

MNC *new normal channel*

Unleash your inner creativity for digital culture in a 2030 world

2020-1-ES02-KA227-YOU-016703

The NNC Experience Guide



This project has been funded with support from the European Commission. This document reflects the views only of the author, and the Commission cannot be held responsible for any use which may be made of the information contained therein.

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1. Introduction

When talking about the digital world, there is a very low percentage of young people who generate their own content. During the pandemic and the resulting lockdowns, access to the internet and the consumption of digital culture has multiplied exponentially among young people; in terms of content creation, however, there has not been the same increase. Digital culture is now, more than ever, a space that can be used for expression and participation, yet young Europeans present a fundamentally passive attitude in their relationship with it.

The digitalization of culture also increases the risk of being left behind among the less prepared and skilled younger groups: creativity and digital culture are key elements for economic and social development, and especially essential for young people's active citizenship and employability.

In this context, the NNC project seeks to respond to the need of empowering younger generations to become active digital culture agents, promoting the development of skills for creativity and the generation of content and digital culture among them.

1.1 The NNC project

NNC-New Normal Channel is an Erasmus+ project that has been designed to contribute to the development of the capacities of young people in the field of digital culture and creativity. The project has been carried out thanks to the collaboration of various European organizations with complementary knowledge and expertise in the field of digital culture, creativity, and youth work, to achieve European-wide reach and impact through the large networks of project partners and address common European goals, as those stated by the Youth Goals 2019-2027.

The organisations participating in the project, under the coordination of the Foral Youth Institute, are the following:

- Foral Youth Institute (IFJ) – Spain
- Diktyo Ellinikon Poleon Gia Tin Anaptyxi (DEPAN) – Greece
- Sdruzhenie Walk Together (Association WalkTogether) - Bulgaria
- Citizen Centre Bennohaus, Arbeitskreis Ostviertel Association (AKO) – Germany
- MEDIA CREATIVA 2020, S.L (MC) – Spain
- Vienna Association of Education Volunteers (VAEV) – Austria



The NNC project focuses on promoting the development of skills and competencies for creativity and culture among young people; for that, the partners of the project have developed an innovative educational experience that, through a challenge-based simulation game, offers an interactive, motivating, and empowering environment.

Through the NNC Experience, the main output of the project, young people will be able to travel to the year 2030 as collaborators for an online media, the New Normal Channel. While working directly for the director of the channel, they will have to prove their worth and showcase their skills and competences by completing a series of challenges and tasks, all related to the digital world and culture.

1.2 Target group

The main target group of the NNC project are young people, especially young people in risk of digital exclusion. In this context, young people are defined to be between 15 and 29 years old.

The project also considers youth workers and other agents directly addressing social and labour inclusion, as well as the education of young people. We hope these workers and agents will find in the NNC Experience a useful resource that could be easily transferable to their initiatives and educational programs.

1.3 What is this guide for?

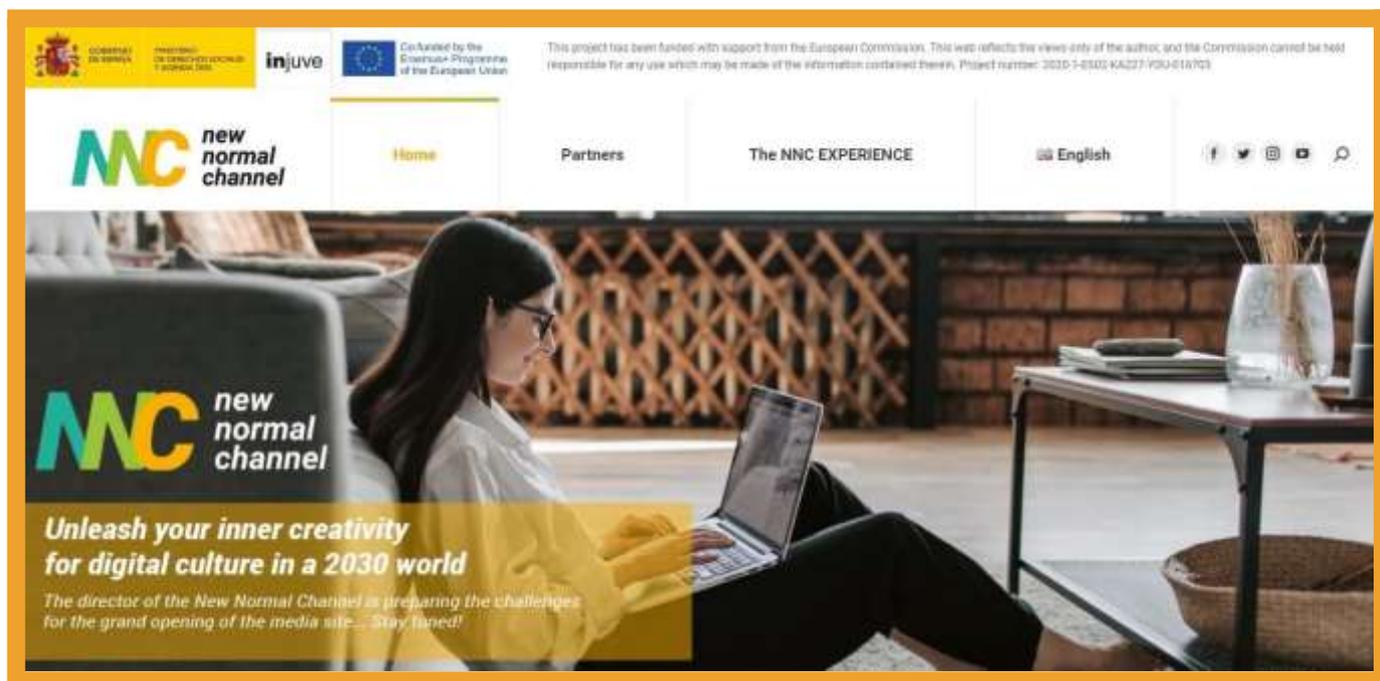
This document, The NNC Experience Guide, is intended to be a manual for the use of the platform, as well as a pedagogical guide for youth workers and organizations that work with young people.

In the following pages, you will find a description of the characteristics of the NNC Experience, the pedagogical approach applied, the learning objectives, the specific competencies and skills addressed, the thematic areas and topics proposed and their link to the competences, as well as the possible applications in non-formal and formal learning environments, and in face-to-face or blended educational actions.

2. The NNC Experience

The NNC Experience is an innovative educational experience based on the pedagogical approach of experiential learning, that offers young people and youth workers an interactive environment for learning and developing creativity skills and competences, as well as digital competences that will help them play a more active role as digital culture agents.

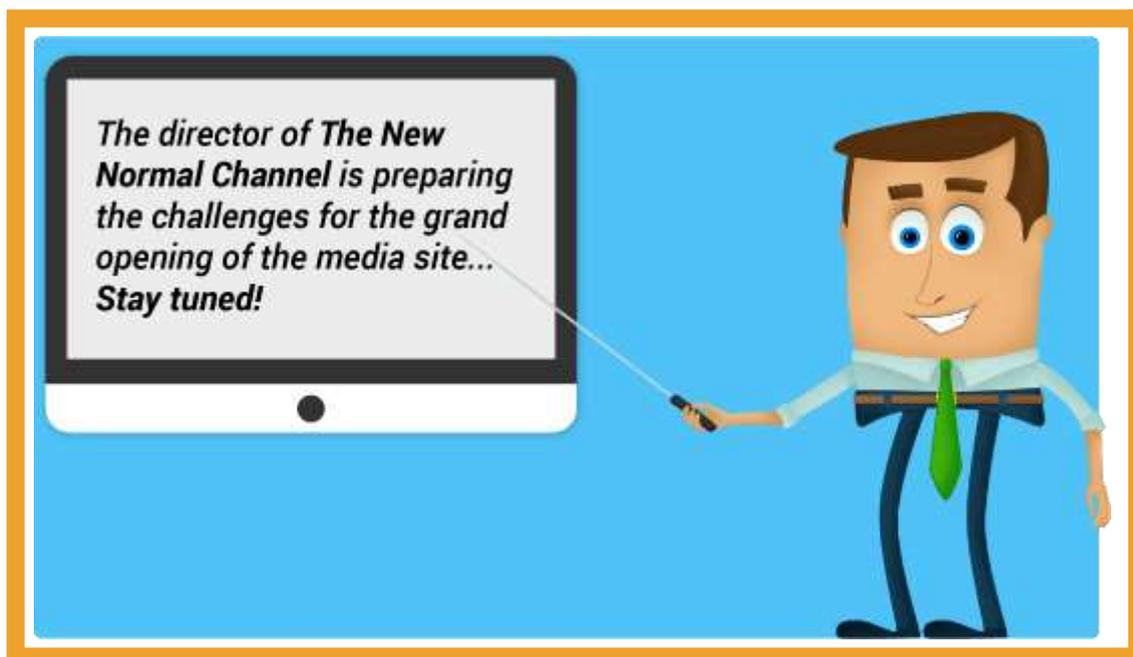
The NNC Experience intends to contribute to overcome the technological gap that some young people are facing in terms of having problems to access digital resources, and, specially, the skills and competences gap referring to the ability to understand and create in the digital world.



In the NNC Experience is a simulation where participants travel to the year 2030 and work as reporters for the New Normal Channel, a news channel where you can find out about the latest developments in science, entertainment, culture and news from the year 2030.

Participants will have to complete the tasks assigned by their employer, the head of content of the NNC Channel, and delve into relevant topics to prepare content for the channel they now work for.

Through the simulation's online platform, the director of the NNC launches calls for collaborators that, in the form of challenges, allows aspirants to become part of this media reporters' team. By completing the proposed challenges, aspirants will work on their skills and competences related to the digital world and culture.



2.1 Pedagogical approach

The NNC Experience is based on the pedagogical approach of **experiential learning**, which is carried out through a **simulation**.

Experiential learning involves learning from experience: learning by doing. According to Kolb (2014), this type of learning can be defined as "*the process whereby knowledge is created through the transformation of experience. Knowledge results from the combinations of grasping and transforming the experience.*"

This theory takes a more holistic approach and emphasizes how experiences, including cognition, environmental factors, and emotions, influence the learning process.

Experiential learning has many benefits for students because it gives them the opportunity to immediately apply knowledge to real-world experiences, which helps retain the information better. This will give them real world practice and help them prepare for the real world and their future.

Through the NNC experience, we offer young people the opportunity to have hands-on experience in the creation of digital content, as well as giving them the chance to experience what to work for a media company would be like.

Simulations are instructional scenarios where the learners are placed in a "world" defined by the creator of the simulation and represent a reality with which students interact with. The parameters of this "world" are created and used to achieve the desired learning results; this way, students experience the reality of the scenario and gather meaning from it.

A simulation is a form of experiential learning, which fits well with the principles of Student-Centred and constructivist learning and teaching. Students often find them more engaging than other activities, as they experience it first-hand, instead of just hearing about it or seeing it.

The NNC Experience recreates an online means of communication in the future (the year 2030) in which young people can imagine a utopian or dystopian society, depending on the level of impact that the Covid-19 pandemic or many other factors may have caused.

Simulations take several forms, and may contain elements of games or role-playing, as it is the case in the NNC Experience.

In the NNC Experience, participants play the role of reporters working for the NNC channel and must complete the tasks (challenges) given to them by their employer (the director of NNC).

2.2 Learning objectives

Through their participation in the experience, young people will be able to:

- L.O 1. Develop their creative thinking competency.
- L.O 2. Develop their digital content creation skills.
- L.O 3. Acquire knowledge on digital culture.
- L.O 4. Develop their critical thinking skills.
- L.O 5. Acquire knowledge on misinformation and fake news.
- L.O 6. Improve their adaptability and flexibility skills.
- L.O 7. Acquire technical knowledge related to digital culture.
- L.O 8. Develop their entrepreneurial and intrapreneurship competences.

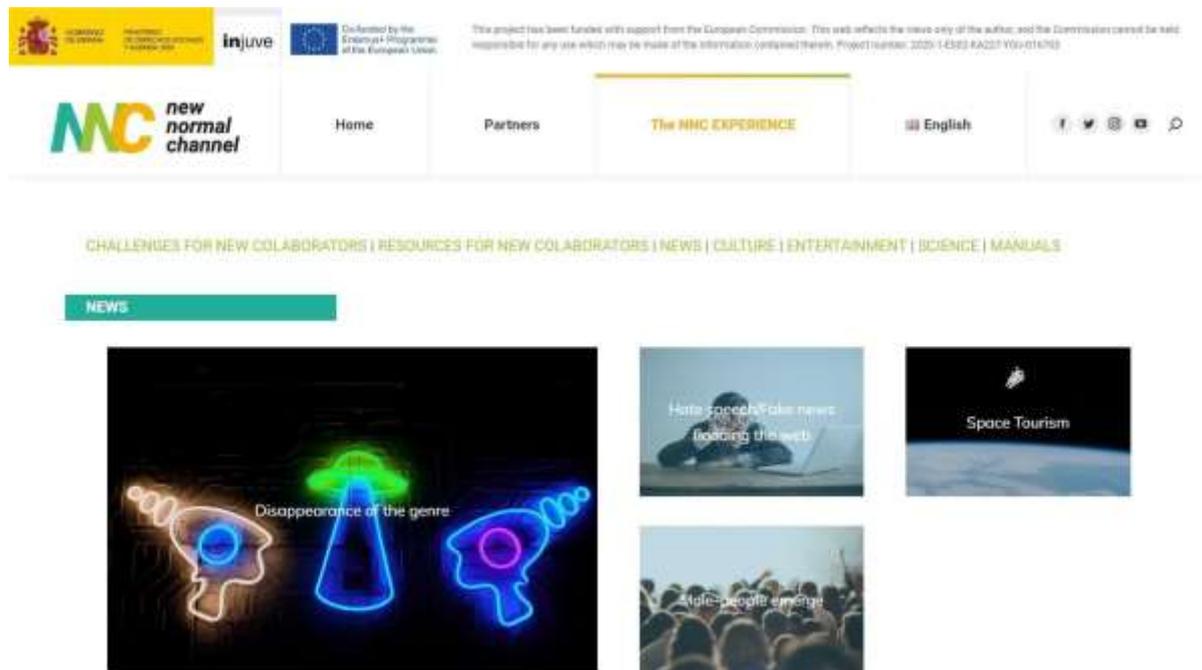
2.3 Elements of the experience

The NNC Experience is made up of all the necessary elements to bring the simulation to life and to provide participants with the needed material to develop their digital creation competences and skills: the platform, the challenges, and the resources for new collaborators (training pills).

You will find a detailed explanation of each of them described below.

The platform

The online platform of the NNC Experience is the launching point for the challenges, as well as the channel for the publication of results/contributions from the participants and includes all the supporting resources for the experience.



The Platform and all the content is available in the five languages of the partnership: English, Spanish, Bulgarian, German and Greek. The language can be changed using the language tab at the top right.



In addition, the platform has the following sections, which can be accessed by clicking on them:

- **Challenges for new collaborators:** in this section, you will find the challenges for participants, grouped according to their topic (News, Culture, Entertainment and Science).
- **Resources for new collaborators:** in this section, you will find the educational resources (training pills) for participants will be published in this section.
- **News, Culture, Entertainment and Science:** the contributions made by participants are published in these sections, depending on the topic covered in them.
- **Manuals:** the user guide for the participants, made in video format, and the NNC Experience guide are available in this section. These guides will help you get the most out of the NNC Experience

The Challenges

The challenges are tasks assigned by the director of the New Normal Channel, as part of the simulation we want to provide with The New Normal Channel Experience. These challenges, provided by the figure of the “employer”, guide young people to delve into relevant topics and learn about them with more ease and motivation.

The challenges cover 4 different areas, which can be commonly found on real news pages, as part of the simulation: News, Culture, Entertainment and Science.

CULTURE



ENTERTAINMENT



All challenges follow the same structure: they are addressed directly to the participants as if we were the director of New Normal Channel, which will help to make the experience feel more real and help the immersion of young people and are written from the point of view of a person giving instructions to an employee. This is an important part of the experiential pedagogical approach in the NNC Experience, as it allows young people to experience what it is like to work for someone in a company and will help them develop their entrepreneurial and intrapreneurship competences.

CULTURE

Fashion: What do people wear in the future?

Everybody loves clothes and fashion, don't you think? Fashion magazines and websites have amazing viewing numbers that I also want for our Channel! This time, we are going to take advantage the latest trends to boost our audience. The NNC channel is going to launch a small campaign to attract cool people, so we are in the need of a good promotional video.

Show our audience how people look in the year 2030 and give them ideas on how to dress nicely. Has fashion changed in the last 10 years? How? I sure have changed the content of my wardrobe a lot of times! The director of a news network should always be well-dressed.

The videos can be edited or not, include musical creations, graphic animation, text... whatever you can think of. You have creative freedom in terms of the format of the video, as long as the minimum requirements are met:



In the challenges, the director asks reporters to create material for the NNC Channel in 4 different **formats**: Text, video, image, and audio.

In addition to the variety of areas and formats for the responses, the challenges also delve in relevant issues that could occur in 2030, related to relevant topics dealing with: discrimination, hate speech on media, global warming, inclusion... among others. By presenting such topics in the challenges, we give young people the opportunity to reflect on them in a fun and motivating way, which will also help them to retain the new knowledge.

Resources for new collaborators: Training pills

You will find the training pill in the “Resources for new collaborators” section of the NNC Experience.

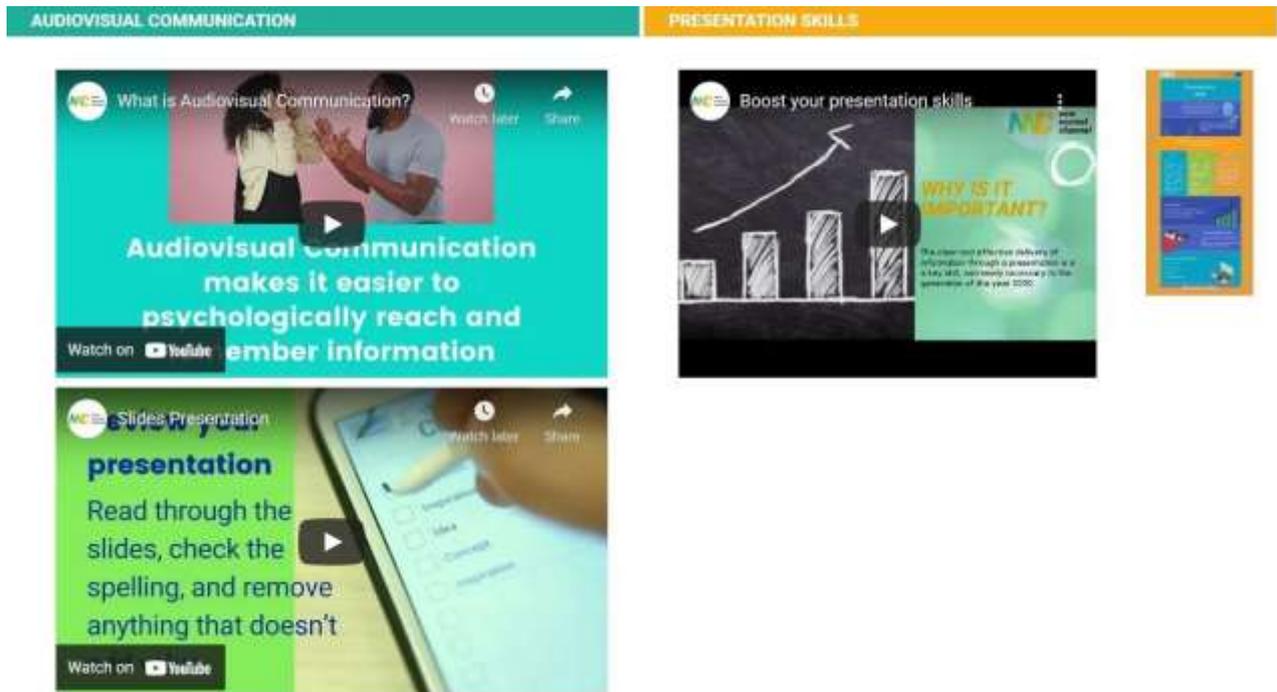
The training pills are a series of educational resources, in video and infographic format, that will help young people develop some of the necessary skills to solve the challenges, related to digital content creation.

The training pills will focus on the following topics:

- Presentation skills
- Key concept of video recording
- Screenwriting
- Bases of audiovisuals for communication
- Writing articles
- Image editing

CREATE AN EYE-CATCHING IMAGE





The pedagogical approach for the training pills will be **Microlearning**, also known as bite size learning. Microlearning refers to a learning strategy designed using a series of short learning content and short activities (typically around 30 seconds to a few minutes in length) that makes a mini course, designed to suit the limits of the human brain with respect to its attention span and to avoid cognitive overload.

Microlearning breaks material down into short, easily digestible components that tackle a single learning objective.

Each micro-sized training unit stands on its own and answer a question or solve a problem. While microlearning can take a variety of other forms (text, games, podcasts, PowerPoints, etc.), research suggests that short microlearning videos are the most effective and engaging medium. Most microlearning is in video format, as is the case of the training pills in the NNC Experience.

Microlearning is especially important because it manages to vehicle information and content by using short learning activities in the form of mini-courses. In this way, the NNC Experience will be able to reach and involve young people in a more inclusive way as well as avoid cognitive overload and attention span.

3. Competencies and skills addressed

3.1 General description

The experience provided by NNC wants to address and respond to the digitalisation of culture amongst young people, who are increasingly exposed to information on an online basis, as a result of the ongoing COVID-19 pandemic.

The New Normal Channel project aims at empowering youth in being active promoters of authentic information, thanks to the support of creativity and digital tools.

For this reason, young people will acquire the following set of competencies and skills:

- Development of creative and critical thinking towards news and society.
- Enhancement of digital skills, through the use of specific tools, e.g. videos, images, digital presentations, audiovisual materials, etc.
- Development of entrepreneurial and intrapreneurial skills.
- Improvement of adaptability and flexibility competencies.

The above-mentioned competencies and skills are addressed and supported by an ad-hoc pedagogical approach and a working methodology that have been carefully developed thanks to the expertise of the project consortium's professionals. Moreover, the use of experiential learning and simulation will allow the young participants to have hands-on experience in the creation of digital content, thus being the real protagonist of the delivered products.

Thanks to the proposed thematic areas, young people will be called to share their opinions on the relevant topics, thus empowering them to become more actively engaged in the nowadays-societal challenges.

3.2 Thematic areas and topics linked to competences

The NNC experience is developed within a fictional scenario: young participants travel to the year 2030 and work as reporters for the New Normal Channel, a platform where they can find out about the latest developments in science, entertainment, culture and latest news from the year 2030.

Their collaboration will take the form of challenges, covering the following main thematic areas, as explained above: news, culture, entertainment and science.

The choice of these areas comes from the need to enhance young people's engagement and interest in information as well as to support them in developing a more critical way to approach society and its challenges.

For this reason, the topics taken into account for the development of the challenges are related to very current issues such as discrimination, social inclusion, hate speech in media, digital gap, global warming, among others.

Young people will explore their creativity and improve their digital competencies thanks to the realisation of videos, audio, images, and texts while investigating and diving into the above-mentioned topics. NNC will provide them with innovative tools and methodology based on microlearning, by supporting a more motivating and fun way of learning and approaching important societal issues.

4. Possible applications in non-formal and formal learning environments

Today, learners have instant access to information through technology and the web, manage their own knowledge acquisition through informal learning, and are no longer consumers of content but producers and publishers. As a result, traditional teaching and learning methods are increasingly ineffective in engaging learners and motivating them to achieve.

Today's students are presented with content-focused, standards-compliant assignments that lack real-world context and opportunities for active engagement. Because these tasks often fail to engage students, they can lead to uninspired work and a gradual disengagement process.

In this context, in regard to the (pro)active involvement and engagement of young people in democratic processes, microlearning and the challenge-based methodology emerge as a suitable solution in combining non-formal and formal learning activities.

Challenge-based learning reflects the 21st century workplace: students use technology to address real-world issues in the context of their school, family, or local community. Teachers and youth workers, to work with young people, have to take multidisciplinary content, connect it to what is happening in today's world, and translate it into an experience where students make a difference in their community. Achieving this goal requires giving students support and the right tools to do their work successfully, while allowing them enough freedom to be self-directed, creative and inspired, and challenge-based learning can help them to this.

Microlearning also plays a major role in facilitating this process to potential learners by breaking down new concepts into small fragments or pills of content. These small learning units are delivered to learners progressively and in a way that is appropriate to them.

Thanks to their adaptability and versatility, microlearning pills can be used both in non-formal and formal learning environments, representing a concrete solution to the learners' attention span. The digital format also allows accessibility from anywhere and at any time, thus creating further learning opportunities even during the COVID-19 pandemic.

Applying microlearning in classrooms can be highly beneficial for students and teachers. For example, the use of infographics offers bits of information in a more appealing way, due to the wide use of pictures, charts, colors, and texts.

Microlearning can be also used in informal and non-formal learning environments to better convey and address societal challenges and spread democratic values amongst young people and volunteers. It also represents a valuable support for all youth workers who had to adapt their activities in an online format due to the pandemic: in this sense, microlearning, especially in the form of videos, can help engage youth in e-volunteering activities.