



Multimedia  
Competencies for  
University Staff to  
Empower University -  
Community



# MULTIMEDIA COMPETENCES FOR UNIVERSITY STAFF

(Multimedia Competencies for University Staff to  
Empower University - Community  
Collaborations, 2020-1-RO01-KA203-080399)



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**MUST**

Multimedia Skills  
for University Staff



**MUST**  
Multimedia Skills  
for University Staff

# (1) Presentation of the MUST project

*SoWiBeFo*  
Verein für sozialwissenschaftliche  
Beratung und Forschung e.V.



Universitat d'Alacant  
Universidad de Alicante



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# MUST Consortium – Meet our Partners



**Coordinator/Contractor**  
**Universitatea**  
**Politehnica Timisoara,**  
**Romania**



**Mednarodna**  
**Fakulteta Za**  
**Druzbene In**  
**Poslovne Studije**  
**Zavod, Slovenia**



**South East European**  
**University Tetovo,**  
**The Republic of North**  
**Macedonia**



**Kauno Technologijos**  
**Universitetas,**  
**Lithuania**



**Universitat d'Alacant**  
**Universidad de Alicante**

**Universidad de**  
**Alicante, Spain**



**Verein für**  
**sozialwissenschaftliche**  
**Beratung und Forschung**  
**e.V., Germany**



**Storytellme,**  
**Unipessoal LDA,**  
**Portugal**



## MUST project idea

Universities aim to share and give access to learning and enrichment resources that will have a significant impact on many fields



New multimedia technologies will transform today's universities into cutting-edge learning hubs that teach 21st-century skills



The goal of multimedia technologies in universities is **TO CREATE A REALISTIC PERCEPTION OF THE USERS ON NOVEL LEARNING TECHNOLOGIES** and potential of digital resources **AND REINFORCE THAT LEARNING, RESEARCH AND COMMUNICATION** with simpler hands-on projects.





## MUST project scope

Develop **tools to train university staff** to create more realistic and attractive content of their communication in education, research and university-community projects



A dedicated service offered in universities by **DigiCoaches** who will then train other users, students, staff and citizens in general to use multimedia technologies





# Objectives of MUST project



**To improve and diversify university staff skills in creating and using multimedia technologies effectively** (for education, research, advertising and communication with different stakeholders, university-community projects).



**To empower university for offering a complex training program that supports key skills development in using multimedia technologies.**

## (2) Comprehensive research of literature and best practices: lessons learnt (IO1)

6 national reports (one per country, plus a general one)

5 summary reports (in English and local languages, for dissemination)

11 National best practices and examples of the use of multimedia skills in education

10 National best practices and examples of the use of multimedia skills in the relationship between University and its stakeholders

Training needs assessment for framework design



## NEW WAVES!

### State of multimedia use by university partners:

**Lithuania:** KTU's EDU\_Lab offers 17 courses in English and Lithuanian for developing skills for better educators that use various didactic methods, both face-to-face and digital.

**North Macedonia:** SEEU's online Multimedia Skills Development during the Covid-19 pandemic, covering several aspects of Google (Meet, Classroom, Quizzes) and LOOM

**Romania:** the UPT Virtual Campus is an online and mobile educational environment, academic support, and communication for all UPT faculties, based on open-source Moodle.

**Slovenia:** VideoLecture.net, an open-access video portal with recorded lectures from conferences, summer schools, workshops and science promotional events with accompanying documents, information and links

**Spain:** Hospitechlity is a teaching program to provide students of Tourism, Hotel studies and related masters of the UA with knowledge of the main digital tools and software utilized by hotels worldwide



## RESULTS & CONCLUSIONS of Partners' analysis & report:



### UNIVERSITIES ARE COMMITTED TO DIGITALISATION

- ✓ NO long-term plans and broad-spectrum action plans ... with action plans with immediate return expectations
- ✓ REALITY of the complexity of skills and competencies
- ✓ Multiplicity of multimedia technologies
- ✓ Individual STARTING POINTS (each person has a different set of skills beforehand)
- ✓ VARIETY OF STAKEHOLDERS who expect University staff to be multimedia savvy: colleagues, non-faculty staff, students, local companies, civil society...



## NEEDS to be addressed by the MUST training program



- How to CONNECT TO STAKEHOLDERS that expect a multimedia approach from us
- How to apply a MULTIMEDIA PEDAGOGY approach to develop multimedia skills
- Establish a way to SELF-ASSESS MULTIMEDIA SKILLS ... to identify skills gaps
- Develop a common, wide-ranging FRAMEWORK OF MULTIMEDIA SKILLS developmnet
- Go beyond the use of SPECIFIC TOOLS AND PRACTICES: Think big!



### (3) MUST Framework for multimedia competences development (IO2)

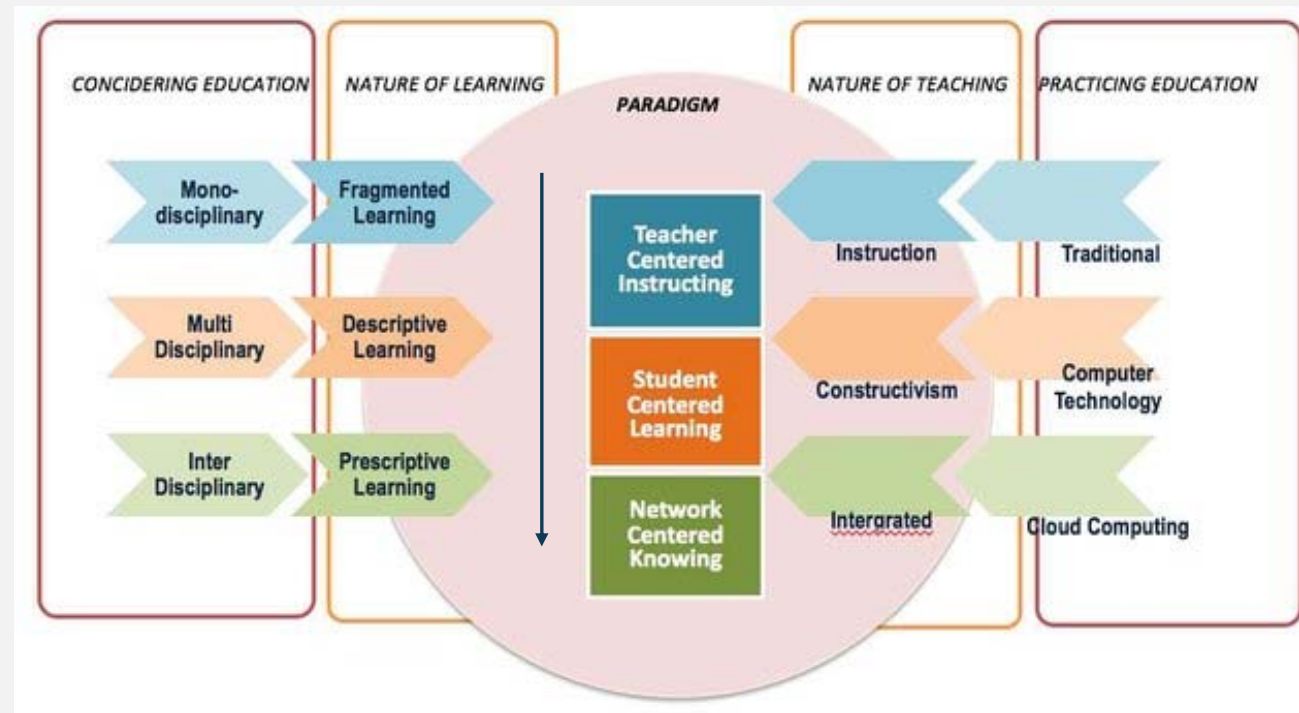


Are we  
prepared for ...



- 21<sup>st</sup> century skills / future skills ... With huge impact of soft skills on your career development
- Generation Z & Alpha, Millennials are addicted to technology ... Images, movies ... multimedia and m-technologies
- Students learn independent and digital
- They started to reject ppt!!??

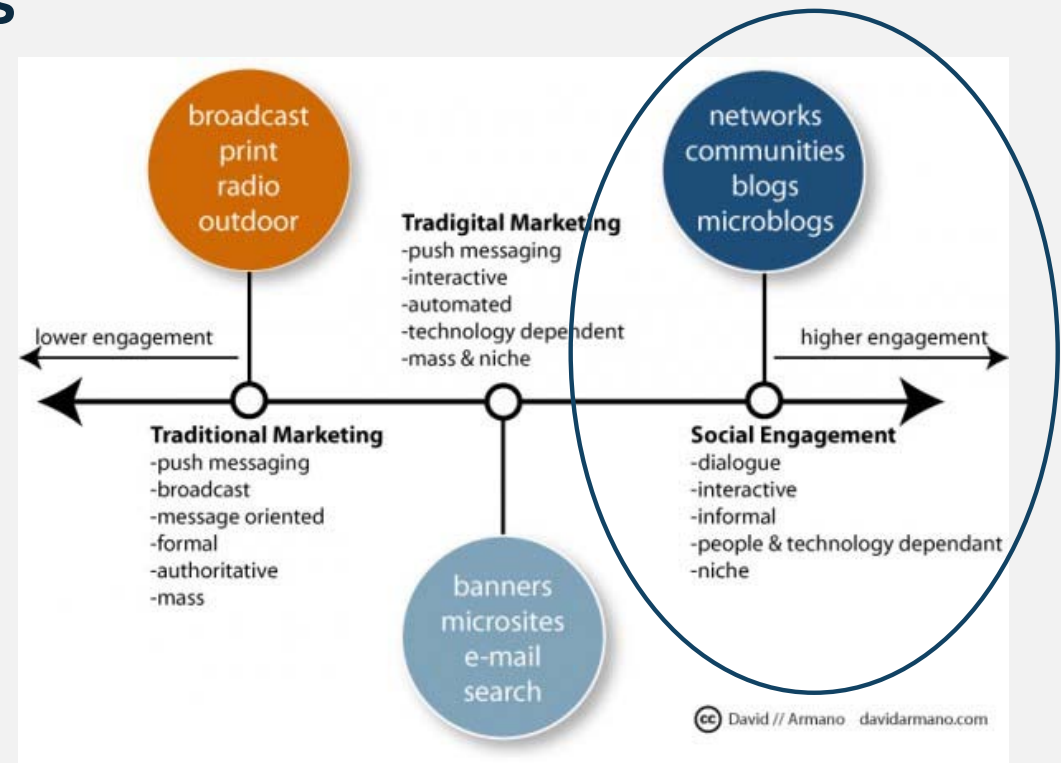
## Paradigm shifts ... in education



Koutsopoulos, K. C., & Economou, V. (2016). School on the Cloud: Towards Unity not Uniformity in Education. *Journal of Education, Society and Behavioural Science*, 1-11.

Are we  
prepared for ...

## Paradigm shifts ... communication with all stakeholders and communities



Source: <http://darmano.typepad.com/.a/6aood8341bfa9853ef0115709cc666970b-80owi>



# Multimedia skills development

- ✓ Multimedia learning referred to **learning with words and pictures** ... With video (professionally done!);
- ✓ Multimedia **creates realistic perspective of the learning subject**;
- ✓ Multimedia information technology integrated learning theory suggests that receiving information from multiple channels could **help learning (Much fun! Satisfaction!)** through the multi-form information presentation;
- ✓ Multimedia technology could create effective & efficient educational resources additional support for/with e-learning platforms.

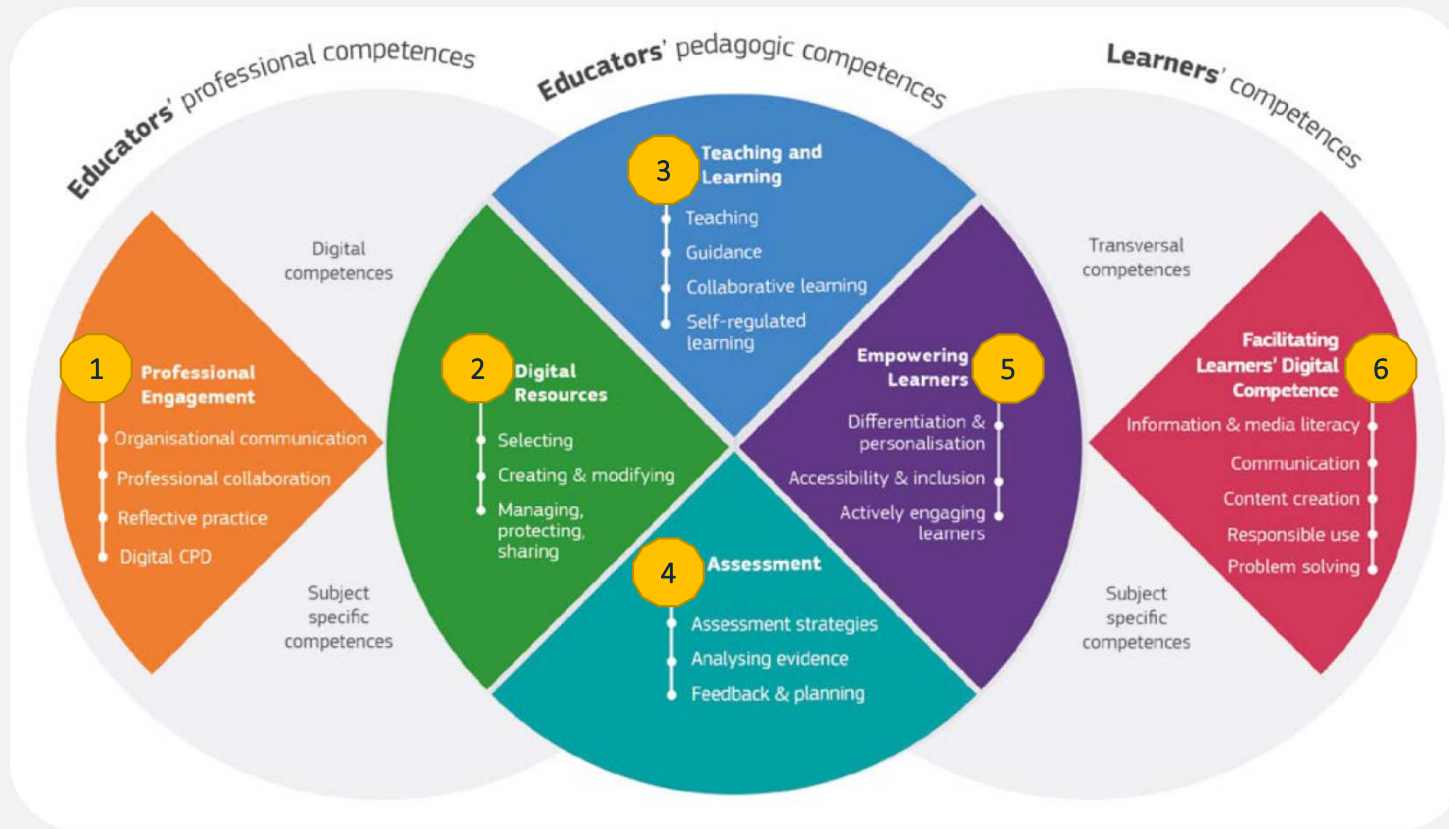
## PEDAGOGY

This is a great introductory way for exploring media production. Trainees gain technical skills but also focus on the art of multi-modal storytelling.

## ENGAGEMENT

Trainees will enjoy creating movies with their own photos and video clips and sharing them both in the classroom and online.

# MUST Education process



# MUST framework

1

<https://mustproject.eu/>



2

**DO the self-assessment test**

- ✓ Express interest for MUST training program
- ✓ Find the status of your competences level

3

- **GET feedback** per training unit/element
- **GET suggestion** on which training unit/element you should focus

4

**FOLLOW/ Register for MUST TRAINING PROGRAM** (online or face-to-face)

5

- GET recognized your competences (online test, assessment)
- Upload projects/products you develop based on the achieved knowledge



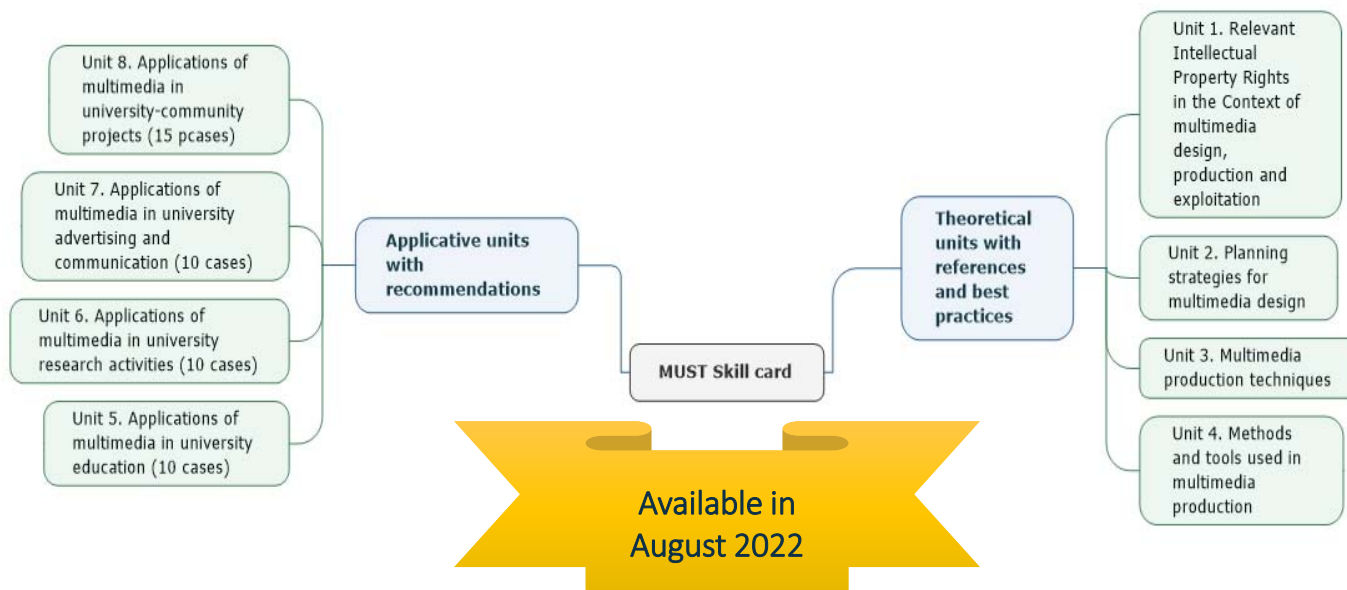


# The structure of the self-assessment test

Area of competences to be assess (no of competences/training elements)	Evaluation scale (applicable for all the training elements developed in correlation with the developed competences) adopted from <b>Blooms' taxonomy</b>	Test results and recommendations
(U1) Intellectual Property Rights for multimedia (2 competences/training elements)	1.I have basic knowledge and hear about ...; I can explain the basic principles of ...	<p><b>TO BE CONNECTED WITH THE PROJECT WEB PAGE!</b></p> <ul style="list-style-type: none"> <li>• Feed-back for each training element</li> <li>• General feedback per training unit</li> <li>• General suggestion on which element and unit should followed</li> </ul>
(U2) Planning strategies for multimedia design (2-3 competences/training elements)	2.I can design a multimedia product and apply knowledge for ...	
(U3) Multimedia production techniques (2-3 competences/training elements)	3.I developed analysis and synthesis based on the knowledge in the field of ...; I can design a approach for ...	
(U4) Methods and tools for multimedia production (4 competences/training elements)	4.I can evaluate ...	
(U5) Applicative competences (education, research, advertising, community projects) – four domains each with 2 competences/training elements	5.I can create professional ... 6.No statement is correct.	

# MUST Training program structure (IO3)

- ✓ 4 theoretical units
- ✓ 4 applicative units



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SOUTH EAST EUROPEAN UNIVERSITY



Mednarodna fakulteta  
za družbene in poslovne študije  
International School  
for Social and Business Studies  
Celje • Slovenia • Europe



## MUST Consotium



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Thank You!