

**Programme
of
International LEAD Platform
Bansko, Bulgaria, 14 July – 21 July 2021
Steps4Lead project**

14.07.2021

10:30	Arrival of participants
10:30 – 11:00	Registration of participants
11:00 – 11:30	Official introduction and presentation of the project to the participants. Introducing the participants to all phases of the project completed so far.
11:30 – 12:00	Coffee break
12:00 – 12:30	Presentation of objectives of the event and its expected results.
12:30 – 14:00	Lunch
14:00 – 15:30	Team work
15:30 – 16:00	Coffee break
16:00 – 17:00	Discussion with a practical focus on the proposed content of the training.

15.07.2021z.

9:00 – 10:00	Breakfast
9:30 – 11:00	Digital identity of NGOs
11:00 – 11:30	Coffee break
11:30 – 12:30	Methods used to create design, visual communication and digital campaign
12:30 – 13:30	Lunch
13:30 – 15:30	Connections and differences between Design Creative Thinking and Human Centered Design (HCD): <ul style="list-style-type: none"> - Research - study, targeting the topic or problem - Concept - a concept for a service or product - Development - methods for creating and making a prototype/ minimally efficient product, for demonstration - Implementation - method of application/implementation, presentation of methods for measuring the set goals against UX Design

15:30 – 16:00	Coffee break
16:00 – 17:00	Connections and differences between Design Creative Thinking and Human Centered Design (HCD): <ul style="list-style-type: none"> - Research - study, targeting the topic or problem - Concept - a concept for a service or product - Development - methods for creating and making a prototype/ minimally efficient product, for demonstration - Implementation - method of application/implementation, presentation of methods for measuring the set goals against UX Design Presenting the results of the work by groups
17:00 – 17:30	Questions and Answers. Evaluation of the day.

16.07.2021z.

9:00 – 10:00	Breakfast
9:30 – 11:00	Software programs for creating design, visual communication and digital campaign /paid and open source ones /.
11:00 – 11:30	Coffee break
11:30 – 12:30	Browse the programs Pencil, Canva (online based), Power Point
12:30 – 13:30	Lunch
14:00 – 15:30	Set ASSIGNMENT (1) <ul style="list-style-type: none"> - Using the already presented theory, digital approaches and through the presented software programs or your convenient means, try to create a visual presentation, for yourself or your activities, using the main approaches and already presented methods. - You can use one of the mentioned programs Ultimate goal: Experimenting in the topic of (visual communication), learning how to create INFOGRAPHICS, handling basic tools and concepts in the topic. Acquiring new knowledge about the approaches and cross-links of implementation
15:30 – 16:00	Coffe break
16:00 – 16:30	Set ASSIGNMENT (1) <ul style="list-style-type: none"> - Using the already presented theory, digital approaches and through the presented software programs or your convenient means, try to create a visual presentation, for yourself or your activities, using the main approaches and already presented methods. - You can use one of the mentioned programs Ultimate goal: Experimenting in the topic of (visual communication), learning how to create INFOGRAPHICS, handling basic tools and concepts in the topic. Acquiring new knowledge about the approaches and cross-links of implementation
16:30-18:30	Presentation of the tasks

17.07.2021 z.

9:00 – 10:00	Breakfast
9:30 – 11:00	<p>Set ASSIGNMENT (2)</p> <ul style="list-style-type: none"> - Set a goal that you wanted to achieve in your community. Write it on a piece of paper. <p>The goal can be any, as long as it is achievable and possible to implement through a service or product through the experience gained from visual communication training.</p> <ul style="list-style-type: none"> - After collecting the objectives, they are distributed in the form of tasks (as they are written by each of the participants). They get mixed up and each participant gets a different goal/ task from his/hers. - Communication between each participant, in a two-way process: <ul style="list-style-type: none"> a) of CLARIFYING information about the goal, the subject and the purpose, and at the same time b) of CONTRIBUTING creatively for solving the task of another participant. c) presentation in pairs and individually for the first 2-phases (research & concept)
11:00 – 11:30	Coffee break
11:30 – 13:00	<p>Set ASSIGNMENT (2)</p> <ul style="list-style-type: none"> - Set a goal that you wanted to achieve in your community. Write it on a piece of paper. <p>The goal can be any, as long as it is achievable and possible to implement through a service or product through the experience gained from visual communication training.</p> <ul style="list-style-type: none"> - After collecting the objectives, they are distributed in the form of tasks (as they are written by each of the participants). They get mixed up and each participant gets a different goal/ task from his/hers. - Communication between each participant, in a two-way process: <ul style="list-style-type: none"> a) of CLARIFYING information about the goal, the subject and the purpose, and at the same time b) of CONTRIBUTING creatively for solving the task of another participant. c) presentation in pairs and individually for the first 2-phases (research & concept)
13:00 – 14:30	Lunch
14:30 – 15:30	<p>Open communication on the topic of TASK (2), consideration of individual cases and approaches in different environments, towards different goals.</p> <p>-- Ultimate goal: Through the methods of Human Centered Design (HCD) in UX consumption and creative thinking to arrive at a clear strategy for solving a problem, for the successful realization of a goal, an idea in the form of a product or service using modern methods, approaches, social networks, design, analysis, visual communication.</p>

15:30 – 17:00	Open communication on the topic of TASK (2), consideration of individual cases and approaches in different environments, towards different goals. -- Ultimate goal: Through the methods of Human Centered Design (HCD) in UX consumption and creative thinking to arrive at a clear strategy for solving a problem, for the successful realization of a goal, an idea in the form of a product or service using modern methods, approaches, social networks, design, analysis, visual communication.
17:00 – 17:30	Evaluation of the day

18.07.2021 z

9:00 – 10:00	Breakfast
10:30 – 12:00	Set ASSIGNMENT (3) - After clearly setting the goals, defining the development concept using individual approaches, the participants should try to recreate and digitize the implemented simplified prototype of the idea from the previous day. - The realization of the idea includes the phases (Development and Implementation) and consolidates the learning on the methodology of work, the approaches in registering problems, their study and implementation in a visual aspect.
12:30 – 13:30	Lunch
14:00 – 15:30	Collaboration of ideas between individual participants, sharing of already acquired knowledge and setting further goals for implementation through new technologies and visual communication.
15:30 – 16:00	Evaluation of the day.

19.07.2021 z

9:00 – 10:00	Breakfast
10:30 – 11:30	What is branding and digital communications and how to use them during local actions
11:30 – 12:00	Coffee break
12:30 – 13:30	Online channels - overview
13:30 – 15:00	Lunch
15:00 – 16:00	Online channels and identity
16:00 – 16:30	Coffee break
16:30 – 17:30	Methods used to create design and visual communication
17:30 – 18:00	Evaluation of the day.

20.07.2021 a

9:00 – 10:00	Breakfast
10:30 – 12:00	Online Communications and Media, online communications and communities
12:00 – 12:30	Coffee break
12:30 – 13:30	Teamwork - Online Communities
13:30 – 15:00	Lunch
15:00 – 16:30	Teamwork - NGOs and activism online
16:30 – 17:00	Coffee break
17:00 – 18:00	Summary and sharing. Evaluation of the day.

21.07.2021 a

9:00 – 10:00	Breakfast
10:30 – 11:30	Open communication on the topic of online content and enabling communities
11:30 – 12:00	Coffee break
12:00 – 13:00	Content types for digital channels, team work
13:00 – 14:30	Lunch
14:30 – 16:00	Collaboration of ideas between individual participants, sharing of already acquired knowledge and setting further goals for implementation
16:00 – 17:00	Evaluation closing of the International LEAD Platform