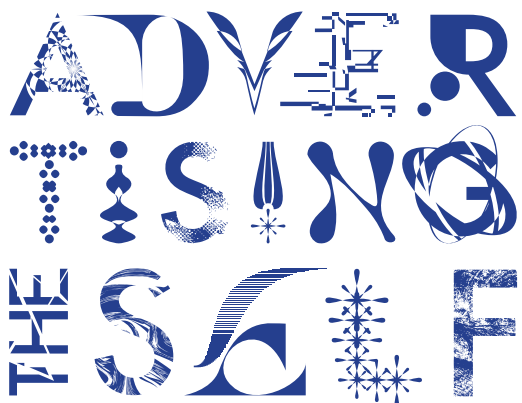




# ADVERTISING THE SELF

MARKETING VOCATIONAL  
EDUCATION IN  
ARTS AND DESIGN

#advertisingtheself



MARKETING VOCATIONAL EDUCATION IN ARTS AND DESIGN

SCUOLA DEL  
**LIRIO**  
LICEO ARTISTICO URBINO



E A  
S R  
escola  
artística  
de soares  
dos reis

**ortweinschule**  
BAUTECHNIK\_KUNST&DESIGN







## **MARKETING VOCATIONAL EDUCATION IN ARTS AND DESIGN**

[www.erasmus.ortweinschule.at](http://www.erasmus.ortweinschule.at)

AGREEMENT NUMBER – 2019-1-AT01-KA229-051183\_1

### **COMPILED BY:**

**HTBLVA Ortweinschule Graz, Austria**

[www.ortweinschule.at](http://www.ortweinschule.at)

**Liceo Artistico Scuola del Libro di Urbino, Italy**

[www.scuolalibrourbino.edu.it](http://www.scuolalibrourbino.edu.it)

**Technikum Fototechniczne Warsaw, Poland**

[www.fotospokojna.com](http://www.fotospokojna.com)

**Escola Artística de Soares dos Reis, Porto, Portugal**

[www.easr.pt](http://www.easr.pt)



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## PROJECT SUMMARY

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HTBLVA GRAZ - ORTWEINSCHULE

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LICEO ARTISTICO SCUOLA DEL LIBRO  
URBINO





FOR FURTHER INFORMATION ON THE PROJECT SEE

<http://erasmus.ortweinschule.at>

<https://www.instagram.com/advertisingtheself>

<https://www.facebook.com/advertisingtheself>

# PROJECT SUMMARY

Advertising the Self - Marketing Vocational Education in Arts and Design (#advertisingtheself) was planned and implemented by HTBLVwA Graz - Ortweinschule (AT), the Soares dos Reis School of Arts, Porto (PT), the Liceo Artistico "Scuola del Libro", Urbino (IT), and the Technikum Fototechniczne, Warsaw (PL).

The participating schools in #advertisingtheself all offer specialized educational pathways in Arts and Design. Vocational qualifications in specific fields such as Graphics and Communication Design, Film and Multimedia Art, Photography, Product Design, Book Design, Ceramics Art Craft and Jewellery Design can be obtained by students aged 14+.

## Project objectives

After graduation, students need to find their place on the job market, either being employed or working free-lance. In any case, marketing and advertising the self is essential in Arts and Design to make oneself seen and heard and to stick out from the rest. Relevant skills and competences need to be improved.

Students involved in #advertisingtheself were aware of the fact that collaborating with colleagues and students from other European countries does not only bring in new perspectives on effective self-marketing, but also offers the chance to practice English in the context of one's field of education. And since European projects require dissemination of activities and results, they offer plenty of opportunities to explore and implement diverse marketing instruments.

## #advertisingtheself specifically aimed at:

- Developing skills and competences of self-marketing of students to be able to present themselves as competitive participants on the labour market.
- Developing awareness of the self as an artist through autobiographical approaches and self-portraits in respective fields of arts and design (from photography to paintings).
- Fostering digital competences and the use of ICT to be able to communicate and present oneself effectively online.
- Engaging students in disseminating processes and project outputs.
- Fostering European exchange, intercultural communication and foreign language acquisition.
- Supporting entrepreneurship and the acquisition of foreign languages in vocational contexts (CLIL).

## Activities and products

#advertisingtheself mainly centred around 4 short-term exchanges of groups of pupils. The project was laid out over a period of 36 months and 4 workshops (Learning Activities), one in each country. The brochure at hand portrays the outcomes of the four learning activities as seen by the students who participated.

Enjoy reading!

## PARTNERS IN #advertisingtheself

The Soares dos Reis School of Arts was officially established in January 1884 in Oporto city in the north of Portugal and will be 135 years old this year. This school is geared to art education and is a non-profit public institution. Annually around 900 students follow the school's different educational pathways. The learning of the students is guided by a team of teachers with specific and pedagogical training in the arts as well as teachers of special techniques in various technological areas that are a valuable heritage and an asset for the school teaching quality. The school currently offers: Audiovisual Communication, Advertisement Design, Product Design, Artistic Production and one professional course of 2D/3D Animation. These courses, directed to the level of secondary education, take 3 years (10º, 11º and 12º) to complete. The EASR is a specialized school of Art Education with an emphasis on vocational education.

[www.easr.pt](http://www.easr.pt)

The Technikum Fototechniczne Warsaw, Poland, is the largest and the oldest Polish school that educates students in the field of photography, including graphics, multimedia projects and movie-making. On graduation students are prepared to pass Matura exam (an exam which entitles one to enter University) and vocational exams that verify professional qualifications. The school employs 60+ fully qualified teachers, including 22 teachers of vocational training. The Phototechnical High School provides training for 600+ students aged 15+. The school also runs weekend qualification courses for adults. Our school cooperates with about 80 reputable companies dealing with photography and related branches, where internships of our students are arranged. Our institution participates actively in educational and cultural events conducted in the city. For many years the school has been taking part in different European projects.

[www.fotospokojna.com](http://www.fotospokojna.com)



# PARTNERS IN #advertisingtheself

The Liceo Artistico Scuola del Libro di Urbino, Italy is an artistic high school with 750 students aged 14 to 19 and adults (evening courses and post diploma course of specialization in graphics, animation and drawing, artistic book binding and restoration), 80 teachers and about 20 staff members including technical, administrative and assistance staff. The activities of the school include besides general studies subject areas such as graphics, engraving techniques and art book illustration, book design and restoration, animation and drawing, cinema and photography.

[www.scuolalibrourbino.edu.it](http://www.scuolalibrourbino.edu.it)

HTBLVA Ortweinschule Graz, Austria, is a Secondary Level Vocational College for both Engineering and Construction as well as Arts and Design. With a staff of 220+ it caters to more than 1650 students aged 14+ and adults with diverse social and cultural backgrounds. Within the department of Arts and Design, Ortweinschule offers general and vocational education and training in Graphics and Communication Design; Film and Multimedia Art; Photography and Multimedia Art; Interior Design and Architecture; Product Design and Presentation; Sculpturing, Object Design, Restoration; Ceramics Art Craft; Jewellery and Metal Design.

[www.ortweinschule.at](http://www.ortweinschule.at)







# LEARNING ACTIVITIES

# BEING YOURSELF

TECHNIKUM FOTOTECHNICZNE  
WARSAW

18<sup>th</sup> to 22<sup>nd</sup> November 2019

## Workshops' summary

### Europass CV

When applying for a job, students need to prepare a Curriculum Vitae in order to be considered for a chosen position. While there are many different templates available, the one prepared by the European Union is easy to use and widely accepted. Students were introduced to the format of the online CV creator and received guidelines as far as the content is concerned. Each participant created their own Europass CV that can be modified on demand.

The workshop was complemented by a meeting with an expert in self presentation. The students learnt how to behave during a job interview to make the best impression on the potential employer.

### Portrait with an attribute

You have only one chance to make the first impression. As a young artist one wants to be perceived in a particular way and that is why students were invited to create portraits with attributes - objects that were meaningful to them and influential for their works.

First, they were invited to take each other's photos in studios. This was followed by editing with the use of Adobe Photoshop. These images can be used on the students' websites to help them introduce themselves to their potential clients.







## JANA GAIGG

HTBLVA ORTWEINSCHULE  
Product Design & Presentation

My name is Jana Gaigg and I'm an 18 year old art student from Austria. I currently attend the fourth class of HTBLVA Graz - Ortweinschule in the department for Product Design and Presentation. I was part of the #advertisingtheself project in Warsaw in Poland with 7 other students from my school. My favourite artistic field is product design. In the future, I want to work in this area and therefore I will probably study industrial design and product design in Vienna.

Together with other art students from Portugal, Poland and Italy we did various workshops during the project week in Warsaw. We teamed up in small groups of students from different countries and with different mother tongues. In those groups we did some activities like writing a CV, attending some workshops for job interviews, and doing unusual self-portraits with the cameras provided. Besides that we went to museums and tourist attractions with all other students and explored the city Warsaw.

Since you are tempted to spend most of your time with the Austrian students, the biggest challenge for me was trying to get in touch with the students from other countries and break the language barrier, which I did relatively well. It's a great way to develop my English skills and get motivation to continue working on them.

A big advantage of doing Erasmus projects is that you can see new places and discover them with others. I met people I wouldn't have met otherwise. I developed an understanding of how to work with people from different cultures and backgrounds and learnt to be open to new possibilities. In the future I won't let myself be held back so easily because of prejudices.





## BEING YOURSELF



*Being in a different  
environment is  
always very inspiring*



# LORENZ BRANDL

HTBLVA ORTWEINSCHULE  
Product Design & Presentation





My name is Lorenz and I attend the fourth grade at the Ortweinschule in Graz, with focus on graphic design and communication design. I like to solve design challenges using different techniques and materials, such as drawing analogue, digital illustration via Adobe Illustrator, or photography and photo-manipulation via Adobe Photoshop.

Between November 18th and 22nd, eight students from Ortweinschule, including me, visited Warsaw to participate in a workshop called “AdvertisingTheSelf”. Together with 24 other students from 3 different countries we listened to a lecture about how to present ourselves in job interviews and CVs and executed some photography-tasks, like shooting studio-portraits.

Apart from that we spent a lot of time in different parts of Warsaw visiting monuments, the National Museum, and the Wilanów Garden of Lights.

The biggest advantage of working in an international group is the difference in experiences and influences. Every conversation reveals new cultural and educational differences, which help you change your point and view and broaden your field of vision.

Those differences can also become a challenge sometimes, when communication relies on a certain amount of knowledge or experience in those fields. Nevertheless, these small inconveniences are easy to solve through further communication and explanation.

The participation in this project allowed me to develop:

1. Applied English skills in conversation and my field of work;
2. Describing myself and my skills in a CV;
3. How to shake hands correctly in a job interview.

“ *Every conversation reveals new cultural and educational differences*



## BENEDETTA ROMANI

LICEO ARTISTICO SCUOLA DEL LIBRO

Cinema and Photography

I'm Benedetta Romani, from the "Scuola del Libro" in Urbino. I'm 17 years old and I study in the department of Cinema and Photography at my school. I live in Montecchio and in my free time I like to practice photography and read books.

In Warsaw I worked in an international group of students from Portugal, Poland and Austria on a project called "Advertising The Self" where the primary aim was to prepare the students on how to search for a job: we learned how to present ourselves in a work interview, how to write a Curriculum Vitae, we did workshops about photography and self-portraits. We also went around the city, we visited an art museum, a jewelry exhibition and other typical places. The most important thing, however, was to improve our communication in English by talking and sharing our experience with the other students from Europe.

The major benefit that I experienced during my stay in Warsaw was that after a while talking in English became very natural for me. As time passed, it became easier and easier to communicate with others. Another benefit for me was seeing how things worked in another art school and comparing them to our school, it really

inspired me to do better. The only challenge that I found during our week in Poland was to keep my concentration going everyday, because there was lots of information to take and we had a lot to do, but the experience was beautiful and fun so we did everything with a smile on our face.

I think confronting myself with other people from different countries and cultures really helped to improve my English. I also learned that we are all citizens of Europe and that there are many opportunities for us to grow together.





## BEING YOURSELF





## MELANY BURATTINI

LICEO ARTISTICO SCUOLA DEL LIBRO

Cinema and Photography

Hi, my name is Melany Burattini, I am 18 years old and I live in Fossombrone, a small town in the Marche region. I'm attending the fifth year of the Cinema and Photography Department at the Liceo Artistico of Urbino. I'm always amazed about how every film and photography is able to express something personal and intimate, concepts hidden between the lines and I really hope to succeed, sooner or later, to create something of my own where I can express myself and my ideas. I know the road is long but I want to try. I like a lot of things but surely performances, theater/acting and art are the basis of everything; moreover, meeting people and getting to know new things always brings me joy and a desire to improve.

In addition to various different workshops with different topics, the main work was to create a self-portrait of ours, with objects that could represent us and talk about us. Fortunately we were in a very well-equipped and professional school with the help of the teachers. Working in groups with the various boys and girls (Portuguese, Austrian and Polish) made everything even more interesting. Having

to deal with such a large environment can certainly help us in our future work experiences.

The experience I had the opportunity to live thanks to Erasmus+ was really special and unexpected. As soon as I knew I was going, I was really excited. Meeting new people and working with them abroad, deepening what I'm studying at school, is something really unique in my opinion. I also love travelling, especially if in the company of my friends. In this case the challenge of having to communicate with other people of different nationalities, experimenting with the language, was really exciting. I love speaking in English, using my knowledge and always learning new ways to express myself.

The best thing I can say about having "gained" is certainly the experience itself. I had the opportunity to travel and meet totally new and different people, live in contact with different cultures and different habits, taste typical dishes, see architecture and monuments totally different from those we are used to see is definitely something unusual.





## BEING YOURSELF



## LUNA CASTRO

ESCOLA ARTÍSTICA DE SOARES DOS REIS

Audiovisual - Multimedia

My name is Luna and I am a seventeen year old student from Escola Artística Soares dos Reis.

My soul is full of poetry, music and creativity. I seek to leave part of my soul in my works, I personally think that our projects are a reflexion of the vast world of illusions and sensations that is our mind, they are a ceaseless pursuit of the unknown.

I enjoy every range of artistic activities and their particularities, starting on literature, music, drawing, painting, etc.

During the marvelous experience on Erasmus+, I have learnt different types of things. I learnt about Poland's History and culture with the tours around the town that they provided us; working on a photography studio and how to act during a work interview.

Furthermore, I made a lot of friends, especially from Austria, which made me want to know more about the country and language.

I believe that the bigger challenge was to speak with some polish students since their english was not good, however we managed to find a way for them to be a part of the group and participate equally.

On the other hand, I feel that working with people from different countries is really enriching. Points of view, ideals and thoughts are always influenced by our culture so, talking with all of them made us think differently, made us try to understand why they think that way and what is so important about it. We learn new stuff about everything, starting on language to how to behave.

As far as I am concerned, the most important competences /skills we could improve due to the participation are our responsibility as individuals, how to teamwork and finally, our communication.





*Points of view, ideals and thoughts are always influenced by our culture so, talking with all of them made us think differently, made us try to understand why they think that way and what is so important about it.*

## TIAGO CASADO

ESCOLA ARTÍSTICA DE SOARES DOS REIS

Web Design





## BEING YOURSELF

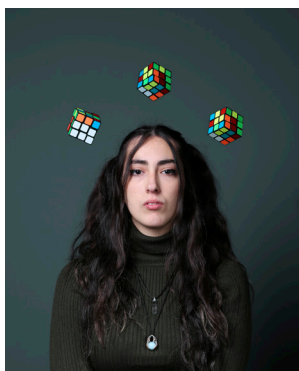
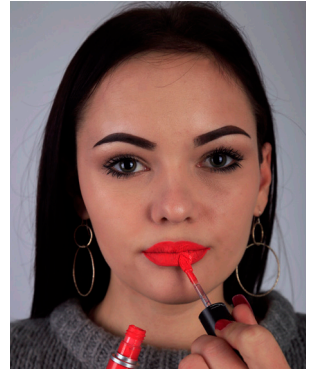
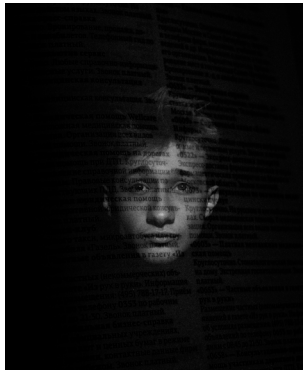
My name is Tiago Casado, I am 19 years old. Since I was younger I worked with the computer so my favourite range of artistic activities is programming and coding with HTML+CSS (Web Design)

During the week in Warsaw, I worked on Photography where I had a friend (Portuguese) taking my pictures. Then I worked with Photoshop where I edited a photo so I could present it to everybody. I also got to know better about all the other ones because we talked a lot and those exercises/activities in the first day helped me a lot on knowing everyone a little better.

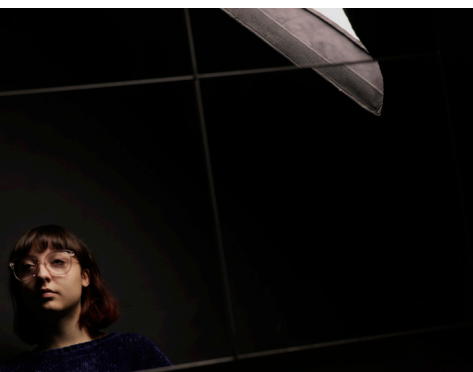
I learned on how to solve my problems in different ways as well as communicating better with other people and other groups. Communicating with the other “countries” allowed me to enjoy the activities and enriched my experience.

I think I improved my communication and team work since sometimes we had to work together. I also learned that I have to give it all on a project, put more effort in it, so I can make it work and succeed.



















# GOING SOCIAL

## ESCOLA ARTÍSTICA DE SOARES DOS REIS - PORTO

15<sup>th</sup> to 19<sup>th</sup> November 2021

### Workshops' summary

#### Social media content

In order to develop the students' skills concerning the social media promotion of their artistic work, two workshops in photography and video were held at Soares dos Reis School of Arts focused on the creation of audiovisual content for social networks.

In the photography workshop students learned how to make professional looking of an artistic object, either for social networking use, online portfolio or print portfolio. In the photography studio students learned how to adjust lightning, cameras and the set to achieve good quality images.

In the video workshop students developed a short "self-marketing" movie expressing the artist perspective of his project.

#### Visual Communication

This workshop goal was to show how to make professional communication materials (e.g. presentations - presentations, text documents, CV's) concerning visual communication principles and guidelines, such as making good use of typography, color, images or layout.

#### Express Yourself Poster (at Casa da Imagem)

This workshop goal was to do a poster using graphic assets (mainly advertising items from the archives of Teófilo Rego, a very well known photographer of Porto. The result should emphasize individual aspects of the student background.





## KASJA JERICIC

HTBLVA ORTWEINSCHULE

Graphic Design

Lucky me was chosen to be one of the students of the Austrian art school Ortweinschule to take part in this international Erasmus+ project alongside some friends of mine. My name is Kasja Jercic, I'm a 5th year graphic design student who enjoys drawing, painting, and fiber art. I'm also interested in other forms of art and have dabbled in many, so it was a delight to see so many ways to make art shown to us in Porto.

I unfortunately caught a cold mid-week and missed out on a few projects I was really excited for: video and photo editing and expressing yourself through collage. Nevertheless, just seeing what my fellow students made inspired me immensely. Other than that, I was able to enjoy the rest of the week with the others, visiting museums and many beautiful places in Porto, visiting Clavel's Kitchen during a workshop about food photography and building a brand, attending a lesson on marketing and advertising oneself and generally connecting with others, exploring the city and sharing experiences, opinions and love for art with the other students.

Working with students from Poland, Italy and Portugal was a delight. Us all being some type of art student, we immediately connected with each other and made friends in the blink of an eye. I'm sure that our similar interests helped us cooperate and understand each other better than if we had been students from all kinds of schools. Thanks to everyone's good English, communication was rarely a problem.

In my opinion, this aspect of the whole project was the best – simply visiting a foreign country and interacting with like-minded

individuals from elsewhere in the world. It really expanded my horizons and inspired me artistically.

Our Portuguese hosts and especially the Portuguese students were a delight to work with.

This week taught me how to work together with people who come from different upbringings and cultures, how to appreciate our differences and what they can teach us, improved my English, taught me a lot about marketing and certain technical skills and generally helped me loosen up and properly appreciate art again.

I'll cherish the friends and experiences I've made during my stay in Porto for the rest of my life.

Please consider taking part in a similar project or at least visiting Porto. Cheers!





“

*I'll cherish the friends  
and experiences I've  
made during my stay  
in Porto for the rest  
of my life.*



## SARAH SPROSEC

HTBLVA ORTWEINSCHULE  
Graphic Design





Hey my name is Sarah and I have been studying at the HTBLVA Ortweinschule for four years now. Since I'm in my final year, I have had the opportunity to try out many different artistic activities like linoprint, oil painting or illustrating which have emerged to be my favorite and most often practiced creative activities. Since I've always been very interested in the English language and the concept of an international internship, I immediately took the opportunity to go to Porto, the second I have heard of it.

In Porto we had a very motivating and helpful lecture regarding self-marketing in front of the job market and how to present and get to know yourself in the best way.

Next we had another lecture and office tour at Clavels Kitchen, a renowned and future driven company which specializes in food photography and editorial work which is run by Maria João Clavel. This stop was one of my most favorite activities we got to experience during our trip.

I learned many things during my week in Porto, but some of the most importantly are to never judge someone based on their appearance or appeal, to work hard, because your dreams can become reality if you have the motivation and willpower to make them succeed and lastly but most importantly, to always appreciate and be thankful for what you have.

I am convinced that being puzzled together with so many different lifes, perspectives and cultural understandings brought all participants a big advantage for the future. We learned to communicate with each other in such a short amount of time, understood our struggles and learned from each other.

I am incredibly grateful for those seven days and count them as the best days in my life.

So if anyone ever gets an opportunity like this, I encourage you to take it with no hesitation.

“*If anyone ever gets an opportunity like this, I encourage you to take it with no hesitation.*”



## REBECCA PENNESTRÌ

LICEO ARTISTICO SCUOLA DEL LIBRO

Graphic Design

My name is Rebecca Pennestrì, I'm 18 years old and I do graphic design at the art school "Scuola del Libro" in Urbino.

I enjoy watching movies and shows, being with my friends and spending time with my two cats.

In Porto, we worked on our project called "Advertising the Self". For this project, we were divided into groups made up of around one person from each country. We chose an art piece, which we then had to publicise through pictures and a video. Also, at least one person from the group had to pretend to be the artist which made the piece.

We did two workshops related to the project which concerned photography and video, respectfully called "Still Life" and "Making-of". During these workshops we got to take pictures of our art piece as well as making and editing a video where we advertised and commented on it. The good thing about this project is that we used our creativity and artistic skills in order to develop it in a unique way, making it somehow represent our group.

Of course, we did other things like visiting Clavel's kitchen agency or Casa da Imagem, where we made a poster with which we had to express ourselves. We also attended other workshops, like, for example "Visual Communication" or "Communication by Pablo Berástegui from Gallery Salut au Monde".

Some of the benefits of working in an international group were that you made new friends, as most of the time you weren't together with other students from your country, which could have also been a challenge. However, this allowed us to practise our English but also learn some words of the other students' native languages!

The most precious insight I gained is to not be afraid of new experiences, because in the end, they teach you a lot and leave you with new skills and abilities as well as good memories. Being fully submerged in a completely new country with a different culture, I learned lots of things and was left with an amazing once-in-a-lifetime experience.









## GINEVRA MATTIOLI

LICEO ARTISTICO SCUOLA DEL LIBRO

Graphic Design

My name is Ginevra Mattioli and I'm 18 and I love travelling.

I'm an insecure girl and sometimes I need time to start a conversation with someone, nonetheless I really want to. I love meeting new people and learning their habits to expand mine.

In Porto we worked on our project called "Advertising the Self" and it consisted in getting to know yourself better through art and communication to be able to better advertise ourselves.

We met many people who showed us how to communicate with people and how they do that.

We participated in two different workshops. In the first one, "Still life" by Miguel Paiva and "MAKING-OF" by Luis Miranda, we worked in a Photography Studio. We had to pretend to be an artist and tell how we made the design and the structure of an object. In the second one "Expressing yourself poster in CASA DE IMAGEM" we achieved a poster with pieces of recycled paper from other

photocopies. We tried to express ourselves with these posters and I think we made it.

Working together in an international group allows you to improve your English and to meet new people. In this way you will be able to challenge yourself and to test your skills.

The most important thing I've learned is that I must not be afraid to express my opinions. And even making mistakes serves as a lesson for the future.







## DOROTA KOSIŃSKA

TECHNIKUM FOTOTECHNICZNE

Photography

My name is Dorota and I'm 18 years old. I go to Photography school in Poland. I had an amazing chance to visit Porto with Erasmus+. My favourite range of artistic activities is photography but I'm also interested in painting. The reason why the journey was so great to me is that the program was a perfect combination of photography and the artwork.

I was working on advertising myself with wonderful, professional people. We had interesting workshops with Rita Vilas Boa, Miguel Paiva, António Rodrigues, Pedro Teixeira, Luis Miranda, Luísa Fragoso and Agostinho Serra. My favourite workshops were visit in Clavel's kitchen Agency and "Express Yourself Poster" in Casa da Imagem.

I was very impressed how culinary photography works in real life. It's the most interesting field of photography for me so I feel very satisfied that I could see it with my own eyes. After all, I think that the most important thing to me was that I could meet so many amazing people and check myself in English. The most important thing that I've got from Erasmus+ is my social skills because now I'm more confident and brave. Now I feel like someone new, someone who is not a terrified and shy person anymore.

I'm thankful for the possibilities that Erasmus+ gave me. I was able to discover a new version of myself. I'm more confident with my English. I've got new wonderful friends from other countries and that's beautiful to me.

At first I was a bit nervous and afraid that I wouldn't be able to understand anything but when we started getting to know each other and none was getting pressure on me I understood that it's very natural to talk to people in English and I'm so proud of myself that I tried this experience in my life. Most challenging part was not to get lost in so many languages.

It was one of the best journeys in which I could participate. With a clear conscience, I recommend to everyone to try to become a part of this wonderful program that Erasmus+ offers.



“

*I'm so proud of myself that I tried this experience in my life.*





## KLAUDIA KOSIŃSKA

TECHNIKUM FOTOTECHNICZNE

Photography



My name is Klaudia, i am a beginner photographer. At the time I am gaining new skills in my photographic school. I love making myself a better person by learning from my mistakes and gaining new experience. My favourite range of artistic activities is street photography. Taking pictures of animals is on the second place.

During the Erasmus+ Learning Activity I worked on workshops “Still Life” in a photography studio with teacher António Rodrigues. We also had video workshops with teacher Marta Albuquerque and worked on expressing ourselves by making posters in Casa da Imagem.

I definitely improved my English the most, it was my first time when I could talk in English with people who don't know my language. I improved it by talking and listening. Second thing I improved was my imagination and creativity: we had to be creative all the time, from making posters to taking pictures.

Advantages connected with the cooperation in international groups was that we could share our knowledge with each other. The challenge was to say everything I mean, because sometimes I was forgetting words in English and people couldn't understand me.

I would definitely recommend participation in such Learning Activities, because it gives a lot of fun and experience.



“ We had to be creative all the time, from making posters to taking pictures.











# GOING ONLINE

HTBLVA ORTWEINSCHULE  
GRAZ

14th to 8th April 2022

## Workshops' summary

### Creating Online Portfolios and non-digital Artistic Expression

The third Learning Activity was hosted by Ortweinschule in Graz, Austria, from 4th to 8th April 2022. The workshop for students was integrated into classes in the fields of Graphics and Communication Design and Film and MultiMedia Art and held by teachers of these departments.

### Activities students workshop

Part 1 of the workshop concentrated on creating self-portraits using non-digital techniques. Students got an art historical introduction on major examples of self-portraits over the centuries and underlying approaches and concepts. Students were asked to face paint each other followed by taking photographs of the results. The portraits were then painted over by the students to bring in their subjective view.

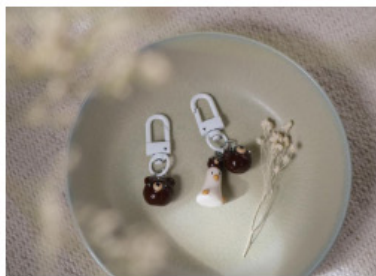
Part 2 of the workshop concentrated on creating an online portfolio using wordpress. The students learnt about downloading and setting up wordpress, implementing basic layouting options and filling their designs with information about themselves (using text, self-portraits, pictures of their works, videos).



## Mariana Azevedo



Handmade earrings



Clay items



Dealing with the s

### About Me

I'm Mariana, a portuguese student.  
Arts and design are my passion and  
I'm bringing a bit of me into this  
platform.

### Search

## NETHMI KODITUWAKKUI

LICEO ARTISTICO SCUOLA DEL LIBRO  
Illustration and Animation

My name is Kodituwakku Balasuriyage Nethmi Taruka, but my friends just call me Neth. I'm eighteen years old and I live with my family in Italy. I attend "Scuola Del Libro" art school in Urbino, where I'm in my fifth and last year in the illustration and animation section.

In my free time, I like to watch tv shows and documentaries, hang out with my friends and take photos of them.

During our Erasmus in Graz, we participated in a project called "Advertising the Self" that included two workshops that had the aim of working on and publicizing ourselves.

The first one consisted in realizing a self-portrait through non-digital techniques like body painting: first, we divided into couples, pairing up with someone from a different country than ours and painting on each other's faces. After this we got our photos taken and printed as posters on which we then could get creative with different drawing techniques.

The second workshop was all about promoting ourselves and our works, so each one of us created a website dedicated to ourselves and our "portfolio", with the help of a program called WordPress. We then had a small presentation of our works.

Being this the first Erasmus for a lot of us, we found ourselves in a situation that required a quick communication that we didn't study in books, so we took advantage of our English skills and even learned some sentences in the other students' native languages. We had the possibility of confronting our habits with theirs to look at the world from a different perspective. Initially, a lot of people were shy of talking for fear of making some mistakes or being judged, but at the end of our stay, everyone bonded, embracing their differences.

Surely the most precious insight I gained from this experience was being braver and more independent. Before the Erasmus even started, I was so concerned about a lot of things like "will I be social enough?" or "will they understand my English?", "what if I get lost?". In the end, everything just worked out on its own: everyone was so eager to make new friends and gain new pieces of knowledge that I didn't even have the time to get insecure about being social! I even found myself doing a lot of things that I could never imagine myself doing before this experience, like volunteering to make a public speech, throwing myself off of a 64 meters slide or being able to get a tram completely alone in a foreign country. Even though my stay in Austria was so short, I felt more grown and experienced.





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*I even found myself  
doing a lot of things  
that I could never  
imagine myself  
doing before this  
experience.*



## PAOLA BOCCAROSSA

LICEO ARTISTICO SCUOLA DEL LIBRO

Graphic Design

Hi! I'm Paola Boccarossa, I'm 18 years old. I live in Italy, precisely in Montecchio, a small town near Pesaro. I love art, especially contemporary one but my biggest passion is acting. In my free time, I like visiting art exhibitions, going to the theater and buying illustrated books. I'm a sensitive person who loves putting herself out there. I'm really into travel and I love buddying up with people from different countries.

In Graz we worked on two workshops. In the first one we had to work with non-digital techniques and in the other we had to use a software called "Wordpress", unfortunately we didn't have enough time to finish it.

Our activities consisted in promoting ourselves and presenting us to the world. First of all, we painted our mates' faces, then we took and printed some large photographs and we worked on them with brushes and paints. It was really funny and it helped break the ice between us.

The second workshop had the aim to create a personal website using "Wordpress".

I think that working together in an international group helps you to open your mind and think in a different way. The differences between us are a lot but when we talked together, we immediately felt a strong connection. I understood lots of things, I perceived diversity as wealth and I had the possibility to compare my culture, my traditions and my habits with the others. It was a nice moment of exchange.

Before this experience I thought that my life, the things that I do everyday and my little world were the only things that existed. This experience made me understand that it is not like that. This Erasmus has managed to make me redimension the problems and the difficulties I have to face in my life. I felt being part of a big world, full of diversity and richness and I felt safe, safer than in my comfort zone! I understood the importance of English and the beauty of communication that unfortunately Covid-19 often makes difficult. I returned home satisfied and with a heart full of emotions, I would make this experience another 1000 times!!







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*I think that working together in an international group helps you to open your mind and think in a different way.*

## BLUE RAKOWSKA

TECHNIKUM FOTOTECHNICZNE  
Photography and Multimedia

I'm a Photography student from Poland. Although my school focuses mainly on photography, there is a bit of vector graphics which is why I mainly wanted to attend there. Besides those two fields I am really into drawing, sketching, and painting. To be honest my hobbies contain anything in the arts topic.

The first workshop was about painting someone's face the way we'd like to. I was experimenting on the face of Mafalda, who came from Portugal. Then we were to add anything we want to a printed photography of our painted faces.

During the second workshop, we were focusing on a self-presentation via WordPress. It was an individual work, however the Erasmus group got divided into two smaller ones, that way I could always ask my colleagues how they were doing.

The participation in this Learning Activity helped me improve my skills regarding:

Communication – while talking to peers from other schools and the locals;

Self-presentation – thanks to the WordPress workshops;

Photography – because of walking around the city and sightseeing and allowing myself to take photo of anything I find interesting instead of stressing over what others may think of me .

The main advantage was the opportunity to see how others see things and what they were saying about the same experience. As well as feeling less anxious because of the acknowledgment that I'm not the only one that is new to given exercises. Being able to be inspired by other's works for future projects or for a change in mindset.

I would recommend it to others mainly because of the experience everyone can get from this trip, not only while attending workshops but also just by walking down the streets. Being in a different environment is always very inspiring to me and leaves me with a bit changed view of the reality, so I hope others can achieve that too.





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*The main advantage was the opportunity to see how others see things and what they were saying about the same experience.*





## PAULINA ISKRA

TECHNIKUM FOTOTECHNICZNE

Photography





My name is Paulina. I'm a photography student but I also enjoy other forms of art such as drawing or painting.

During the Learning Activity we worked on creating Self Portraits using interesting methods including face-painting and acrylic painting. We also created our own portfolio websites with WordPress which we could use to showcase our creative projects.

The most important skill I improved is my ability to communicate with others in English. During the week I gained a lot of confidence in my language skills. I also significantly improved my creativity. The creative freedom we had when making self portraits made it possible for each of us to create something unique. Another skill that I learned was website creation. I went from having almost no knowledge about wordpress to having my own website in two days.

The biggest advantage of working in an international group was meeting and connecting with interesting people from different backgrounds. We talked about our interests and got to know each other a bit during the activities. I think the biggest challenge was communication. It can be very hard to speak a foreign language, especially with people you just met.

I would definitely recommend participation to other students. I think it's a great opportunity to meet new people, learn new skills and experience the culture of another country.

“ *I think it's a great opportunity to meet new people, learn new skills and experience the culture of another country.* ”



## INÊS PEREIRA

ESCOLA ARTÍSTICA DE SOARES DOS REIS

Audiovisual Communication - Video

My name is Inês Ariana, I am 18 and currently studying Video and Audiovisual Arts at Soares dos Reis School of Arts, that being my favorite range of artistic activities - Audiovisual - however, I am also very interested in Fine Arts.

During the Erasmus+ Learning Activity in Graz we had two workshops. In the first one, organized by teachers Wilma Seitinger and Gerald Hartwig, we created our self-portrait using non-digital tools. We worked in pairs, I, for example, worked with Paola, an Italian student, and painted each others faces. After having our photograph taken and printed, we were asked to paint over it using acrylic paint and given full freedom to explore it in whatever ways we wanted to. In the second workshop, organized by the teachers Eveline Schlagbauer, Chiara Mooney and Jona Hoier, we learnt how to create our own portfolio using Wordpress. This involved learning how to import pictures of our work or, for example, create different pages for different projects.

Personally, I believe interacting with all the students from the different countries was the best part of the activity, we got to exchange facts about our country and our culture, we developed skills in different languages, and also we were able to discuss the art scene and how it develops and operates in our home countries. However, this communication was not always easy and sometimes it was difficult to engage with all the different students, given we were a relatively big group.

I can say participating in the Learning Activity allowed me to improve my German, I learnt a lot more about Wordpress and how to create a portfolio and I also believe I was able to improve my communication and social skills.





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*Interacting with all  
the students from the  
different countries  
was the best part.*



## BEATRIZ VIEIRA

ESCOLA ARTÍSTICA DE SOARES DOS REIS

Graphic Design





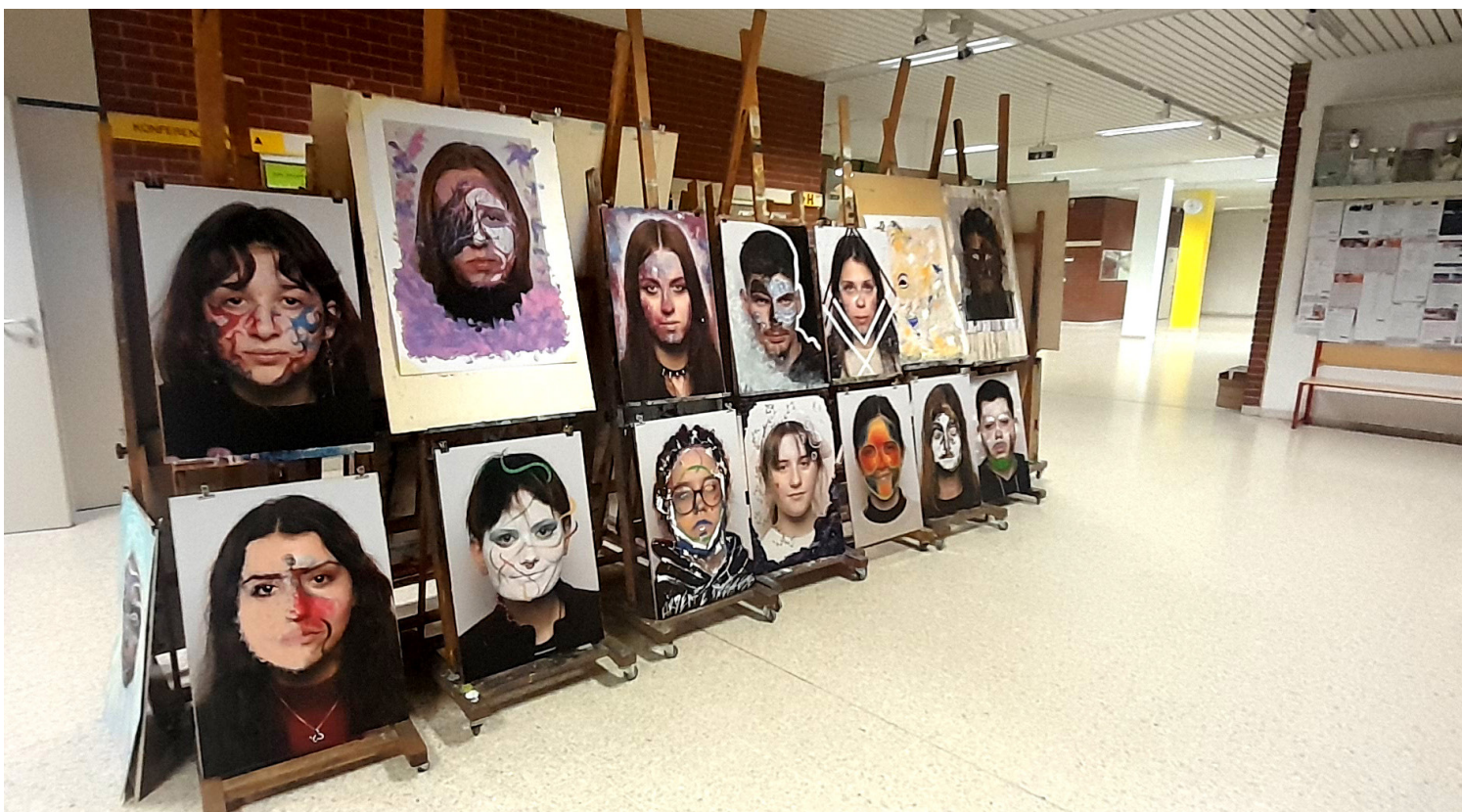
I'm a 18 year old Brazilian girl with a passion for learning and discovering new things. In art, I particularly enjoy digital media such as digital illustration, graphic design, photo and video editing.

During the learning activity we worked on two workshops, the one which we interacted the most was the first one, this being the face painting and self portrait workshop in which we made pairs with someone from a different nationality than ourselves and painted each other's faces. Then we had a picture taken of our painted faces and printed on a sheet of A2 paper, afterwards we painted over this print with acrylic paint. I was paired with a Polish girl named Agata and we talked a lot during the painting process. Both of us were in a group that had a Belorussian girl named Angelika, an Austrian girl named Anika and a Portuguese boy named Bruno.

Besides the rare communication issues caused by some sort of mistranslation – which were quickly solved with help and good laughs afterwards – I don't feel there were any challenges that came with working in a group with people from different nationalities.

Advantages, however, were many. I think the biggest advantage was being able to learn about other cultures and languages and share common experiences among us. Because of this learning activity I was able to make friends from different countries.

In this learning activity I felt a big improvement specially on my English skills as I never had the opportunity to talk exclusively in English with so many people for such a long time. I also got better at socializing with other people which was particularly fun seeing so many similarities and differences among all the different nationalities. Last but not least, I feel that I improved a lot on my independence even though we were always together.













# GOING INTERACTIVE

LICEO ARTISTICO SCUOLA  
DEL LIBRO - URBINO

9<sup>th</sup> to 13<sup>th</sup> May 2022

## Workshops' summary

### Creating offline interactive portfolios and Animated CV

The fourth Learning Activity, was hosted by Liceo Artistico Scuola del Libro in Urbino, Italy. The workshop for students was integrated into classes in the fields of Graphics and Communication Design and Film and MultiMedia and held by teachers of these departments.

#### Students' workshop

Part 1 of the workshop included the creation of students' interactive portfolio using the software Adobe InDesign. After the vision of reference examples, students designed the layout and then paginated their work. The final product was a brochure of 16 digital printed and bound pages.

In Part 2 of the workshop students realized a motion graphic of their own personal resume by using Adobe After Effects. After watching reference examples, they learned to realize a simple animation as an incipit of their animated CV.



SCUOLA DEL  
**LIBRO**  
LICEO ARTISTICO URBINO

**ADVERTISING  
THESELF**  
MARKETING VOCATIONAL EDUCATION IN ARTS AND DESIGN

# PORT FOLIO

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Sara Peres Morais / 2022



## MAGDALENA ZÖHRER

HTBLVA ORTWEINSCHULE

Interior Design

My name is Magdalena Zöhrer and I live in Frohnleiten, Austria. I am currently studying interior design at the secondary higher vocational school, HTBLVA Ortweinschule Graz. In school I have learned to work with diverse programs like AutoCAD, Adobe Photoshop, Indesign and so on. I enjoy creating designs by combining different and rather unusual materials. Working on floor plans is also something I like to do. In my summer holidays I worked in an architecture office and in a carpentry, so I already have some experience in the real world.

The first Workshop in Urbino was about creating a digital portfolio with the work we have done in the last years. The Italian teacher explained to us the important things a portfolio should include and showed us some tricks for adobe Indesign. It was important to develop a good design, to express ourselves.

The second Workshop was about creating an animated Portfolio. This was very interesting for me because we worked with the programs Adobe Illustrator and Adobe Effects, which I have never worked with before. At first it was hard to follow the teacher. Especially since the program language was set to Italian. But after trying out and getting great help from the Italian students, it was quite easy.

It was great to meet people from different countries and find out the similarities between us. As I said before, it was a bit challenging to understand programs you haven't worked with before in another language. Furthermore, we had a lot of free time in the afternoon, so it was possible to get to know each other outside of school. When we could not understand each other, we gestured.

Through the experience at the Erasmus+ project I have expanded my skills. I learned the basics from Adobe Illustrator and Adobe After Effects, which will help me in my further career. Besides that, I improved my communication skills and I have more confidence in talking. Also, my cultural awareness has been raised because there were so many different people.

At the end of the week we presented all the work we had created. Next to the practical skills, I have gained some new friends which I will hopefully meet again soon.

“*I improved my communication skills and I have more confidence in talking. Also, my cultural awareness has been raised because there were so many different people.*”







## MARIE MAIERHOFER

HTBLVA ORTWEINSCHULE

Interior Design





My name is Marie Maierhofer and I am 18 years old. I'm currently attending the Ortweinschule Graz, which is a higher technical college for art and design. I am in the department for Interior Design, where we learn how to design furniture, how to plan the interior of rooms and houses and how to create a perfect living environment.

I am grateful that I was able to take part in the Erasmus project, where we spent a week in Urbino at Scuola del Libro.

There we learned different ways how to advertise ourselves, which was also the topic of this Erasmus project Advertisingtheself. For this task the teachers from Urbino showed us how to create a portfolio in InDesign, which included all the works we already did in school. In all activities we had the hospitable support of the Italian students and teachers. In the second workshop we had to create an "Animated CV" with the Adobe programs Illustrator and After Effect. Some of us had never worked with these programs before, but the teacher showed us step by step how it works.

After our lunch at a cafeteria near the school we started doing the activities which our hosts had prepared for us. We visited the Palazzo Ducale, the palace of Federico da Montefeltro, which is a Unesco world cultural heritage. Another day we had a trip through Urbino where the Italians showed us all the special places they love about this city. My favorite was a park, where we had the best view over Urbino and the landscape around it.

One of my highlights was the trip to Rimini, where we visited the museum of Federico Fellini, a world famous film director. In the afternoon we spent nice hours at the beach.

Although all participating students from Portugal, Italy and Poland had really good English skills, it sometimes was quite difficult to understand them with all their different accents. But especially this was a great opportunity to improve my English skills. Not only the speaking skills could have been improved, also my digital skills have been expanded by learning the new programs.

In summary it was a great week, where we had the chance to meet new people and talk about their life in a different country. It was also interesting to see another art school and how they work there.



*It was a great week, where we had the chance to meet new people and talk about their life in a different country.*

## MATEUSZ ADAMEK

TECHNIKUM FOTOTECHNICZNE

Photography

I'm 19 years old. I study at phototechnical school. At school, I focus mostly on technical aspects of photography, so the majority of my artistic work is made outside of school.

My favourite artistic activities are photography and graphic design. I especially like to take photos on film negatives.

During the Erasmus+ Learning Activity, I was working on creating my portfolio and on an animated CV. I made works mostly by myself, but I used some help from students and teachers.

The biggest advantage was meeting new people and getting to know their culture. The biggest challenge was to understand how we should be doing portfolio and CV because part of it was explained in Italian.

I think I improved my skills in handling Adobe programs because it was the first time I had to do an animated CV. I improved my language skills while creating projects because to make them properly I had to ask teachers and other students. Furthermore, I got better at multitasking.





GOING INTERACTIVE





## ALEKSANDRA RUDY

TECHNIKUM FOTOTECHNICZNE

Photography

Hi, my name is Aleksandra Rudy, I'm a third grade student at the phototechnical school in Warsaw. I'm studying photography, post-production and graphic design. My favorite range of artistic activities is vector graphic.

In May, I was once again a participant in the "Erasmus+" project. With a group of Polish students and our teachers, we flew to Urbino where, together with other students from Portugal, Austria and Italy, we took part in interesting workshops and we discovered Urbino and its surroundings.

During the workshops, we were learning how to create an interactive portfolio in InDesign and an interactive CV in After Effects program. Thanks to work in international groups, I was able to practice my language skills and learn about new cultures and the way we look at the world, and also make international friendships. At the beginning of our cooperation, the language barrier was a challenge for us, but fortunately we were able to overcome it quickly.

Participation in this project and the opportunity to go to Italy were a wonderful experience for me, thanks to them I became braver, more self-confident and I improved my social skills. Of course, I also gained new skills in the aforementioned computer programs, in designing and promoting myself. What's more, I learned a lot about the history of Italy and Italian art, its outstanding figures such as Fellini and I got to know their culture and habits better.

I will never forget this experience and the people I met there will always remain in my heart. If you have the opportunity to take part in such a project, do it, I am sure you will not regret it.





“

*I will never forget  
this experience and  
the people I met  
there will always  
remain in my heart.*





## LUANA CARNEIRO

ESCOLA ARTÍSTICA DE SOARES DOS REIS  
Costume Design and Scenography





Hi, my name is Luana, I'm 18 years old, and from Porto, Portugal. I study in "Escola Artística Soares dos Reis". I'm from Costume Design and Scenography. I have loved art since I'm a kid. My favorite artistic activities are drawing and sewing.

During the Erasmus+ Learning Activity, I learned how to do an Interactive portfolio in InDesign and an animated resume in Adobe after effects and Adobe illustrator with teacher Susie and teacher Paola. The teachers and the students helped me in this process.

Working with people from other parts of Europe was very interesting and unique because all of us have different mindsets and perspectives so seeing the different works based on the same project (create a portfolio and resume) was a great experience and help me to improve my skills, also a really good advantage of working with an international group was practice my English, I'm not used to speaking English outside of my classes, so talking with

other people help me a lot to practice, but at the same time was a challenge, for the same reason and because of the different accent, there were some language barriers, but they were easily overcome.

With the participation in the Learning Activity, I learn to work with different softwares, which was important to me because in my school course we don't work with this type of applications, which will possibly be important in the future for my professional life. Also, I could train my computer skills in general, I'm not the best at using them, so I could improve my competencies. And for me the most important was the creation of the portfolio because as I want to be a fashion designer, I will have to present portfolios with my works, so having learned to make one helped me to have a basis for the next ones I will do.

As a whole, this experience was great and I will always remember that week.



## JOÃO GOMES

ESCOLA ARTÍSTICA DE SOARES DOS REIS

Graphic Design

My name is João Gomes, and my favorite artistic activities are drawing and working with illustration/design softwares. During the Erasmus+ Learning Activity I had the opportunity to work on an interactive portfolio with Adobe InDesign and AfterEffects, with the recurring guidance of teacher Susanna and teacher Paola.

Working in an international group was a unique experience. I was able to get to know people from Austria, Italy and Poland, and even make lifetime friendships. I also reckon that working with people from different places was an extraordinary influence for my creative thinking, being able to see their projects, to hear their ideas, was fundamental to my skills development.

However, working within an international group can also be quite challenging, not only due to some language barriers, but also because no one has the same working process and routine. For me that sort of adaptation needs a longer period to be internalized.

I was able to learn how to work on InDesign with the interactive options menu, I had the chance to learn a new software, AfterEffects, and most importantly I had the chance to present my work in front of every student and teacher involved in the project and gained a positive reaction from the crowd.

As an overview, this project was truly an amazing knowledge and understanding of how it is to study abroad, and most important, advertise the self. For me, this will forever be priceless.



*This project was truly an amazing knowledge and understanding of how it is to study abroad, and most important, advertise the self.*





## GOING INTERACTIVE



















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