A NEW CURRICULUM FOR THE FUTURE



In an era marked by rapid digitalisation and pressing environmental concerns, the CreativeinGreen project emerges as a transformative initiative aimed at reshaping the European Audio-Visual and Multimedia (AVM) sector. Supported by the Erasmus+ Programme (KA220-HED), CreativeinGreen is dedicated to fostering innovation, sustainability, and digital competence through a pioneering educational approach.

At the core of the CreativeinGreen project lies the creation of an innovative curriculum titled "e-User Experience Designer." This groundbreaking course bridges hard skills traditionally found in creative design and IT, with essential transversal and entrepreneurial skills. Delivered through a combination of Massive Open Online Courses (MOOCs) and Extended Reality (XR) technologies—including Augmented Reality (AR), Virtual Reality (VR), and Mixed Reality (MR)—this new curriculum promises to equip students with advanced competencies directly relevant to current and future industry demands.

PROMOTING GREEN AND DIGITAL TRANSITION

CreativeinGreen addresses two important transformations within the AVM sector:

1. Digital Transformation: Developing advanced digital skills and integrating innovative digital tools within educational settings to ensure students can navigate and lead within a rapidly digitalising industry.
2. Environmental Sustainability: Raising awareness and embedding environmental responsibility within AVM practices, ensuring future industry professionals not only adapt but actively contribute to greener business models.

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PROJECT 2024-1-PT01-KA220-HED-000247462 SUPPORTING THE GREEN AND DIGITAL TRANSITION OF THE EUROPEAN AUDIO-VISUAL AND MULTIMEDIA (AVM) SECTOR THROUGH THE DEVELOPMENT OF A NEW CURRICULUM FOR THE E-USER EXPERIENCE DESIGNER- CREATIVEINGREEN