



Sistema Qualità Certificato
in conformità alla norma
UNI EN ISO 9001:2000.
Certificato n° SQ.41823.

Certified Quality System
in compliance with the standard
UNI EN ISO 9001:2000.
Certificate n° SQ.41823.

WEB PROJECT

MULTIMEDIA PROJECT PLANNING APPLIED TO CULTURAL HERITAGE VALORISATION

FUNDED BY	PROVINCE OF MASSA CARRARA
DURATION AND METHODOLOGY	440 HOURS 180 CLASSROOM HOURS 160 INTERNSHIP HOURS
PRE-REQUISITES	Basic IT skills
COURSE OBJECTIVES	The aim of the project is to train the participants on multimedia project planning applied to cultural heritage valorisation
BENEFICIARIES	15 unemployed individuals from the Massa Carrara province
CLASSROOM TYPE	Classroom and IT laboratory
LANGUAGE OF LESSONS	Italian
PROFESSIONAL PROFILE	The participants have completed the multimedia project planning diploma specialization

TRAINING PROGRAMME

MODULE 1	TOOLS FOR THE CREATION OF MULTIMEDIA MATERIAL (100 HOURS)
	HTML: Basic functions Dreamweaver Photoshop Flash
INTERNSHIP	First phase of the Internship (80 hours)
MODULE 2	NEW TECHNOLOGIES FOR CULTURE AND THE ENVIRONMENT (40 HOURS)
	Internet and e-mail Basics of Web Marketing Cultural heritage of the territory in focus
MODULE 3	TECHNIQUES AND METHODOLOGIES FOR THE MANAGEMENT OF THE MULTIMEDIA PRODUCTION PROCESS (40 HOURS)
	Planning a website Elaborating a preliminary study Market penetration strategies
INTERNSHIP	Second phase of the Internship (80 hours)
MODULE 4	PLANNING AND CREATING A WEBSITE (80 HOURS)
	Planning pages Website structure Multi-platform project planning
TRANSVERSAL MODULE	CAREER PLANNING (20 HOURS)
	Understanding the main information channels available for finding employment Job searching techniques Expectations of companies who offer work
FINAL EXAM	Written test, Interview and Practical test (15 hours)