

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

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 3: Flipbook

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Example:

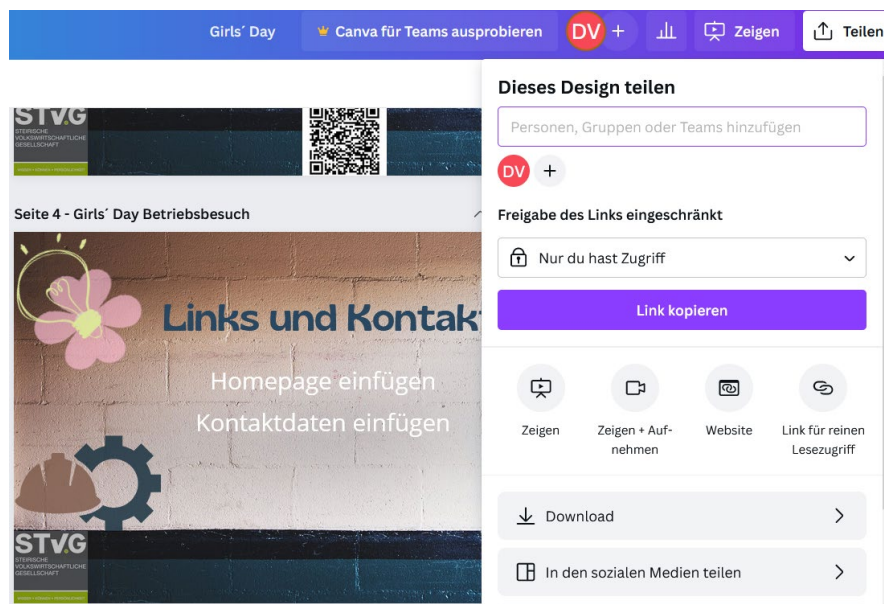
With the help of the free version of the online graphic design tool Canva, the graphic template for a flipbook to prepare students for Girls' Day can be prepared in an appealing and simple way by the company itself. The graphic template is saved as a PDF and then uploaded as a flipbook. In this way, 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 3: Upload as a flipbook

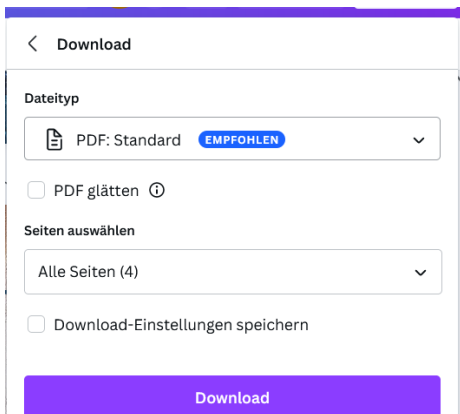
The graphic template saved as a PDF, which was created in Canva, is now uploaded as a flipbook to FlipbookPDF.net: www.flipbookpdf.net and linked manually. It is recommended to use the paid but inexpensive Pro version, as the flipbook is displayed without advertising and a logo or background can be uploaded or the flipbooks can be managed in the account. Cost: \$ 49.90 /1 year

The background can be selected individually. The PDF button could be removed, as the flipbook is to be viewed and played online. You will receive a link/QR code to the finished flipbook, which you could send to the students themselves or to the career guidance counsellors or the schools for forwarding. The teachers send/pass on the link/QR code to the students registered for the company. The flipbook can also be made available directly on the homepage or shared on social media.

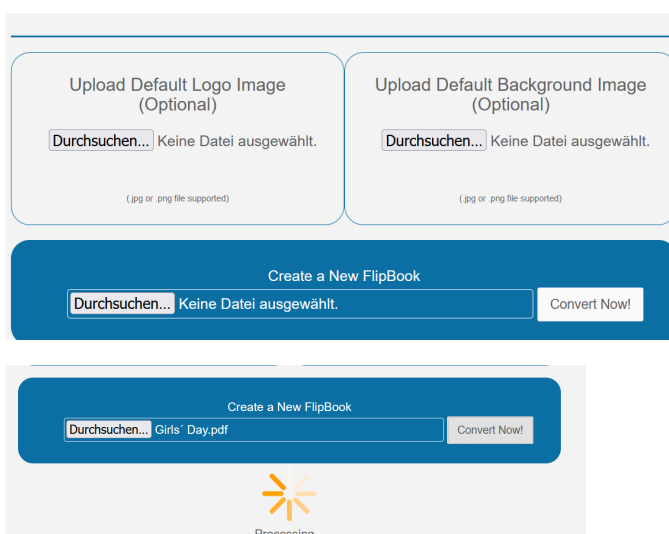
1: Download the graphic template for the flipbook as a PDF in Canva



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Upload a new flipbook: At the bottom of your account, you will find the "Browse" field. Select the saved PDF file here and click on "Convert Now"!

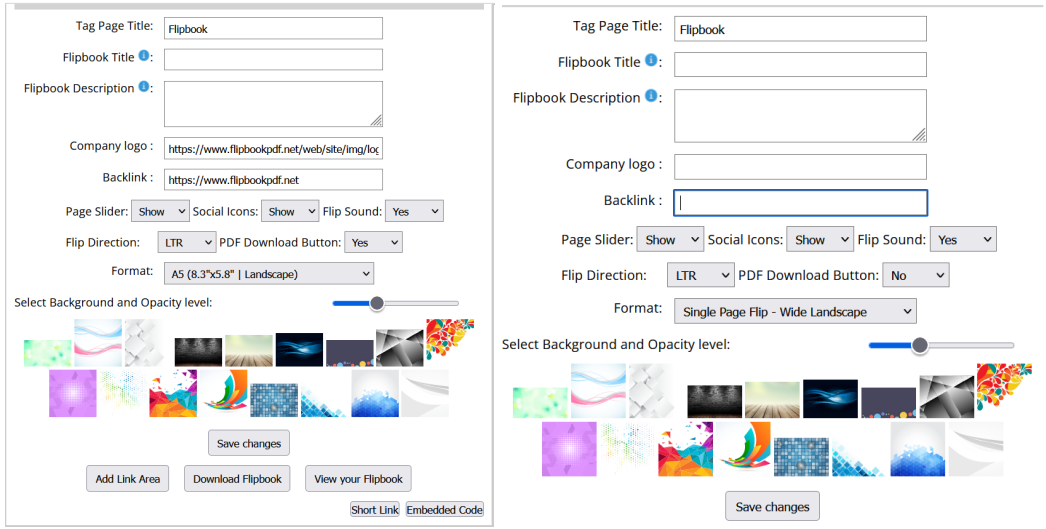


Once the flipbook has been created, it can be found under "My Online Flipbooks" and can be edited and linked via the admin link.

| Thumbnail | Flipbook Title | Web Link | Admin Link | Creation Date | Views | Delete | Update |
|---|----------------|----------------------|----------------------|---------------------|-------|--------|--------|
|  | Flipbook | Link | Link | 2022-09-07 03:40:09 | 0 | Delete | Update |

Tips: In the "Member Area" the company logo of www.flipbook.pdf.net and remove the backlink, PDF Download Button: No; Format: E.g. Single Page Flip – Select Wide Landscape, set Background and Opacity level and click Save changes

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The next step in the "Add Link Area" is to manually insert the hyperlinks. Select the desired field and enter the link to the Learning Snack at the bottom of the "Action" field under "open external website" and click SAVE. Insert other desired links (e.g. homepage).



| Coordinates | Dimensions |
|---|--|
| X ₁ : <input type="text" value="313"/> | Width: <input type="text" value="414"/> |
| Y ₁ : <input type="text" value="310"/> | Height: <input type="text" value="138"/> |
| Name of the area | |
| <input type="text" value="Area 1"/> | |
| Action | |
| <input type="text" value="SELECT"/> | |



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| Coordinates | | Dimensions | |
|------------------|----------------------------------|------------|----------------------------------|
| X ₁ : | <input type="text" value="313"/> | Width: | <input type="text" value="414"/> |
| Y ₁ : | <input type="text" value="310"/> | Height: | <input type="text" value="138"/> |

Name of the area

Action

Website URL (http://...)

SAVE

Optionally, mark a field on the bottom left and right of the last page and link to the first page of the flipbook to quickly get back to the beginning when turning the page. (Go to a page of this flipbook: Go to page 1), SAVE



| Coordinates | | Dimensions | |
|------------------|----------------------------------|------------|----------------------------------|
| X ₁ : | <input type="text" value="3"/> | Width: | <input type="text" value="114"/> |
| Y ₁ : | <input type="text" value="470"/> | Height: | <input type="text" value="116"/> |

Name of the area

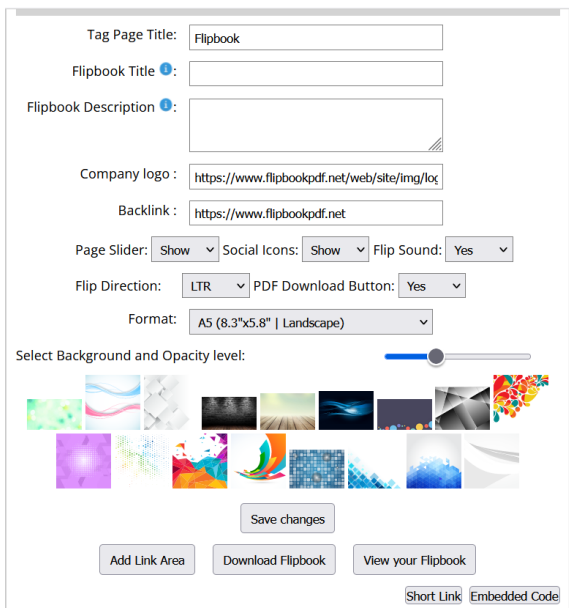
Action

Go To Page (ex. 2,5,10..)

SAVE

Share flipbook: copy the web link or at the bottom of the member area: via the "Short link" field you will get to TINYURL, where you will receive the TinyURL or the QR code for the flipbook.

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Tag Page Title: Flipbook

Flipbook Title:

Flipbook Description:

Company logo:

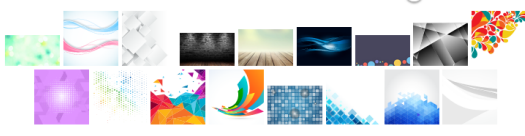
Backlink:

Page Slider: Show Social Icons: Show Flip Sound: Yes

Flip Direction: LTR PDF Download Button: Yes

Format: A5 (8.3"x5.8" | Landscape)

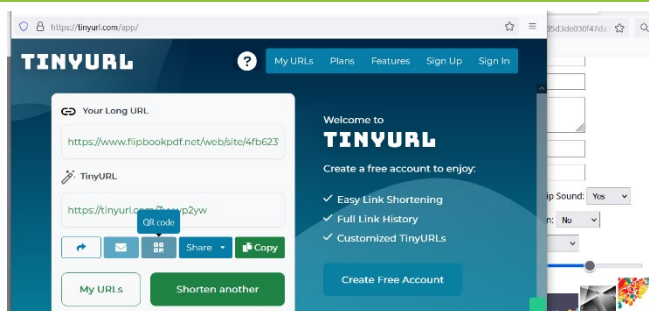
Select Background and Opacity level:



Save changes

Add Link Area Download Flipbook View your Flipbook

Short Link Embedded Code

**Concluding remarks:**

Since interactive and multimedia elements can be used in the combination of the various tools, experience has shown that it is easier for young people to remember the content taught. Above all, the messenger style of Learning Snacks is well suited to convey short information in an interesting way.