Title: Preparing internships digitally using the example of "Girls' Day"

Method: Virtual, face-to-face, hybrid

Phase in the career orientation process:

- − What do I want? What motivates me?
- − Who am I? What am I good at?
- − What kind of training/work is right for me? Where can I do this?

Duration: The preparation for the Girls' Day in the company depends on the knowledge and speed of the individual students, but should not take longer than about 10-15 minutes in advance at home to arouse interest in the company and the professions. For preparation directly in the company: max. 10 minutes

Target group: Female students in the 7th or 8th grade (13-14 years)

Number of participants: in an individual setting at home or in the whole group in the company, depending on the number of students registered for the Girls' Day; the possible number of participants for the Girls' Day is limited and depends on the size of the company.

Scenario:
Girls' Day takes place every year on the 4th Thursday in April and offers companies a good opportunity to get girls interested in technical, craft or scientific professions. Since there is often little time in schools to prepare for Girls' Day, companies want to prepare the female students themselves for the Girls' Day at their company or support the female students on Girls' Day in the company in the best possible way to discover their skills and strengths and to arouse their interest in the professions offered and the company.

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(s) used:

**Part 1: Canva, Part 2: Learning Snacks, Part 3: Flipbook, Part 4: Jigsaw Explorer**

Part 1: Canva

Example:

With the help of the free version of the online graphic design tool Canva, the graphic template for a flipbook to prepare students for Girls' Day can be prepared in an appealing and simple way by the company itself. The graphic template is saved as a PDF and then uploaded as a flipbook. In this way, the most important information about the company and the apprenticeships offered can be presented in an appealing flipbook and supplemented with a video or linked quiz. The graphic template can be added to or updated in Canva at any time later and re-uploaded as a flipbook.

Step 1: Create the Flipbook Graphic Template

On https://www.canva.com/ Create a blank design (tip: Presentation 16:9 format) or use a template.
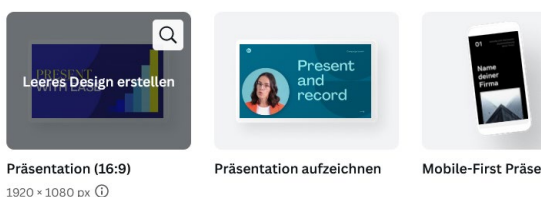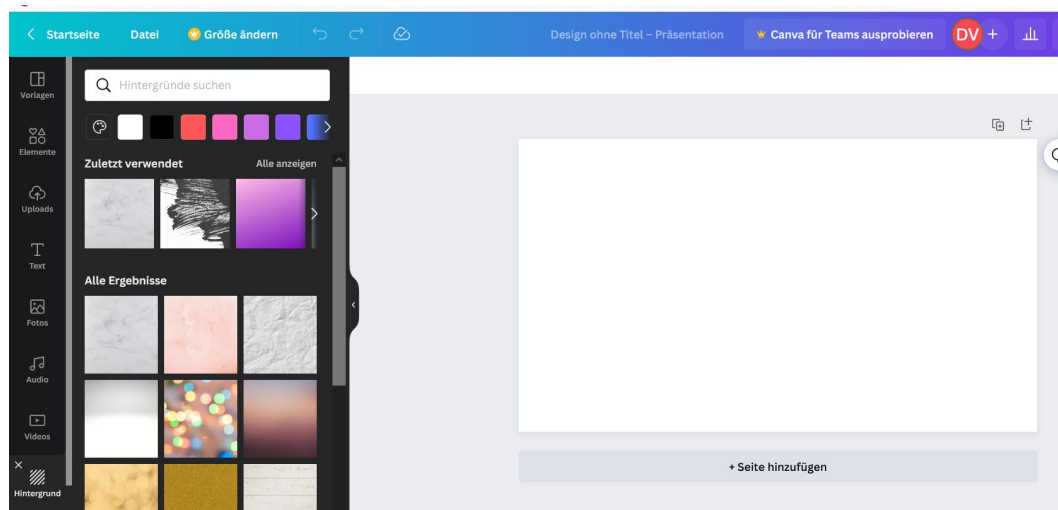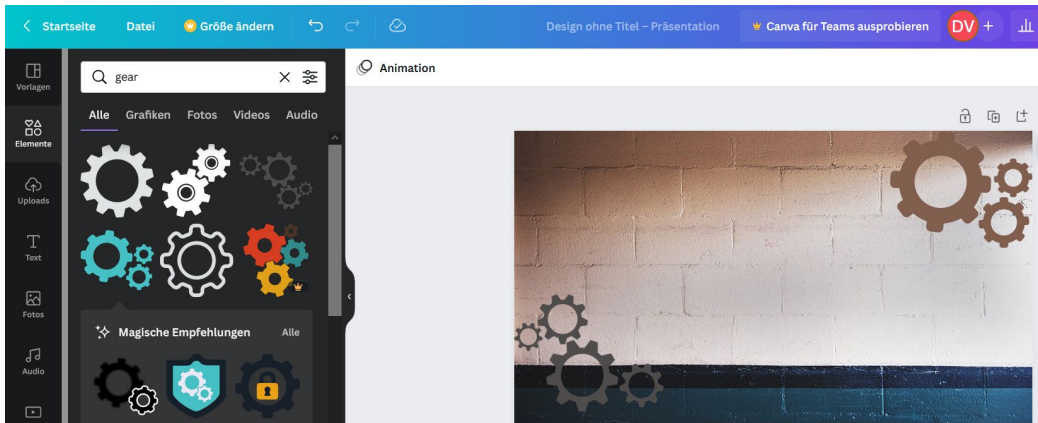

Example: creating a blank design
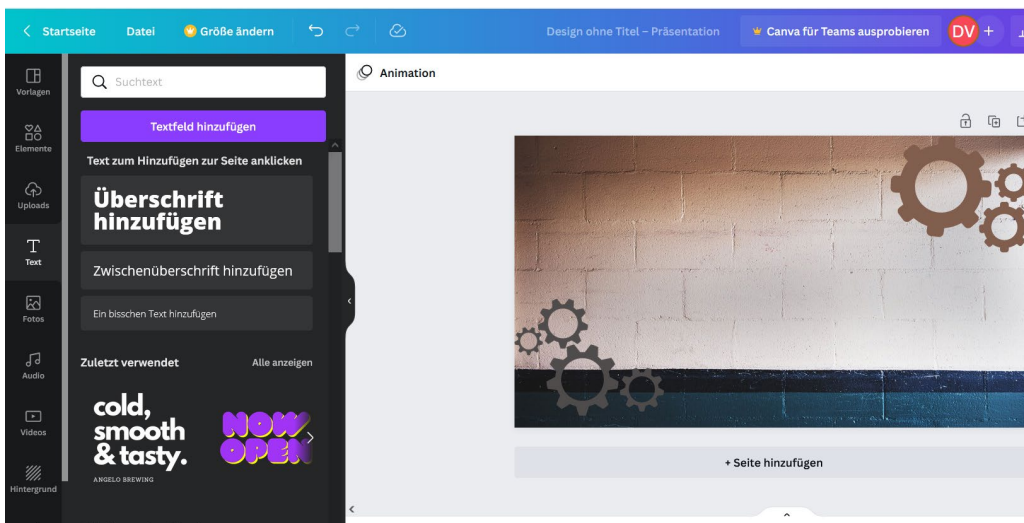
Select background;

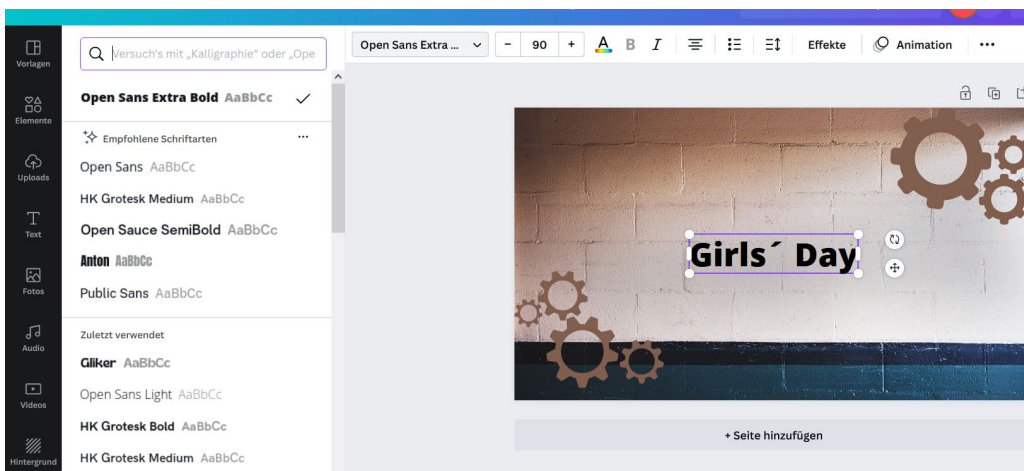select and insert elements;

Examples of creative digital innovation in orientation and counselling for education and work
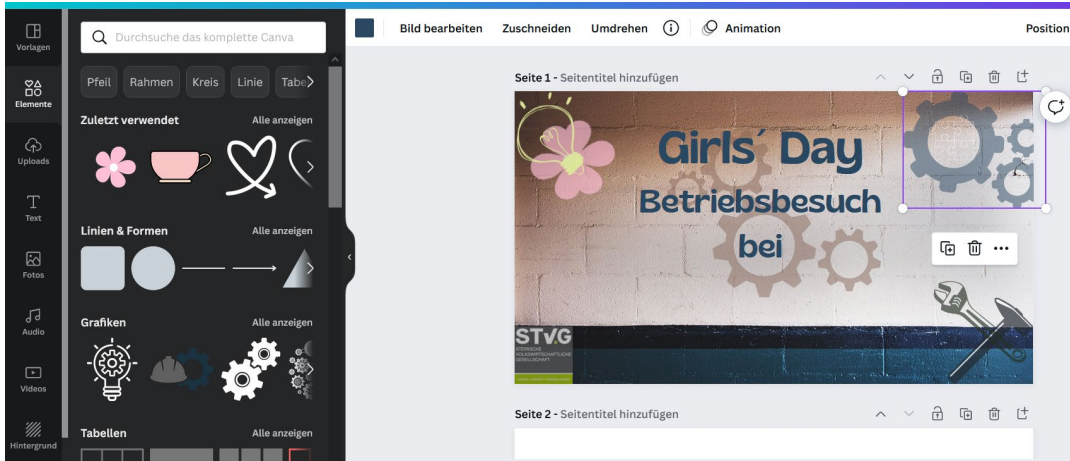

Adjust colors and choose heading;

Insert text, choose font and set font size, adjust colors;


For uploads, e.g. upload and insert logo;

adjust the transparency of the elements;

Examples of creative digital innovation in orientation and counselling for education and work
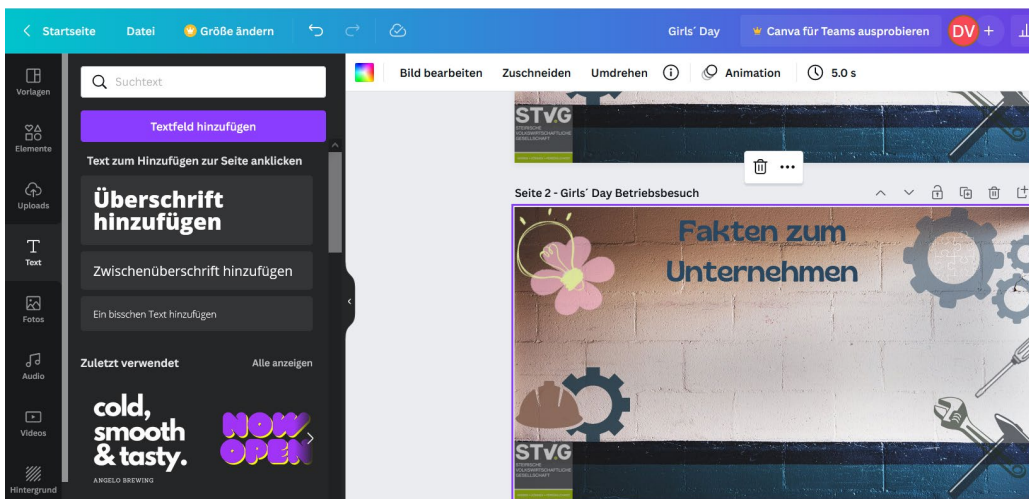

Create the design of the cover page, add desired pages, tip: design max. 3-4 pages for the flipbook;

- Idea for the design of the flipbook: page 1 cover page, page 2 facts about the company (short), page 3 link to the quiz (Learning Snack), page 4 (links and contact details);
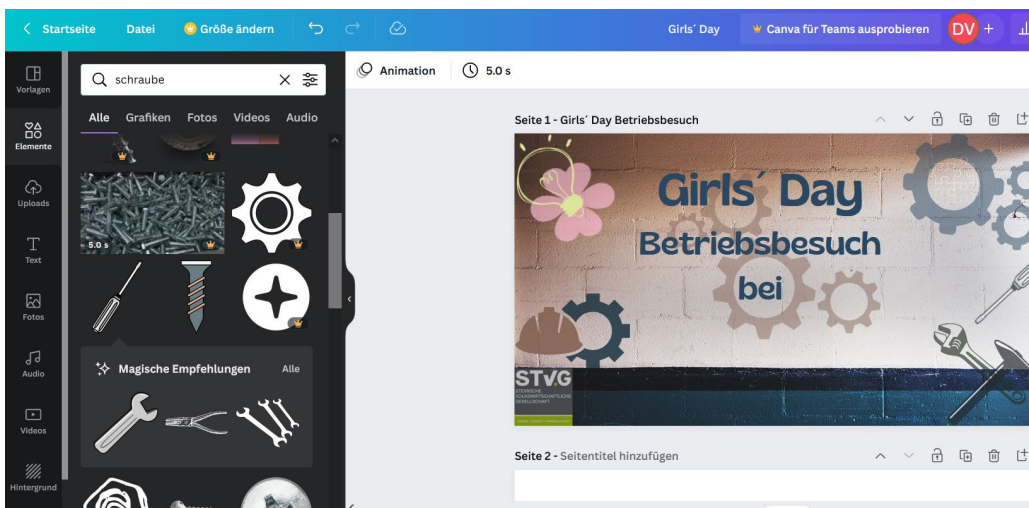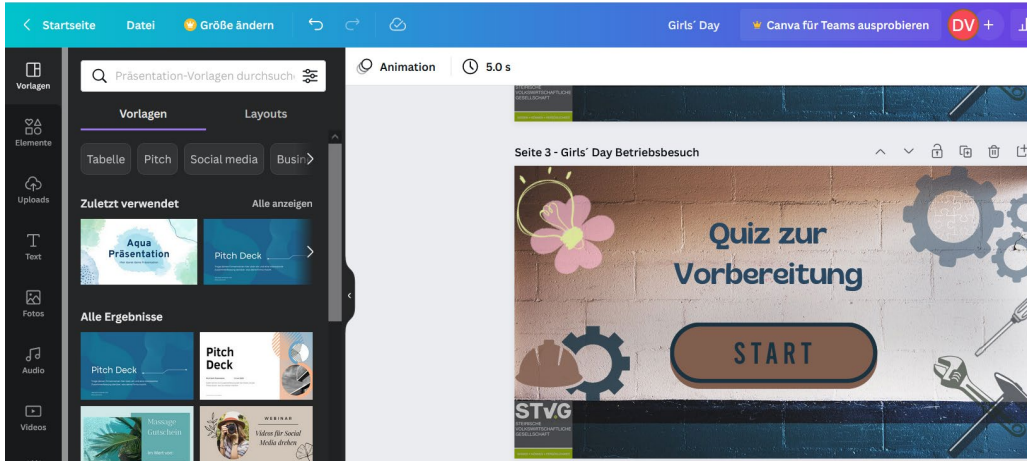

Page 2: Facts about the company, ev. Insert image;

Page 3: Linking to the quiz (Learning Snack) in preparation for the Girls' Day in the company;

SIMPLY DIGI

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Page 4: e.g. link to the company's homepage and contact details;