

Examples of creative digital innovation in orientation and counselling for education and work: Digital course in the company internship

Title: Business Cards Make the Man – Preparing for Different Requirements in Occupational Fields

Method: Virtual, face-to-face, hybrid

Phase in the career orientation process:

What do I want? What motivates me?

Who am I? What can I do?

What kind of work/training is right for me? Where can I do this?

Duration: 15-30 minutes

Target group: Young people from grade 8 onwards

Number of participants: from 1 person to class size, depending on the context of use

Scenario: This scenario can be used in WAT lessons as well as in all other contexts of vocational preparation. The aim here is for the students to gain an insight into which professional field goes hand in hand with which (visual) expectations. The unit should be prepared thematically, for example by collecting different expectations of occupational fields in advance.

Learning situation for this scenario:

- 1. Classic setting: at school
- 2. Setting in a course or a measure outside a school (e.g. sponsor / NGO)
- 3. Setting in a company
- 4. Individual, shorter and longer counselling phases by educational and career counsellors (also in small groups)
- 5. Transnational "European" learning environments

Tool used: Canva

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For example:

The students deal with the different (visual) expectations associated with professions and occupational fields. To this end, they create business cards for different jobs in working groups or individually using existing canvas templates or independently. Here, the focus of a creative job is different from a job at a real estate agency. The aim is to recognise which qualities but also which presentation are relevant in different professions.

A possible example might look like this:



Expected results:

The students develop an idea of different requirements for professional fields. They can then match these with their skills and expectations for their future workplace.

Concluding remarks:

Some templates on Canva require Pro access, so the selection of existing templates is limited.