DIGI HELICON

Empowering current and aspiring artists through the development of digital skills and competences

2022-1-DE02-KA220-ADU-000086615

ARTISTS GO DIGITAL: ASPIRE TO INSPIRE HANDBOOK AND METHODOLOGY

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A2.3 CAPACITY BUILDING METHODOLOGY

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Artists Go Digital:

Aspire to Inspire Handbook and Methodology

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Artists Go Digital: Aspire to Inspire Handbook and Methodology

1. Introduction

This document is developed in the context of the European funded Erasmus+ project DIGI HELICON and constitutes the Capacity Building Methodology Handbook, i.e., a tailored capacity building methodology document highlighting the learning objectives and outline of the online course, as well as the most appropriate learning methods to be used for the workshops with artists/cultural workers in the context of the DIGI HELICON project. This document is part of Work Package 2, entitled "Artists Go Digital: Aspire to Inspire Handbook and Methodology", of the DIGI HELICON project and was prepared with the contribution of all partners involved in the project under the guidance of Symplexis, the Leader of this work package and Litus Novum, the coordinator partner of the whole project.

1.1 The DIGI HELICON project

DIGI HELICON is a European project approved by the DE02 - Nationale Agentur Bildung für Europa beim Bundesinstitut für Berufsbildung (DE) in partnership with 8 partners, from 6 European countries (Germany, France, Netherlands, Italy, Cyprus, and Greece) focused on "empowering current and aspiring artists through the development of digital skills and competences".

The purpose of the project is:

to empower current and aspiring artists, with a focus on those from vulnerable groups, and women artists, through the development of their digital skills and competences.

To achieve this, the project aims at:

a. developing innovative materials for artists and adult educators,
b. providing flexible, upskilling opportunities,
c. promoting artists' entrepreneurship and employability, and
d. fostering intercultural dialogue and social inclusion.

The DIGI HELICON project will offer a transferable Capacity Building Methodology, a standalone free online course, 6 workshops using blended, participatory learning and a mentoring scheme together with the provision of a virtual space for promoting artists' work. The project is funded by the European Commission under the call for proposals KA220-ADU - Cooperation partnerships in adult education and will last from 1/11/22 to 31/10/25.

1.2 The basis of the Handbook & Methodology and what it contains

This Handbook & Methodology is based on the results of the thorough mapping developed and implemented by the partners in the participating countries of the project through extensive desk research and field research using online questionnaires and interviews to:

- identify the knowledge and skills gaps of artists and aspiring artists from vulnerable groups.
- identify the consumption preferences and the ways/means by which audiences in the participating countries consume digital and online art products and services.

These results were recorded for each participating country in the project, in detail in the National Reports of the partners, while the aggregated results concerning the common educational needs and gaps for each country as well as the preferred means and ways of digital dissemination and distribution of artistic products & services were recorded in the DIGI HELICON Transnational Report. The mapping was carried out from February until the end of May 2023 in the six (6) participating countries (Germany, France, Netherlands, Italy, Cyprus, and Greece) with the participation of a total of 275 people in focus groups, interviews and online questionnaires.

This Handbook & Methodology document contains:

- A short summary/list of elements, methods and examples of good practice and case studies and how these can be used in the DIGI HELICON training methodology in workshops with artists/cultural workers. This can be found in unit 2 of this Methodology and Handbook.

- A short summary/list of the learning needs and gaps of artists and aspiring artists from diverse and divertive disadvantage groups that the educational methodology of the DIGI HELICON project must address. This can be found in unit 3 of this Methodology and Handbook.

- The proposed training techniques and methods for the Digi Helicon capacity building project for artists and aspiring artists from disadvantaged groups and methods of use in workshops with artists/cultural workers in the context of the DIGI HELICON project. These can be found in unit 4.1 of this Methodology and Handbook.

- The proposed structure of the DIGI HELICON capacity building Online Course for artists and aspiring artists from disadvantaged groups.This can be found in unit 4.2 of thisMethodology and Handbook.

- The proposed general learning objectives for the DIGI HELICON Capacity building program for artists and aspiring artists from disadvantaged groups. These can be found in unit 4.3 of this Methodology and Handbook.

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1.3 What "Artists Go Digital: Aspire to Inspire Handbook and Methodology" will be used for

This Handbook is intended to be a guide to help project partners, but also interested artists, arts/cultural organizations, artists' organizations, and adult education providers to understand and have a clear perspective on:

- What kind of good practices can be used and integrated, and how, within both the educational methodology of the Capacity Building Online Course and in their implementation during the Workshops with artists and aspiring artists.
- What are the needs and gaps of the artists & aspiring artists in the participating countries, as well as the preferences of the public and how they can be linked to and covered by the methodology and the educational framework of the DIGI HELICON Online Training Course for Capacity Building of artists & aspiring artists.
- The educational methodologies on which the DIGI HELICON Online Training Course for Capacity Building of artists & aspiring artists can be based on, and which methods and techniques can be used in workshops with artists/cultural workers.
- The structure, the contents, and the general learning objectives of the DIGI HELICON capacity building Online Course for artists and aspiring artists from disadvantaged groups.

2. The learning gaps and needs of artists and aspiring artists as recorded in the DIGI HELICON Transnational Report on artists' skill gaps and the preferences of the public

From the mapping of needs and challenges that took place at the desk research level as well as from the field research, useful conclusions emerged regarding the immediate needs and skills gaps of artists and aspiring artists and where to focus on to match the requirements of the audience.

In short, the research identified challenges and difficulties in relation to the new digital conditions in 3-4 areas common to all countries:

1) the lack of direct contact between artists and the public

2) the difficulty of accessing and using digital media for the presentation and sale of artistic products and services to the public.

3) the difficulty of using social media professionally and finding targeted audiences.

While at the same time it was observed that artists and aspiring artists focused on the use of social media to promote their work and the fact that they were now unaware and had no information about good digital practices from artists and artist groups in the participating countries.

At the same time, it was observed that there are grouped skill gaps that identify with the needs of artists and aspiring artists to face the challenges and difficulties of the new digitalized environment and can be divided into four (4) groups as follows:

- **Digital skills & competences for promotion of artistic work and expansion of audience [e.g., digital marketing & branding, professional social media development and usage, promotion in social media etc.]**
- **Digital skills & competences in selling artistic services and products online with good knowledge of the legal status of copyright and sales licenses [e.g., managing selling platforms/apps, issuing online passes and tickets procedures, e- shop management, legal statuses, paid live streaming & content etc.]**
- **Digital skills & competences to communicate directly with their audience on the internet and social media daily [use of professional features of social media for direct communication e.g. messenger, live feeds etc.].**
- **Digital skills and competences to attract all types of sponsors support [identification and negotiation with sponsors, sponsorship management basics]**

Finally, in terms of aligning their needs with audience preferences, a range of many different artistic products, services, and arts that consumers buy online were identified and it was generally recognized that there is potential in relation to online sales for all forms of arts. **All learning needs and objectives ought to focus mainly through the use of social media but also through the linking of social media with professional external platforms and services to be used by artists to sell products that are friendly to mobile phones, tablets and that offer significant security in the transaction and financial data of buyers**. At the same time, it is important for attracting the public to have **professionally updated social media, with professional advertising, a modern way of approaching the public and for the daily communication and information of the public**.

3. Which elements, methods and techniques from the identified good practices and case studies can be integrated into the methodological framework of DIGI HELICON for capacity building for artists and aspiring artists

From the set of good practices (19 in total) and case studies (12 in total) that emerged from the DIGI HELICON mapping, a number of successful and implemented methods and techniques were observed either in a national, regional and local context for capacity building and the best possible support and integration of artists in the use of digital media to produce, communicate and sell their artistic products and services. These methods and techniques could be used, integrated or inspire the methodological framework of the DIGI HELICON capacity building Online Course as well as the workshops to be held in the project. From the practices and case studies were extracted from the different partner countries, countries with different experiences, policies of digitization of art and culture and integration of artists in the digital age. But also from general European or international examples we can say that both in the context of the DIGI HELICON Online Course for Capacity Building of artists and aspiring artists we could:

integrate within the online platform and resources a short and understandable material on artists' rights in their countries and in the EU and general information so that the artist has a short and comprehensive overview of the artistic field as well as its working and general conditions [on working methods, career opportunities, insurance rights, taxation, and obligations].

include within the online platform useful links to hubs and official websites in the different participating countries where artists can find out about grant opportunities from public and private institutions and about digitalization issues.

integrate within the online platform of the DIGI HELICON Course training material on topics such as social media marketing, running/using sales application and online sales.

integrate Active Participatory Techniques in the workshops for artists & cultural workers i.e.: dialogue, exchange of views, ideas, information, and advice for the best possible digital artistic careers, through the participation of experts in artistic digital marketing, but also cultural organizations, artists' organizations, and groups of artists in the workshops for artists & cultural workers.

consider in the design of the DIGI HELICON Course online platform and in the design of the Workshops the specific needs and wishes of artists and art consumers which may be influenced by their socio-economic background.

integrate into the online platform a digital space a forum for the participating artist trainees to enable artists to post and recommend their works but also for there to be continuous communication and exchange of perspectives and ideas and ways of addressing digital challenges between artists from different countries, traditions, and cultures.

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include in the educational material of the platform the use of applications or online platforms that can provide opportunities for artists to sell their artistic products and to legally collect most of their profits (e.g., Bandcamp, Bandcamp Fridays, onlinegallery.art, etc.), as well as the use of applications that ensure the creation of material, the recording or the creation of podcasts (e.g., Anchor etc.) and the copyright of their artistic creations. At the same time the practical use of these platforms and applications could be the subject of an internship or exhibition technique in a Workshop for artists & cultural workers.

integrate within the online platform of DIGI HELICON Course educational material on issues related to searching, finding, and applying for grants for artists and digitalization of arts.

interconnect via link/shortcut the online platform and to include in the DIGI HELICON online Course as a good practice the STEREOLUX system, which offers a range of tools and services to artists to enable them to disseminate their digital creations on various online platforms and reach a wider audience. At the same time, the practical use of this system or such systems could be the subject of an internship or exhibition technique in a Workshop for artists & cultural workers.

integrate within the online platform of the DIGI HELICON Course educational material for application & kits which allow artists to create and manage digital exhibitions for the web, which can also be used through mobile devices in a welcoming, functional, and attractive environment for digital visitors that can be interconnected with different websites and published or distributed through social media (e.g., MOVIO etc.). At the same time, the practical use of these types of applications could be the subject of an internship or exhibition in a Workshop for artists & cultural workers.

integrate within the toy DIGI HELICON Course online platform examples and training materials that include online art sales platforms (e.g., Artmajeur etc.) that connect artists directly with buyers, and instructions on how to register, manage and operate accounts on such platforms. At the same time, the practical use of these types of platforms could be the subject of an internship or exhibition in a Workshop for artists & cultural workers.

4. DIGI HELICON Methodology

This unit examines the proposed educational techniques and methods for the Capacity Building online course of DIGI HELICON for artists and aspiring artists as well as the proposed educational techniques and methods for the Workshops for artists & cultural workers. At the same time in this unit, presents in the form of a table the proposed structure of the Capacity building On line Course of DIGI HELICON for artists and aspiring artists from disadvantaged groups, while the unit closes with the General Learning Objectives matrix of the Capacity building On line Course of DIGI HELICON for artists and aspiring artists.

4.1 The proposed educational techniques and methods for the DIGI HELICON Capacity Building Online Course for artists and aspiring artists and the Workshops

A variety of training techniques suitable for online environments and educational platforms **can be used for the educational Online Course for Capacity Building of Artists and Aspiring Artists**. For this Online Course and because the target group of learners are **adult artists or aspiring artists** who:

- come from different art forms.
- experience different levels and degrees of vulnerability and exclusion.
- have different experiences, degree of familiarity with the subject of education, different skills and different motivation to learn.
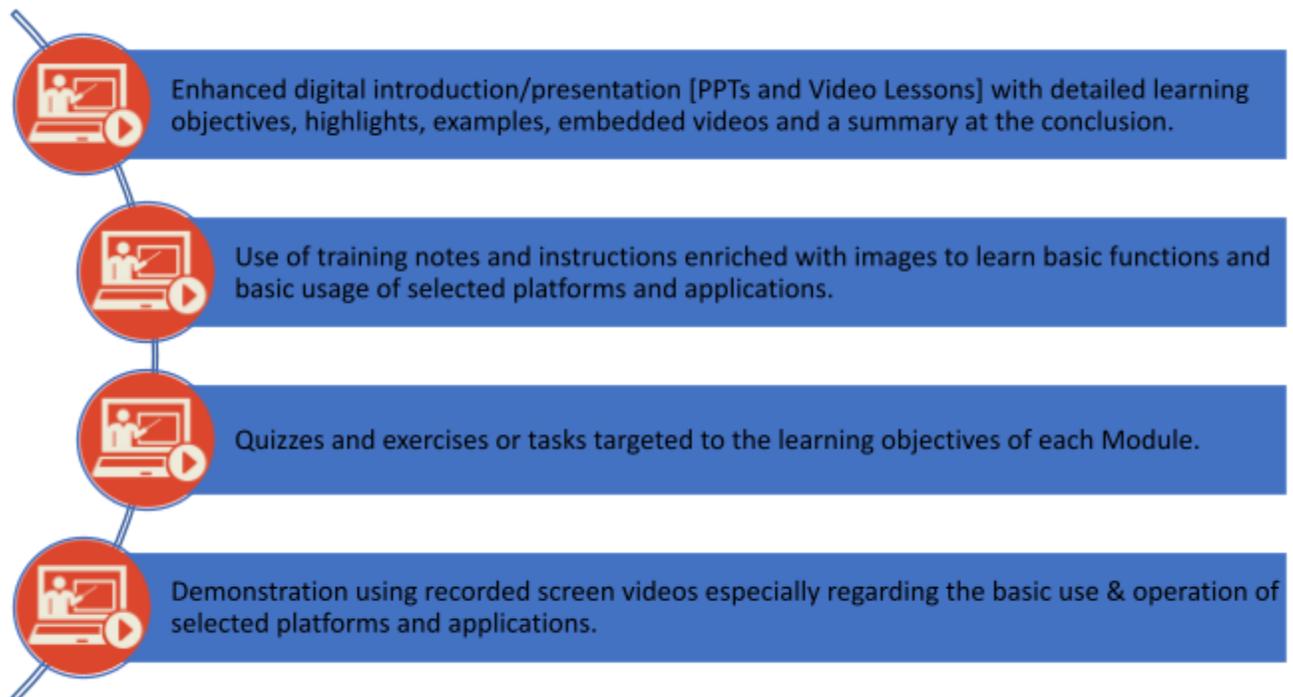- have different life schedules and time available for training.

The criteria for selecting training methods and techniques depend on 4 main factors:

Factors	Explanation
1. The way the training is carried out	In the case of the DIGI HELICON Course, we have a training course that takes place online, therefore asynchronous teaching and support is a methodology that should characterize the course.
2. The educational purpose of the Course or educational program	In this case, our purpose is to cover in a reasonable but short period of time a complex and technical learning subject and for the trainees to discover in their own available time / tempo and based on their own learning needs a cognitive area and to easily acquire skills that they will develop and expand based on the DIGI HELICON Course and after the end of the program.
3. The texture of the learning object	In this case, since the learning object is very much about the presentation of methodological and practical instructions, the most appropriate techniques are collaborative/active ones such as enriched presentations and video tutorials.
4. The learning styles and educational characteristics of learners	In this case, because we have learners with different experiences, degree of familiarity with the subject, attitudes and preferred learning styles, there should be a wide range of material and technical methods on the platform that can cover their different characteristics.

Asynchronous online e-learning on a training platform is proposed.

Asynchronous online e-learning can offer a variety of learning materials and digital resources, accessible at any time by learners in all national languages of the participating countries and in English. And where learners will be able to learn and follow the educational material and modules, based on their own pace of learning, their own vulnerability, their own educational needs and learning motivation, in effect giving learners control over what they learn and in which time frame.

In the context of asynchronous online e-learning, different targeted educational methods and techniques can be successfully used, that can enhance the active participation of adult learners [participatory techniques] such as:

Enhanced digital introduction/presentation [PPTs and Video Lessons] with detailed learning objectives, highlights, examples, embedded videos and a summary at the conclusion.

Use of training notes and instructions enriched with images to learn basic functions and basic usage of selected platforms and applications.

Quizzes and exercises or tasks targeted to the learning objectives of each Module.

Demonstration using recorded screen videos especially regarding the basic use & operation of selected platforms and applications.

At the same time, to enrich the methodological context, we can integrate online collaborative learning methodology, as mentioned in the section on the integration of good practices (Unit 3), with the creation of an educational forum within the platform where learners can post, open threads, answer threads and questions and raise issues to exchange ideas, tips and knowledge about the educational subject.

For **Workshops with artists & cultural workers a variety of Blended Learning and Collaborative learning educational techniques with a teamwork methodology can be used**, suitable for both in person face to face and online environments (e.g. Zoom, Webex, etc.).

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The **selection criteria for the educational methods and techniques depend on 4 main factors**:

Factors	Explanation
1. The way the Workshop is carried out	In this case Workshops can be conducted either in person face to face or online therefore blended & collaborative learning techniques and support is a methodology that should characterize DIGI HELICON Workshops.
2. The educational purpose of the Workshop	In this case, our aim is to cover in a reasonable but short period of time a complex and technical learning object and to put into practice the skills and knowledge of the trainees, therefore collaborative and energetic techniques are considered necessary.
3. The texture of the learning object	In this case, since the learning objective of the DIGI HELICON Workshops is very much about the presentation of methodological and practical instructions, the most appropriate techniques are collaborative/active ones such as enriched presentation, working groups, case studies, demonstration, and simulation.
4. The learning styles and educational characteristics of learners	In this case because we have learners with different experiences, degree of familiarity with the subject, attitudes, and preferred ways of learning there should be a combination of methods and techniques in the DIGI HELICON Workshop that can cover their different characteristics.

Therefore, for **DIGI HELICON Workshops**, given the characteristics of the target group of adult learners, mentioned above, **different targeted active educational methods and blended & collaborative learning techniques can be successfully used, which can enhance the active participation of adult learners [participatory techniques] such as**:
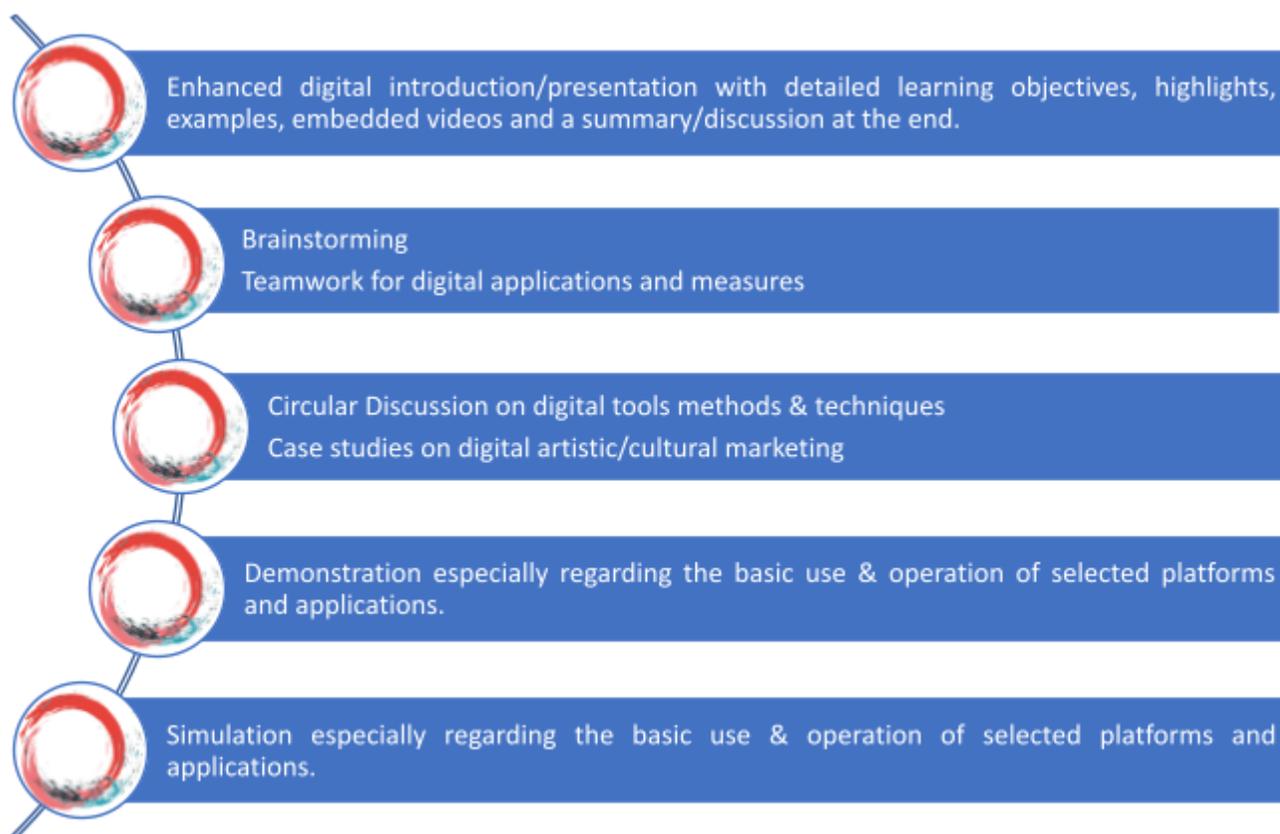
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Enhanced digital introduction/presentation with detailed learning objectives, highlights, examples, embedded videos and a summary/discussion at the end.

Brainstorming
Teamwork for digital applications and measures

Circular Discussion on digital tools methods & techniques
Case studies on digital artistic/cultural marketing

Demonstration especially regarding the basic use & operation of selected platforms and applications.

Simulation especially regarding the basic use & operation of selected platforms and applications.

4.2 Proposed structure of the DIGI HELICON Capacity Building Online Course for artists and aspiring artists from disadvantaged groups

Based on the results of the needs and preferences of consumers from the mapping of the project and in the context of the techniques and methods proposed, the following structure is proposed for the DIGI HELICON Capacity Building Online Course for artists and aspiring artists from disadvantaged groups:

#	Module Title	Brief description of the Module	Proposed Sub-units
1	Promoting your artwork digitally and developing your audience using social media & platforms.	This module teaches trainees methods and techniques of digital marketing & branding for artistic products & services, ways of creating and operating professional social media for artists as well as methods and tips for monitoring trends and promoting artistic products & services to the public.	1.1 Digital marketing and branding. 1.2 Professional social media development. 1.3 Promotion techniques in social media.
2	Selling and making legal profit digitally from artistic work and services using social	This module teaches learners the basics of the legal framework of copyrights and artistic sales in the EU, as well as how to create and manage digital legal	2.1 Legal framework for copyright and sales of artistic products.

	media, apps and platforms.	sales for artistic works and services on social media, apps, and platforms. At the same time this module also deals with techniques for legal reproduction and management of online real-time artistic live content/paid live streaming and the issuing of e-passes and tickets for these or for their online exhibitions.	2.2 Management of digital sales of artistic products and services on social media, apps, and platforms. 2.3 Management of Live streaming paid content, e-passes and online tickets sales
3	Digital communication and reaching out to the public through social media	This module teaches trainees basic methods of daily communication with the public, setting up and managing communication channels in social media and platforms as well as live real-time video communication with the public [e.g., live streaming] in terms of announcements, answering public questions or live advertising.	3.1 Methods and techniques of digital communication in social media and platforms. 3.2 Creating and managing multiple digital communication channels 3.3 Methods and techniques of real-time video communication with the public
4	Attracting and approaching sponsors digitally, sponsorships' management	This module teaches trainees basic methods and techniques to digitally attract all types of sponsors support, to identify and negotiate with sponsors and to manage their sponsorships.	4.1 Types of digital sponsorships and what they mean. 4.2 Identifying potential sponsors and negotiating based on your needs. 4.3 Managing sponsorships, key parameters and techniques.

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4.3 Proposed general learning objectives of the DIGI HELICON Capacity Building Online Course for artists and aspiring artists from disadvantaged groups

After attending the Capacity Building Online course the trainees will be able to:

Knowledge	Skills	Attitude
know the ways & techniques of promotion and digital marketing & branding through social media & platforms for artistic products and services.	develop a digital marketing strategy and use appropriate tools, techniques, and methods to brand and promote through social media & platforms their artistic products and services.	understand the importance of a successful digital marketing and branding strategy through social media & platforms to successfully promote their artistic products and services.
know the basic ways of developing professional social media that fit their marketing profile and strategy.	create professional social media pages ready to meet their digital marketing needs and strategy.	appreciate the importance and need for proper use of social media for the success of their digital marketing strategy.
know the basic rules and legal framework of copyright and digital sales in the EU arts sector.	clearly follow the rules and legal framework of copyright and digital sales in the arts in the EU.	appreciate the need for and importance of the legal framework in relation to artistic sales and the protection of their rights and copyrights as artists or aspiring artists.
know ways and methods to create and manage legitimate social media profiles and accounts for the sale of artworks and services on social media apps and platforms.	create legitimate social media & online platform profiles and accounts for the sale of artworks and art services on social media apps on platforms and manage them to generate profit.	feel more prepared and gain a more positive attitude towards adopting methods of selling artists' works and services on social media in apps on platforms.
know methods and techniques of legal reproduction and management of online real-time artistic live content/paid live streaming and the issuing of e-passes and tickets for them or for their lives and exhibitions.	operate the necessary technical means to legally reproduce and operate online real-time artistic live content/paid live streaming and to issue e-passes and tickets for them or for their lives and exhibitions.	feel more prepared and have a more positive attitude towards the adoption of methods of reproducing and operating online real-time artistic live content/paid live streaming and issuing e-passports and tickets for them or for their lives and exhibitions.
Knowledge	Skills	Attitude
know the basic methods of daily and direct communication of artists with the public on social media and platforms [messenger, comments, emails, chat, personal references, tags, etc.].	manage the technical applications and means of daily and direct communication of artists with the public on social media and platforms [messenger, comments, emails, chat, personal references, tags, etc.].	appreciate the importance of using modern methods and channels of communication with audiences through social media and platforms and feel more prepared to use them.

know methods and techniques for managing live real-time video communication with the audience [e.g., live streaming] in terms of announcements, answering audience questions or live advertising.	manage and apply live real-time video communication with the audience [e.g., live streaming] in terms of announcements, answering audience questions or live advertising.	feel more prepared and have a more positive attitude towards adopting methods for live real-time video communication with the public [e.g., live streaming] in terms of announcements, answering questions from the public or live advertising.
know the types of sponsors and sponsorships and how or in what way they can help them as artists or aspiring artists.	classify sponsors and sponsorships according to the category/type they belong to and the services they can offer them as artists or aspiring artists.	appreciate the importance of different types of sponsorships and sponsorships for their success as artists or aspiring artists.
know methods and techniques of identification and attraction of potential sponsors.	identify and attract potential sponsors.	appreciate the importance of different types of sponsors and sponsorships for their success as artists or aspiring artists.
know methods and techniques of negotiating with sponsors and managing sponsorships.	negotiate with sponsors and successfully manage sponsorships.	feel more prepared and have a more positive attitude towards adopting methods of negotiating with sponsors and managing sponsorships.