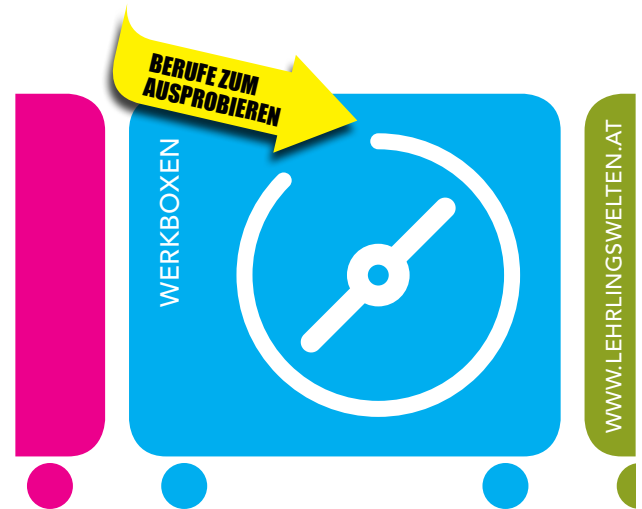


KREATIVE LEHRLINGS WELTEN

BERUFSORIENTIERUNG ZU
KREATIVEN HANDWERKSBERUFEN

Creative Apprenticeship Worlds
Career guidance for creative trades



Open competition for developing a modular interactive game for career guidance at schools

Registration with portfolio by August 4, 2014

M I T U N T E R S T Ü T Z U N G V O N



EUROPEAN UNION
European Regional
Development Fund



How can potential future careers be brought across to pupils in a playful manner?

Background

The project „Creative Apprenticeship Worlds“, initiated by the Hartl-based Austrian Association „Regional Community Initiative Oststeirisches Kernland“ is part of the EU-funded project „CREATIVE L00165 - Creative Value-Added Chain“. It is supported by the Province of Styria and the European Union (European Agricultural Fund for Rural Development and the European Regional Development Fund).

The aim of the project „Creative Apprenticeship Worlds“ as part of career guidance at lower secondary and new lower secondary schools (Hauptschulen/Neue Mittelschulen) is to inspire pupils to learn a trade or become qualified in a creative profession. For this purpose, 12 small, mobile mini-workshops have been developed, built and equipped with the most important tools and materials for the respective professions. The mini-workshops are delivered to schools upon request and remain there two to three days, depending on the size of the school. The career guidance workshop takes place over two days. On the first day, the pupils learn - via didactic methods - the most important facts about the 12 professions, the respective training opportunities, work materials as well as tools.

Based on the motto „Learning from experts!“, companies from the various sectors will be present on-site in the school as mentors for half a day for the respective mini-workshop. In addition to telling interested pupils about their own profession and creating an end product, this is also an opportunity for the companies to advertise themselves and the apprenticeships they offer.

www.lehrlingswelten.at

www.facebook.com/lehrlingswelten

Task

Our objective is to further develop the career guidance workshops. We require for this purpose a didactic game (which should not be a board, dice, card or video game) in order to communicate 12 skilled trades and bring about the requisite interaction with the mini-workshops as part of career guidance at schools. The game should fulfil the following requirements, have a modular design and it should be possible to expand the game to include other professions:

Target group:

Pupils from the fourth grade of elementary schools

Pupils from the third and fourth grade of lower secondary or new

lower secondary schools

Pupils from the final year (at GCE level)

Duration:

One class (50 min)

Two classes (100 min)

Number of participants:

approx. 12-25 pupils (1 class)

approx. 40-50 pupils (2 classes)

The game shall cover the following topics:

- Tools (from the mini-workshops) relevant for the field of activity of the respective profession
- Information on the skilled trade (apprentice's wages, requirements, employment opportunities, vocational schools etc.)
- Step-by-step instructions for creating an end product
- Required skills for the respective profession

The game should be designed as to enable pupils, teachers and persons with or without knowledge of the subject matter to conduct it.

Evaluation criteria

- Educational quality
- Concept feasibility
- Activation and/or motivation potential
- Compliance with the task
- To be submitted in German, i.e. working language is German
- Games already published, funded or available on the market may not be submitted.
- Easy, fast and understandable handling

Who can participate?

Game designers, game developers of analogue games and associated disciplines or pedagogues with many years of experience in imparting knowledge through games for children and teenagers. Teams are also permitted where, at least, one team member shall fulfil the conditions of participation. This person represents the other members of the team, shall be of full age and be obvious and designated as the „team leader“ in the registration.

The participants shall not be related in any way, have a close relationship with nor be in a dependent relationship with any members of the jury panel or sponsor.

Timeline

Briefing and inspection

**27 July 2014, at 11:00 a.m. and/or
28 July 2014, at 6:30 p.m.**

New lower secondary school in Anger

Viewing the the mini-workshops, clarification of open questions and distribution of additional documents. Please register in advance for the desired appointment. Further appointments are possible upon request.

1. Submission

04 Aug 2014 | until 12:00 p.m.

Interested parties register (all required information/documents shall be received no later than the above-mentioned date and time) with the following documents:

- Informative portfolio including short biography
- Supporting documents related to selected reference projects in the field of imparting knowledge via didactic methods or through games and/or game development for children and teenagers.
- Short statement describing your motivation

The documents (max. 10 pages) shall be submitted in digital form (pdf format) via e-mail (no larger than 5 MB) or per post or personally in the form of a CD or DVD

nicole.troesch@zeitkultur.at

Client:

Regionale Gemeinschaftsinitiative Oststeirisches Kernland
Gewerbepark Hartl 300
8224 Kaindorf

1.1 Jury pane/preselection

04 Aug 2014

Based on the submitted documents, the jury panel shall select max. 6 participants/teams, who will then be invited to participate in the second round – the conceptual phase. All participants shall be informed regarding the success or not of their applications at the end of the preselection phase.

2. Conceptual phase

From 04 Aug to 15 Aug 2014

The 6 participants/teams selected for the conceptual phase shall develop the following within 2 weeks:

- Development of an initial conceptual idea taking into account the stipulated task and evaluation criteria
- Further details on the procedure and scope shall be disclosed at a later point in time.

2.2 Jury panel/presentation

18 Aug 2014 | Hartl

The respective participants/teams shall present their conceptual idea to the jury panel. The panel shall subsequently select the participant/team with the best concept for the realization and/or commissioning of the stipulated task.

Commissioning

The participant/team with the best concept shall be commissioned with the implementation of the stipulated task. All other participants shall receive a presentation fee of EUR 200 (incl. VAT).

In justified cases, the sponsor reserves the right to distribute the prize money in a different way.

Presentation fee/project amount

The existing budget shall not be exceeded.

- Presentation fee = EUR 200 (inkl. VAT) which covers all services delivered. The fee will be paid by the sponsor to the participant in accordance with generally accepted accounting principles.
- Project amount = EUR 3,500 (incl. VAT).

3. Implementation phase

From 18 Aug to 15 Sept 2014

The winner shall develop the following within a defined period (approx. 3 weeks):

- Realization of conceptual idea as a modular game including game description, rules etc
- Further details on the procedure and scope shall be disclosed at a later point in time.

3.2 Jury panel/presentation

15 Sept 2014

The game shall be directly tried out by the winning participant/team with pupils from a third and fourth grade from a new lower secondary school in Eastern Styria in front of the jury panel. The precise procedure for this shall be jointly agreed on.

3.3 Correction phase

From 15 Sept to 02 Oct 2014

The winning participant /team shall have time to implement any requested changes by the sponsor to the game within a defined period of time (approx. 3 weeks).

4. Submission in CW 41

Jury panel (invited)

An independent expert jury shall be appointed for the preselection and presentation of the conceptual idea as well as the live demonstration of the game.

The composition of the panel shall be disclosed before the end of the deadline for submission. The decisions of the jury panel are final and may not be challenged.

If you have any questions, please contact:

Regionale Gemeinschaftsinitiative Oststeirisches Kernland
Subject: „Creative Apprenticeship Worlds“
nicole.troesch@zeitkultur.at
M: +43 (0)699 19567788

Legal notice

The participant/ team guarantees the client that they are the originator and/or owner of all the rights of use for the submitted projects, including all the reference-related documents, in particular for all rights defined under copyright law, and confirms with the submission of the documents that no third parties rights are violated and that no rights shall arise for third parties due to the submitted project documents. The designation of authorship shall be exclusively in the form communicated by the participant.

The intellectual property (copyright) shall remain with the entrant. The commissioned participant/team shall grant the client - for an unlimited period - the exclusive as well as content-related, spatial right to use the developed games in all kinds of use, in particular to reproduce and distribute as well as to make said available online (§ 18a Copyright Law (UrhG)), in particular for promotional purposes, including the right to modify and/or process the developed games also without obtaining further approval from the originator and to adapt them to changed usage requirements or purposes. The granting of rights also includes the right to pass on the conceded rights of use for the entirety or also in part to third parties. The client is entitled to use also individual elements of the game separately for their own promotional purposes.

The granting of rights furthermore contains the right of the client to file design applications and/or trademark applications in the name of the client. This right is, in particular, also granted to the client with regard to the title (the name) of the game.

The payment of a gross lump sum of EUR 3,500 fully covers all services of the participant/team performed in the course of this competition and any contracts resulting from it, including the right of use for separate uses by the client.

If the exploitation of the game (e.g. due to production and sales) by the client generates revenue, the participant/team shall be entitled to a share of 10% of the net revenue (in words: ten percent). The relevant settlement dates are June 30 and December 31 of any year.

All decisions are final.

The legal relationship between participant/teams and the client shall solely apply in written form. Verbal subsidiary agreements are not concluded. This legal relationship is subject exclusively to Austrian law with the exception of rules regarding referral to another jurisdiction contained in non-Austrian laws. The place of performance and jurisdiction is Graz, Austria.