dutch.

3.1 Public section

Subside of this section are "Project", "Materials", "Links", "Newsletter" and "Gallery".

3.1.1 Project

This page gives an introduction to the project with the topics activities, target groups and aims and results.

3.1.2 Materials

Documents of the project outcome are provided:

- National reports of all partner countries (English and national languages)
- Guide for trainers – Concept for qualification workshop (English and national languages)
- Methods of visual learning (English and national languages)
- Reader: Visual Learning (English and German)
- Explorative research (English and German)
- Project flyer (English)
- Gallery

3.1.3 Links

On the sites of the partners are presented useful links to the national field of visual learning together with a short description of what is to be reached by the link. The 38 national links are replenished by further 15 international links on the English page.

3.1.4 Newsletter

This page contains the 8 newsletters of the project along with the topics of the documents. Users may subscribe the newsletters by e-mail.

3.1.5 Gallery

The gallery gives access to a multitude of image, photos, icons, pictures. The gallery is identical with the gallery on the CD-ROM and has been evaluated more in detail in the appropriate chapter above.

3.2 Internals section

The internals section exclusively addresses the project partners and connected persons. The access is ruled by password.

The internals section of the web page contains most of the materials which had been worked out during the project. They are arranged by the following topics

- Group discussions
- Guide for trainers – Concept for qualification workshop
- National workshops
- Partner meetings
- Reports.

3.2.1 Group discussions

The materials include the results of the discussions and the results of the partners except the Netherlands. Altogether 19 documents show the work process. The main language is English.

3.2.2 Guide for trainers – Concept for qualification workshop

Three documents represent the final results of the project: the concept of visual learning, the methods of visual learning and the reader for the workshop. Concept and methods are provided in the project languages. The reader is on the web page available in English and German.

3.2.3 National workshops

Instruments for evaluation of the national workshops helped to structure the results. Each partner contributed workshop materials, feedback and evaluation sheets to the side. This thorough documentation gives a good insight into the work process. There are 71 documents plus photos.

3.2.4 Partner meetings

Each of the 4 meetings is documented by minutes and organisational papers. 25 presentations had been prepared by the partners for information of the other partners.

3.2.5 Reports

Under this category two groups of documents can be found:

The first group represents the work progress of the whole project and informs about dissemination activities, the monitoring system and the project evaluation. A great number of work documents are deposited here.

Second, there are the national reports which are also provided in the public section. In Addition summaries and a synopsis chart give short information about the national state of the arts at the beginning of the project. The national reports are available in English and – on the pages of the partners – in Romanian, Polish, German and Dutch. There are altogether 9 documents.

3.2.6 Evaluation

The evaluation documents include the proposal of the topics of evaluation, the feedback evaluation forms and the interim evaluation report as wall as the final evaluation reports.

3.3 Evaluation of the web page

3.3.1 Quantitative aspects

The web page brings a great number of documents into an evident order. In the public section there are 24 documents, over 50 links and more than 300 pictures in the gallery.

The internals section provides about 200 documents of the work process and the results of research and development.

- Group discussions: 17 documents

- Guide for trainers: 12 documents

- National workshops: 73 documents and 19 photos

- Partner meetings
  Minutes: 7 documents
  Organisation: 12 documents
  Presentations: 25 documents

- Reports
  Dissemination Reports: 17 documents
  Monitoring Reports: 18 documents
  National Reports: 9 documents
  Evaluation: 5 documents

3.3.1 Qualitative aspects

The topics are neatly arranged. The navigation is clear and the functionality can easily be used. All important documents are accessible to the users in the field of literacy. The internals section gives a complete documentation of the work process and the results in the partner countries.

4 Dissemination

Dissemination was a permanent issue during the project term. The information about the project and its products had been disseminated by

- Print media: project flyer

- Virtual media: web page, newsletters

- Trainings: national workshops

- Local networks

- Events: presentations on meetings and conferences etc

- Personal contacts.

At this point the evaluation of dissemination concentrates on activities which can easily be measured in a quantitative analysis. The data are provided by the periodic dissemination reports.

4.1 Dissemination reports

The coordinator supported the reporting by a dissemination form which requested information about the date, activity or product, target group, quantity of persons and facultative remarks.

The activities will be resumed in short overviews on the following pages, arranged by countries and the number of persons involved. Activities concerning the ongoing project work as newsletters, web page and links or partner meetings without measurable outcome are not explicitly listed here. Yet they are implicitly counted in the sum of activities per country. Recurrent activities are listed once with the sum total of all participants.

Country / Activity / Tool	Numbers		
Germany	Per-sons	Acti-vities	Per-sons
Lectures with researchers and students	20		
National qualification workshops	40		
European conference Qualifying the actors in adult education	200		
Information of participants of other projects coordinated by the partner	128		
Meetings of tutors in the field of adult education	20		
International conference in Switzerland, workshop led by project coordinator: Information of participants	70		
Experts seminar in Belgium	40		
National conference lead by the German Institute for Adult Education: Information of participants	100		
Congress in Hamburg on Adult Education: Information of participants	250		
50th anniversary of DIE German Institute for Adult Education: Information of participants, project flyer	200		
National and international networking by workshops for teachers and trainers	40		
Workshops with the qualification concept had been carried out on national conferences.	200		
European Literacy Researcher Meeting	50		
Total Germany		37	1338

Ireland	Per-sons	Acti-vities	Per-sons
Information to adult literacy students about the project	14		
NALA Training event with adult literacy tutors and managers	40		
Evaluation of Visual Learning workshops			
Flyer to adult literacy centres with information on the project	?		
Total Ireland		8	54

Poland	Per-sons	Acti-vities	Per-sons
2nd group discussion	20		
Plenary session: Committee of Pedagogy Science (PAN)	30		
Science conference: Pedagogy	35		
Transnational meeting: EQUAL Initiative ENTERPRISE for Europe	50		
Project EUREVINQ - meeting of transnational partnership	10		
Transnational meeting: European i-Lab Competence Development	10		
Information - promotional seminar of Grundtvig Programme	118		
Study visits - ENTERPRISE for Europe; EQUAL Innitiative; TENKO;	107		
Study visit - Socrates Arion programme	10		
Summer School for Junior Andragogists	20		
National networking: workshops for teachers and trainers	30		
All-Poland Scientific Conference	90		
National workshops for teachers and trainers	27		
Final conference of The TP TENKO; EQUAL	50		

Final conference of the TP ENTERPRISE for Europe; EQUAL	35		
Meeting and press conference with the National Minister of Economy	20		
6th All-Poland Pedagogical Convention	90		
Workshops of the steering group of i-Lab project	15		
Conference: Internet counsellor for an entrepreneur, EQUAL	90		
Session of National Thematic Networks (NTN)	85		
Conference: Lifelong education of employees, IW EQUAL	90		
International conference: European Bank for the Development of Modular Curricula and Educational Technologies	120		
Conference: Problems of Labour market and tendencies in education of rural areas inhabitants	20		
Seminar: Perspectives for the development of EQUAL Network	80		
Local networking			
Publication: VisuaLearning – visual methods in adult education	200		
Workshops of the steering group of i-Lab project/EU project Tansqual	30		
Total Poland		42	1482

The Netherlands	P.	Activities	Persons
Explanation of the project to students at Maastricht University	100		
Introduction to the project to representatives of Arcus-college	100		
ONLINE meeting and final conference	85		
Bonnefanten-college, Maastricht, introducing EU-activities	1		
Study visit to Iceland with 12 Dutch experts (VETPRO mobility project)	12		
Leonardo da Vinci National Agency: Information about the project	5		
Dissemination event for Dutch Grundtvig 2 project partners	10		
ABC partnership meetings (Socrates G2)	3		
Gambe partnership meetings (Leonardo da Vinci 2006)	11		
Social Return partnership meetings and conference	90		
ICT Gateway partnership meetings Socrates G2)	6		
GISELA partnership meeting (Social Affairs & Employment)	5		
SOCCER partnership meetings and final conference	50		
CIRCE partnership meetings (Leonardo da Vinci 2006)	8		
Introduction to the project as side topic in various meetings	20		
HCE Network Meetings	24		
Invitation by e-mail to the national workshops, press announcement	460		
FLOW-meeting, (Leonardo da Vinci 2006 selection)	5		
HCE-Network meeting	12		
YES-project meeting	9		
Gisela-project final conference	40		
Preparatory Visit (LdV) Maribor (Si)	4		
Social Insurance Institute / Social Services, introducing the project	8		
Total The Netherlands		36	1074

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Romania	Per-sons	Acti-vities	Per-sons
FiaTest course for trainers from the Hidroconstructia company	20		
Meeting of 5 European organisations for Common Quality Assurance Framework for VET providers	50		
Attendees to the training course of FiaTest	30		
Attendees at the Project Manager training in Sinaia	25		
Attendees at the Project Manager in Adult education training in	15		
Attendees at the workshop Common Quality Assurance Framework	35		
Attendees from 7 European organisations at the meeting in Greece for the EQUAL (Evaluation and Quality assurance in Adult Education)	25		
Flyer of the project is presented at FiaTest office	200		
Presentation of the project, flyer and newsletter to attendees from 6 VET organisations and authorities	20		
Presentation of the project, flyer and newsletter to attendees from 13 European organisations at the meeting for the E-TUTORS Portal	30		
Presentation of the project, flyer and newsletter to attendees at the Train of Trainers training courses organised by Fiatest	40		
Attendees at the Quality assurance in Education trainings	63		
FiaTest organised a conference 'Quality assurance in Education"	103		
Total Romania		16	656

		Acti-vities	Per-sons
Sum total of all partnerships		139	4550

4.2 Evaluation of dissemination activities

The coordinator supported the reporting by a dissemination form which requested information about the date, activity or product, target group, quantity of persons and facultative remarks.

The quantitative evaluation of the dissemination activities shows a very satisfactory result. 4550 persons had been contacted by personal information or distribution of print and electronic media.

All dissemination activities together with the national workshops founded local networks for visual learning in the partner countries.

5 Conclusion and final evaluation

The project produced outstanding products be it the CD-ROM or the web page.

The quantity of available documents and pictures is enormous. Even the great number of links into the field of visual learning throughout Europe proves the high impact of the project.

The CD-ROM provides a perfect instruction for educational work on the field of visual learning. The plausible design and functionality correlates clear arrangement of the content.

In addition the public section of the web page gives access to the all project products and provides them for the national professional communities as well as for English speaking trainers and tutors all over the world. The internals section saves the results of the work process for the project partners.

The qualities of content and media fulfil high professional standards and definitely meet the expectations of the target group.

The same quality of work is to be found in the dissemination activities. They have been done with great efforts of which the distribution of the CD-ROM will be the last effective act.
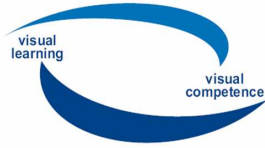
6   References

6.1   Survival Kit for European Project Management, 2nd edition 2001,
         Download from www.sokrates.at/survivalkit/

6.2   CD-ROM: delivery by the project partners

6.3   Website: www.die-bonn.de/visual

6.4   Dissemination reports
         Overview presented in the final report of the project, chapter 3.5.1