



# **Engineering Literacy Online - Teachers as Medium for Change**

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## **IO7 – Promotional Video Storyboard ELIC**

**Austria, Czech Republic, Germany and Italy**

**Cramars**

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## **PRESENTATION**

**ELIC** (Engineering Literacy Online - Teachers as Medium for Change)

The proposal is to create an animated video to promote the project ELIC aimed at teacher of STEM-subjects for secondary school pupils - General Secondary School and Natural Science Specialisation of Secondary School.

The animated video will consist of texts, phrases, keywords, graphics and icons in animation in order to make the text informative as well as attractive.

We will resume and reuse the style of the icons in the ELIC logo to make the product matching the graphic communication of the project.

The texts used will be in English.

We are going to explain the importance to have practical examples for teachers to create interest in pupils and the relevance of the interdisciplinary approach among engineering literacy.

The core message will enable students to be attracted by engineering subjects and will involves teachers in participating to the MOOC course.

Pictures will represent some teaching situations as well as the opportunity to match natural sciences with technical sciences and the opportunity for teachers to get advantage in their teaching activities from the Toolbox supplied by the ELIC MOOC.

## **TYPE OF SERVICE**

Content will be displayed through an animated video using letters, symbols, graphics, illustrations or drawings.

We will use the technique of the whiteboard writing as a medium to attract to and stimulate reading. This technique and style are aimed at creating a dynamic and engaging video. The movie will be delivered in different formats for viewing on the website of the SALE project and web channels.

Storyboard follows.

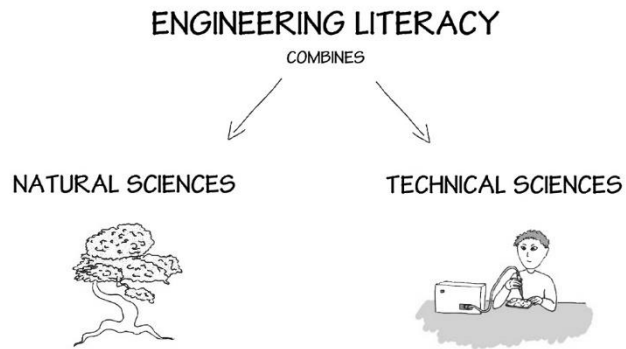


ENGINEERING LITERACY ONLINE -TEACHERS AS A MEDIUM FOR CHANGE

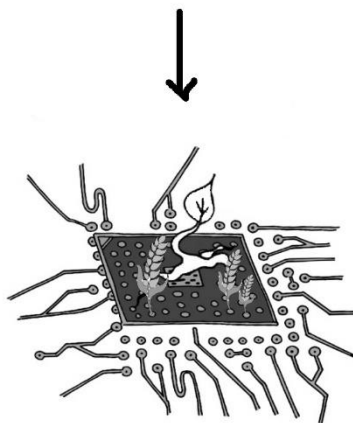
1.In the first frame Elic logo appears with the caption



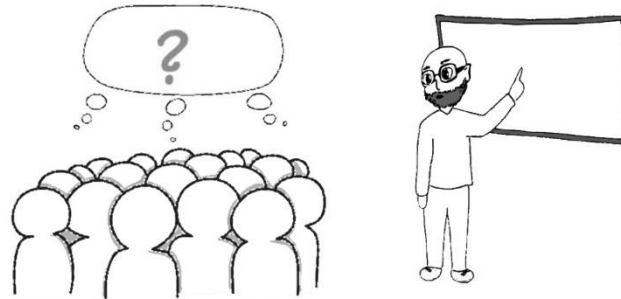
2.A bunch of illustrations describes the importance of engineering



3.A diagram with some drawings explains the combination of natural and technical sciences in engineering literacy



4.An illustration shows the combination of natural and technical sciences

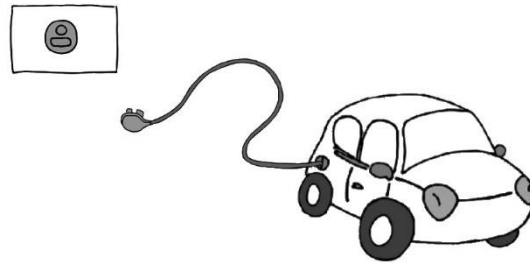


5. A teacher tries to explain technical aspects of a subject to pupils not much interested in

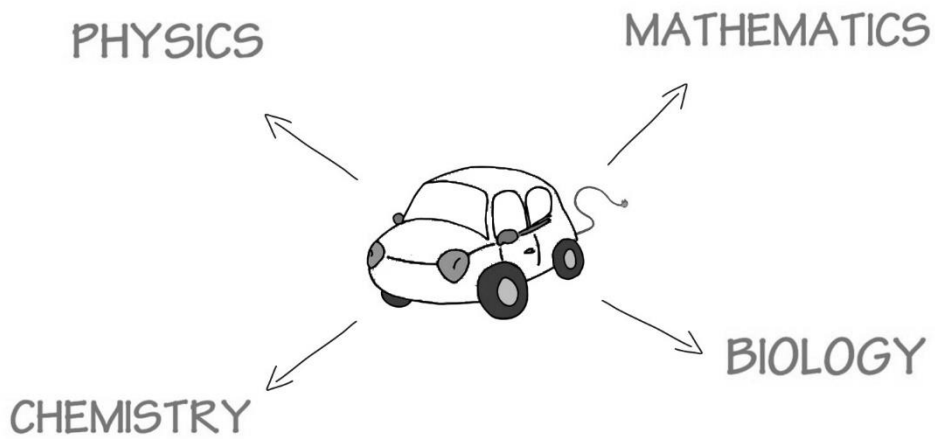


A TOOLBOX  
FULL OF  
PRACTICAL EXAMPLES

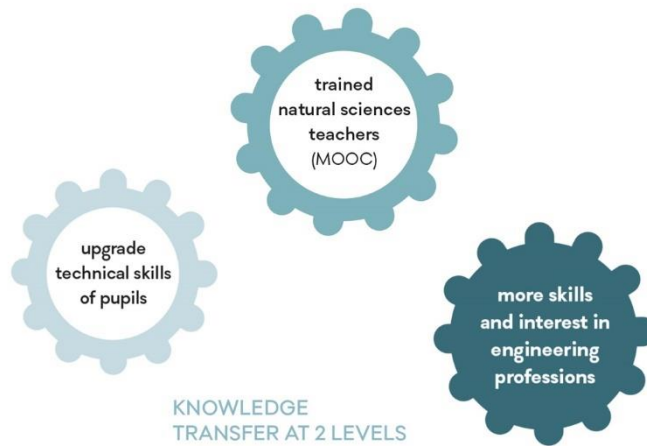
6. The teacher is equipped with a toolbox which represents Elic's teaching support



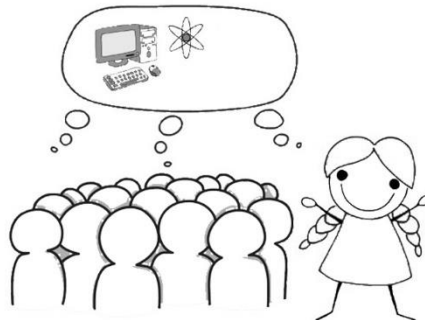
7. The drawing of an E-Car appears representing a practical example contained in the "toolbox"



8. The connectivity among natural and technical sciences is described here. A few arrows start from the car to the subjects



9. A graphic summary

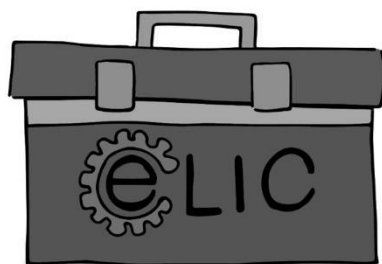


10. A drawing follows the sentence that describes the teacher as a medium for a change



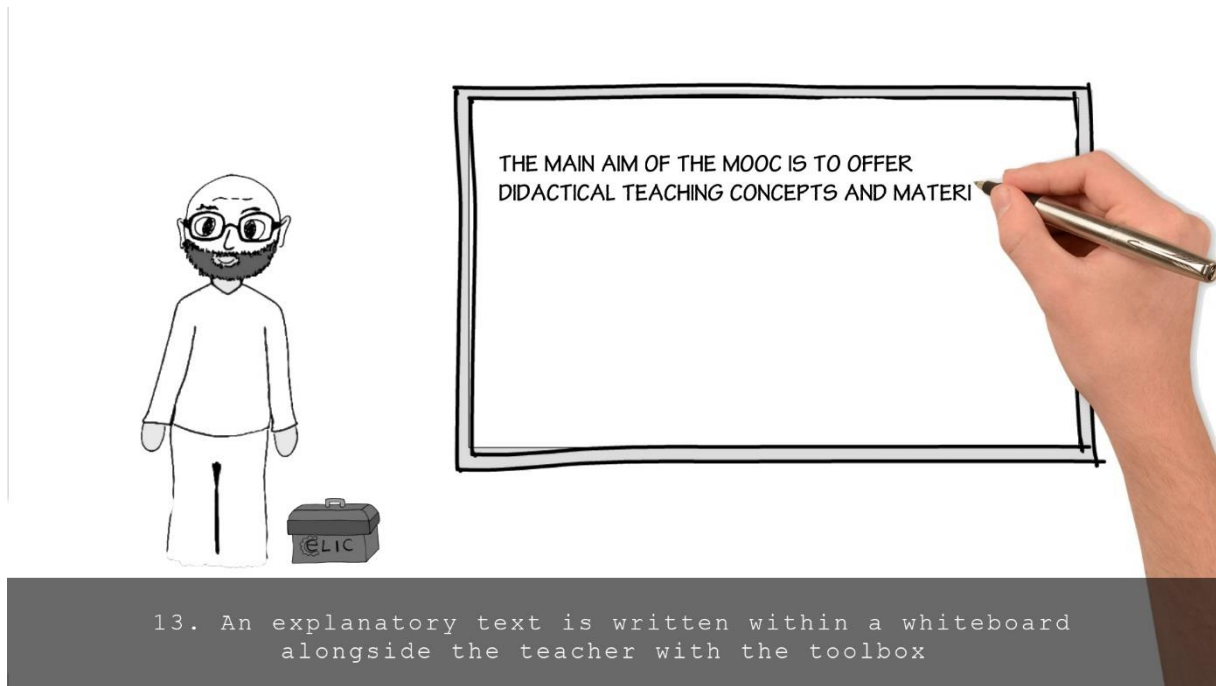
11. Another animation with some tools coming out from the toolbox

Text here



12. The toolbox appears alongside the caption





VISIT THE ELIC WEBSITE AND REGISTER FOR THE ELIC MOOC!



<http://elic.fh-joanneum.at/>



14. A frame with website and facebook link appears

## CONTACTS



15. A frame with contacts appears