



**Official report of the first short-term activity for learners
of the Erasmus+ project Media Education: From Passive Consumers
to Active Creators**

The first short-term activity for learners related to the Erasmus+ project "Media Education: From Passive Consumers to Active Creators" was held at I.I.S. Bertarelli-Ferraris, Milan, Italy from 9th to 13th March 2015. Twenty-six students and eight teachers, coming from Slovakia, Portugal, Greece and Spain joined the project and took part in the scheduled activities, as shown in the official programme attached to this report. The five-day meeting was opened with a warm welcome, followed by a presentation of the host school. Bertarelli's students showed some slides on Milano landmarks, in order to get an idea about the places to be visited and to collect materials to work on.

Throughout the short-term learning activity two hands-on Media Education lessons were implemented, one on video recording using the app Vine and the other one about advertising. Students, after attending the theoretical part of the lessons, were divided into five international groups, in order to create short videos, design logos for the project and for the EMEL website, plan an advert to promote their own school.

The lesson plans, as well as the students' outputs can be found at the following links: <http://www.europeanmediaeducationlab.com/> <http://mediaerasmus.weebly.com>.

A meeting involving the project coordinators was also held. The steps for the implementation of the project, as well as the topics of the next lesson plans and the agenda of the transnational meeting in Athens were discussed and agreed on.

Our visitors had also the chance to visit the main sights of Milano by a funny competition, a scavenger hunt in the streets of Milano, shooting photos and selfies of churches, monuments and shops. Moreover students and teachers visited the Expo 2015 Exhibition "From the seeds to the pot" at Museo delle Scienze Naturali, and had one-day tour to Sirmione, lake of Garda. These "outdoor activities" served two main goals: to meet the host country's history, tradition and culture, and to gather authentic visual material for students' creations. On the last day, which was devoted to the students presenting their outcomes, the project coordinators collected all the produced materials, analyzed the results coming from the lesson plans evaluation, and make suggestions for the project improvement.

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