



A GRASP OF GRAPHICS & VISUALS

connecting and reaching out to the world of work



effective practices for preparing students in photography, graphic design
and filmmaking for the labour market



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Connecting and reaching out to the world of work - Effective practices for preparing students in photography, graphic design and filmmaking for the labour market.

collected by

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- Walter-Gropius-Berufskolleg (Bochum, DE)
- Escola Artística de Soares dos Reis (Porto, PO)
- HTBLVA Graz – Ortweinschule (Graz, AT)

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Introduction:

The situation of European schools offering higher secondary vocational education in Arts and Design can be called special in many ways. These schools usually cater for students aged 14 to 19, some of them additionally offer master classes for adults. Qualifications obtained usually combine an A-level in general education and vocational qualifications in specific fields such as photography, graphic design and filmmaking.

Regardless of the specific field chosen, vocational education in Arts and Design requires – besides a sound theoretical basis and the necessary practical skills acquired at school – getting to know and having an insight into the “outside” world of work as early and comprehensive as possible. In this regard, it has become indispensable for schools to think outside the box and develop modern curricula and approaches that do not only meet the legal requirements but help them to remain innovative in processes and outcomes.

The effective practices applied by the partners in GRASP and described in the following do not only answer to current labour market requirements (e.g. the development of participants' skills in the use of modern information and communication technologies), but also foster the free artistic development of students (by entering competitions). Moreover, they support the acquisition of relevant skills and competences to be competitive on the European labour market: Foreign language skills, cultural competences, entrepreneurship.

The practices highlighted give insight into diverse forms of cooperation with employers and companies regarding *training* (internships, in-house or dual trainings), *resources* (renting facilities and technical equipment, providing training materials), *competitions* and *exhibitions* on the one hand, and - to gain valuable first-hand accounts of the world of work - *meetings* with individual employers, entrepreneurs, and artists on the other hand.

The following effective practices were therefore classified as follows:

- a) Cooperation with companies – training and employment
- b) Cooperation with companies - resources
- c) Staging / taking part in exhibitions, contests and events
- d) Meeting and exchanging with relevant people – employers, entrepreneurs, artists

Not all practices are applied by all schools. If applied, approaches may be different as the ones described in detail.

Enjoy Reading!

a) cooperation with companies – training and employment

Organizing internships for the students

Escola Artística de Soares dos Reis

In the students' curricula there is a compulsory internship in a company consisting of 120 hours of training. It is accomplished in the 12th grade. At the beginning of the school year, students start by researching possible companies in the field of their courses (e.g. photography, graphic design, video, web design or multimedia) with the help of their vocational area teachers. After teachers' validation, they start making contacts with the selected companies, usually by email. For this, they usually develop a portfolio or curriculum vitae. After a positive answer from a company, teachers contact the company in order to set the goals, tasks and terms of the internship.

The initial research and contacts are made by students in order to be an experience much similar to a real situation after finishing secondary school and start finding a job.

If students face difficulties finding a company, teachers help them by contacting some companies that usually welcome our students.

Practice also applied by:

- ☒ Technikum Fototechniczne
- ☒ Walter-Gropius-Berufskolleg
- ☒ HTBLVA Graz - Ortweinschule



Each student has a school teacher responsible for following the internship and making sure the student is well integrated in the company. Along the process this teacher meets with the company's person in charge of the internship. A final meeting in order to evaluate the students' accomplishment is held. This evaluation will be converted to a grade. This grade will count for the secondary course final grade that will be used to apply for university.

Employers helping students to get new skills in a work context

Escola Artística de Soares dos Reis

The students of the 12th grade must carry out 120 hours of training in a work context. Each student chooses a company in his area and the teacher is responsible for validating the option and for monitoring the process. The students usually have the opportunity to develop activities that in a school context wouldn't be achievable. When the training finishes, the students are sometimes invited to stay part-time or full-time in the companies: whether they are shops, studios or graphic companies. We have examples of recruitment by the companies.

Practice also applied by:

- ☒ Technikum Fototechniczne
- ☒ Walter-Gropius-Berufskolleg
- ☒ HTBLVA Graz - Ortweinschule

Organising internships for students in other countries

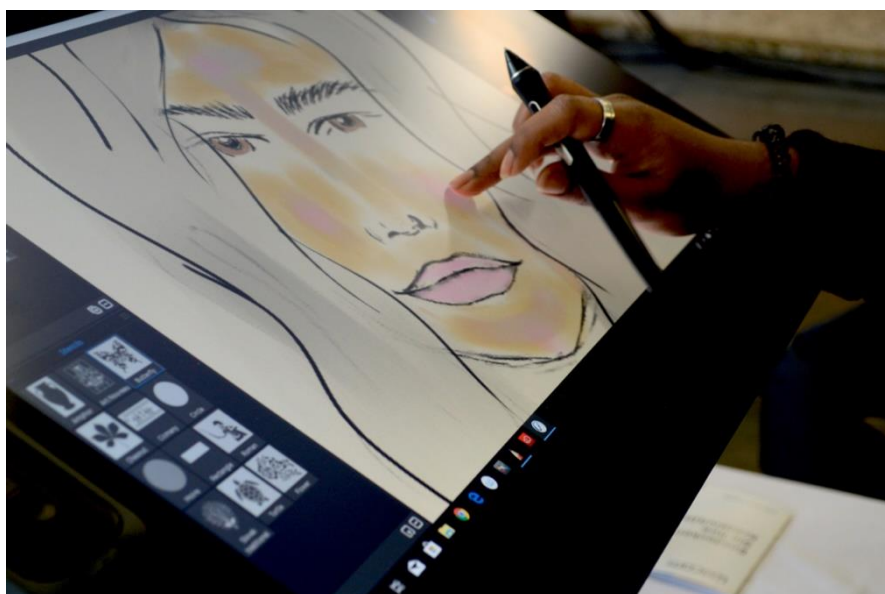
Walter-Gropius-Berufskolleg

Erasmus+, key action 1, is used as a basis to send students abroad, mostly for a 4-week internship. Students participate in pool projects organised by umbrella associations, unions, district governmental institutions, NGOs, etc. These organisations apply for funds from the Erasmus+ program and help individual students to finance an internship abroad. They offer preparation courses in language and culture, pay travel costs and give a sum for living expenses. They differentiate between "free movers", students who organise their own work placement and accommodation, and "participants", who make use of a local agency to find a suitable firm and a place to stay.

WGB has sent several trainees for constructional draughtsmanship to Spain and to Switzerland. Students of the vocational grammar school for design technology are going to Poland and Hungary and assistants for preparation technology, mostly taxidermists, have been to Ireland, South Africa and Switzerland, too.

Practice also applied by:

- ☒ Technikum Fototechniczne
- ☒ *Escola Artística de Soares dos Reis*
- ☒ HTBLVA Graz - Ortweinschule



Organising internships for graduates

Walter-Gropius-Berufskolleg

At WGB Bochum design students who graduate with the Abitur (university entrance exam) can add a state-certified training to become an assistant for design technology by attending a further course in graphic design and economics and taking an exam in cooperation with the Chamber of Commerce. For their certificate students need an internship of 9 weeks in a company, preferably in an agency dealing with marketing, communication design, printing, film, photography or advertising.

Teachers help with finding an appropriate work placement and ensure that the tasks set for the interns prepare them adequately for their exam. They keep a list of helpful employers and former successful work placements.

Especially in the Rhein/ Ruhr area there are several agencies or big companies with their own marketing departments which are willing to take interns, nevertheless it is often hard to find a suitable place.

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- ☒ Technikum Fototechniczne
- ☒ Escola Artística de Soares dos Reis
- ☒ HTBLVA Graz - Ortweinschule

Organising a dual training in cooperation with school and employers

Walter-Gropius-Berufskolleg

In Germany you have to differentiate between full-time students of a vocational college of further education and the trainees of the dual training system attending vocational school.

Full-time students attend school, are not paid, even if they do one-year internships or several weeks of a work placement. They take school exams, often to get degrees which enable them to attend the next school or college which offers a further degree. At the same time, they might take state-certified exams or exams supervised by the Chamber of Commerce or the Chamber of Trade in addition to their graduation.

In the dual training system the trainees or apprentices are employed by a firm and attend a compulsory course at a vocational school selected by their company.

Trainees get a company contract which regulates pay and holidays, insurance and taxes. They mostly attend vocational school once or twice a week. In some jobs, especially when there are regional classes, they might come in for 2 or 3 weeks several times a year, sometimes even staying in a boarding school, whereas the rest of the year they work in their firms. If their companies cannot provide all the techniques, methods and skills the trainees need to complete their training and finally get their certificate, the firms pay for special courses or programmes which are offered

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- ☒ Escola Artística de Soares dos Reis
- ☒ HTBLVA Graz - Ortweinschule

by educational institutions specialising in preparing trainees in practical matters of their trade. Schools therefore focus more on the theoretical and academic part of the training.

Mostly employers do not want to be bothered with extra training or school curricula. They are only interested in a strict schedule and a sufficient preparation of their trainees for their final exam after 2 to 3,5 years of training. If possible, they prefer one school day per week, so that their trainees and apprentices are at work in their firm 4 days a week. A few years ago WGB changed from compact 3-week courses to weekly lessons for their media designers in order to meet the desire of companies and agencies which prefer that system.

Running classes under the patronage of employers

Technikum Fototechniczne

The inclusion of patronage classes by employers makes students' connections with the labour market even tighter and prepares them better for fulfilling satisfying roles. Usually, the patronage is connected with the students' apprenticeship with a given employer and the introduction of teaching content related to the technologies used in the company to a wider extent during school education. This enables young people to get to know the specificity of work for a given employer better, which is a significant advantage when applying for a permanent job.

A completely different model of cooperation with the employer was adopted at Technikum Fototechniczne in Warsaw, which runs classes under the patronage of Canon company. Under the umbrella agreement, students take part in photo workshops organized by specialists of this company, receive specialist training materials, and participate annually in dedicated competitions and demonstrations of state-of-the-art equipment organized by Canon. Teachers of vocational subjects, who teach in this class, take part in workshops improving their competence in the use of new technologies in photography and film. The result of adopting such a model of activity is the increase of knowledge and skills of students and teachers, greater interest of young people in learning at school and a significant improvement in recruitment results.

Practice also applied by:

- ☒ *Walter-Gropius-Berufskolleg*
- ☒ *Escola Artística de Soares dos Reis*
- ☒ *HTBLVA Graz - Ortweinschule*

Cooperation between school and employers in creating a vocational training program

Walter-Gropius-Berufskolleg

In Germany a lot of students and trainees are taught according to centralised curricula which are agreed on by the BiBB (Federal Institute for Vocational Education and Training), the KMK (The Standing Conference of the Ministers of Education and Cultural

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- ☒ *Technikum Fototechniczne*
- ☒ *Escola Artística de Soares dos Reis*
- ☒ *HTBLVA Graz - Ortweinschule*

Affairs of the Länder in the Federal Republic of Germany) and the IHK or Handelskammer (Chambers of Commerce or Trade).

Each school and course develops their school-specific curriculum meeting the requirements of the centralised VET curricula. Individual firms or employers have no direct influence on the vocational training program but their interests are represented by their umbrella associations which work in committees preparing educational material and central exams.

Practical exams are often developed and taken in cooperation between educational institutions, schools and Chambers. In some cases employers are members of the examination boards.

Employing the graduates

Escola Artística de Soares dos Reis

After finishing their internships in companies there has been several cases where the employers invite students to work in the company after finishing their secondary degree.

After finishing our secondary courses, some students go to the university but keep on doing freelance works for the internship company.

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- ☒ Technikum Fototechniczne
- ☒ Walter-Gropius-Berufskolleg
- ☒ HTBLVA Graz - Ortweinschule



b) Cooperation with companies - resources

Cooperation between school and employers when it comes to equipping school's vocational labs

Walter-Gropius-Berufskolleg

WGB Bochum has a lifelong cooperation with Heidelberg Druck, a well-known international company for printing machines and equipment. They offer annual instruction courses at their headquarters in Heidelberg, and granted better conditions for the purchase of the latest state-of-the-art digital printing machine, the Versafire, which was installed at WGB in 2017. They also provide paper and equipment for daily school life in exchange for instructional courses held at WGB for members of local companies and agencies.

Recently Nikon has been invited to WGB to present some of their products and help with improving the photography department which is still very small at WGB. Other design companies help with know-how or advice on soft- or hardware.

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- ☒ Technikum Fototechniczne
- ☒ Escola Artística de Soares dos Reis
- ☒ HTBLVA Graz - Ortweinschule



All in all, manufacturers present their production line, offer lower prices and know-how for schools in exchange for the possibility to promote their products to young prospective skilled workers or future entrepreneurs.

Financial help of employers concerning school equipment

HTBLVA Graz - Ortweinschule

Students at Ortweinschule are required to be equipped with the latest computer technology. Students in the Graphic and Communication Design as well as the Film and MultimediaArt have to buy MacBooks Pro (15") with sufficient power and capacity.

"Financial help" meaning considerable group discounts are given by companies that provide the laptops.

Practice also applied by:

- ☒ Technikum Fototechniczne
- ☒ Escola Artística de Soares dos Reis
- ☒ Walter-Gropius-Berufskolleg

Lending equipment and labs to carry out school classes

Technikum Fototechniczne

Students of the photographic, graphic and film industries are usually extremely creative people, sensitive to the beauty of the world around them and characterized by above-standard creative expression. They are happy to participate in planned vocational classes, team and individual projects. Employers often help in developing their professional passions.

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- ☒ HTBLVA Graz - Ortweinschule
- ☒ Escola Artística de Soares dos Reis
- ☒ Walter-Gropius-Berufskolleg



The students of Technikum Fototechniczne in Warsaw who undergo internship signal that employers are willing to agree to let their students use the equipment and the studio for their own needs: photo sessions with friends, activities for creating a portfolio, or preparation for professional exams. For lending rooms and equipment, they do not charge, and sometimes even help young people in achieving their goals. The kindness of employers is also used by the school, sometimes borrowing specialist equipment for its students participating in team photo and film projects. Companies also invite groups to their headquarters to develop students' professional competences by conducting training on the basis of the technologies they use. The classes in the field of information and communication technologies, colour management and calibration of equipment were particularly popular among students of the Warsaw school.

Allowing students and trainers access to training and instructional materials developed by the employer

Technikum Fototechniczne

In partner countries, school textbooks on professional subjects related to graphics, photography and film are not published. For teachers, this is a real challenge, as all teaching content must be conveyed during school activities. When preparing to teach vocational subjects, teachers use different sources of information: publications on photography, graphics and film, industry magazines and Internet resources. Because of constant technological changes, reliable and professional information is invaluable to them.

To meet these challenges, Canon provided teachers and students of Fechnikum Fototechniczne in Warsaw with materials developed by their specialists to support the process of teaching photography and film. Bookcases of teachers and students of the patron class were enriched by the book position presenting the principles of professional photography based on the EOS series cameras. The pedagogues also received access to educational and information materials posted on the Internet, instructions for users and programs that extend the functions of selected cameras or programs for checking the qualifications of individual Canon products. These materials are constantly updated and modified by the company, which makes the knowledge of teachers and students about new technologies acquired as technology develops.

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- ☒ HTBLVA Graz - Ortweinschule
- ☒ Escola Artística de Soares dos Reis
- ☒ Walter-Gropius-Berufskolleg

Providing students with material help from employers

Technikum Fototechniczne

Employers of the photographic industry are willing to support students doing their internship. They let them use rooms, equipment, software free of charge (outside working hours). Thanks to this, students can run their own photography projects that enrich their professional portfolio. Sometimes employers also print the student's work at their own expense, even in larger formats. The Polish school noted cases, when companies organized student work exhibitions at their premises, covering the costs of printing, binding and even the opening ceremony. Another way to support trainees by the employers is to provide them with drinks and meals while working in the company and during outdoor sessions.

Students highly praise the possibility of completing some paid orders at some employers. Thanks to that, they have their own financial means to cover their expenses.

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- ☒ HTBLVA Graz - Ortweinschule
- ☒ Escola Artística de Soares dos Reis
- ☒ Walter-Gropius-Berufskolleg

Helping to release school publications

Escola Artística de Soares dos Reis

Roland Portugal printed a set of posters that divulges the courses the school uses on its premises. The partnership between the two entities contemplated even the provision of a 3D printer and the respective training to a group of teachers.

Practice also applied by:

- ☒ HTBLVA Graz - Ortweinschule
- ☒ Technikum Fototechniczne
- ☒ Walter-Gropius-Berufskolleg



c) Staging / taking part in exhibitions, contests and events

Organizing photography/film/graphics contests for students by the employers and presenting students' best works with awards

Technikum Fototechniczne

The participation of students in competitions related to the vocational training increases their motivation to learn, the success contributes to the increase of self-confidence and helps achieve important certificates for the portfolio. For this to happen, the employer organizing the competition must be a company of exceptional importance in the labour market.

In Technikum Fototechniczne in Warsaw, competitions are conducted by Canon. Participants are the students of patron classes. The company determines the theme of the competition in accordance with the school and is co-creator of the statute. The school disseminates information about the competition among the target group and collects submitted works. The winners are selected by the company's representatives together with teachers of vocational subjects at school. The employer is responsible for preparing diplomas and prizes for the finalists. The ceremony of summarizing the results of the competition takes place at the school, but the representatives of the employer naturally participate in it. The photos highlighted in the competition are presented with relevant information on both company and school websites, as well as in the form of printouts - on display, taking place in school. Obtaining the title of a laureate of such a competition is an important element of the professional portfolio for the student and significantly increases his chances on the labour market.

Practice also applied by:

- ☒ HTBLVA Graz - Ortweinschule
- ☒ Escola Artística de Soares dos Reis
- ☒ Walter-Gropius-Berufskolleg

Organizing photography and graphics exhibitions for students and sponsoring the activities

HTBLVA Graz - Ortweinschule

Students at Ortweinschule in the field of Photography and MultimediaArt are supported by the school to go public with their

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- ☒ Technikum Fototechniczne
- ☒ Escola Artística de Soares dos Reis
- ☒ Walter-Gropius-Berufskolleg

works as early as possible during their studies. In collaboration with companies and public institutions, exhibitions are staged regularly in Graz and Styria.



Two examples: The exhibition “Grazer Bildräume” took place at the Galerie Centrum in Graz in February 2018. It focused on fashion photography and documentaries. The City of Graz provides rooms for exhibitions and hosted diploma works by students of the Ortweinschule in Summer 2016. Further information:

http://www.ortweinschule.at/de/news_events

<https://www.facebook.com/ortweinschulefotografie/>

Organizing workshops, lectures, exhibitions and author meetings by the employers at school.

Technikum Fototechniczne

Partner schools have a good base of vocational education, and also employ qualified teachers who often have experience in the industry or are active artists in their field. As a rule, they enjoy great authority among young people. But the offer of schools in providing students with guides around the multimedia world is much richer.

Technikum Fototechniczne in Warsaw regularly invites employers recognized on the market to conduct workshops that improve students' professional skills and deepen their knowledge. Workshops are usually conducted at school, but sometimes also take place at the employer's office, especially when specialist equipment is presented. The students of Technikum Fototechniczne have obtained the opportunity to participate in fashion photography, portrait, sports, reportage, food, building the photo and lighting, colour management, film and graphic

workshops. The school gallery also regularly hosts exhibitions of works by recognized photographers who run their own studios and employ apprentices. During the vernissages of exhibitions and presentations in multimedia form, meetings with authors are organized. Particularly many activities with the participation of employers are held during the annual Days of Photography organized by the school - a real holiday for photography lovers.

Practice also applied by:

- ☒ HTBLVA Graz - Ortweinschule
- ☒ Escola Artística de Soares dos Reis
- ☒ Walter-Gropius-Berufskolleg



Holding presentations and demonstrations at school of the most advanced equipment by the employers.

Technikum Fototechniczne

Schools that train students for the needs of graphic, photographic and film industries are usually fitted with the appropriate equipment to implement the curriculum. But the purchases of all new products introduced on the market are futile and uneconomical. However, in order to bring the offer to the students in the area of the most modern equipment and technological solutions, the schools cooperate with industry companies and producers. Employers willingly participate in this type of undertaking, because they can then present the modern face of their company and better prepare potential employees for professional challenges.

Practice also applied by:

- ☒ *HTBLVA Graz - Ortweinschule*
- ☒ *Escola Artística de Soares dos Reis*
- ☒ *Walter-Gropius-Berufskolleg*



Technikum Fototechniczne in Warsaw systematically organizes equipment presentations for its students and teachers. In recent years, the school community has participated in demonstrations of cameras, camcorders, lenses and lighting equipment from renowned companies: Canon, Olympus, Phase one and Hensel. Meetings were usually held according to a similar scenario. Each time the employer's representative discussed in detail, on the basis of the multimedia presentation, the parameters and the

possibilities of using the equipment, and presented it in reality. Sometimes, selected students also had the opportunity to use this equipment during photo or film workshops, which ended the meetings. The importance of presenting various equipment in raising specialist knowledge of students and teachers cannot be underestimated.

Employers organize presentations of computer software used in photographic, graphic and film industry at the employer's premises.

HTBLVA Graz - Ortweinschule

In the department of Arts and Design, especially in Film and MultimediaArt, Ortweinschule offers frequent excursions to companies in all fields of education. The aim is to gain first-hand insights into the practical aspects of skills and competences needed on the job market and the technical resources used nowadays.

Practice also applied by:

- ☒ *Technikum Fototechniczne*
- ☒ *Escola Artística de Soares dos Reis*
- ☒ *Walter-Gropius-Berufskolleg*



ARRI welcomes students from the Ortweinschule at the lighting factory in Stephanskirchen, Germany.

Getting insights into the future of television at the Red Bull Media House and Servus TV in Salzburg, Austria



Further information:

<https://www.facebook.com/OrtweinschuleFilmUndMultimediaArt/>

d) Meeting and exchanging with relevant people – employers, entrepreneurs, artists

Getting to know specialists and business contacts

HTBLVA Graz - Ortweinschule

Employers, entrepreneurs and artists are frequent visitors at the Ortweinschule Graz and give valuable insight into their work. Students can ask the questions that are important for their future working life. Sometimes, talks are also held via Skype. Interviewing important people at festivals is part of the students' tasks and is a regular assignment in all forms.

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- ☒ Technikum Fototechniczne
- ☒ Escola Artística de Soares dos Reis
- ☒ Walter-Gropius-Berufskolleg



Talk with Werner Boote, director of the documentaries *The Green Lie* and *Plastic Planet*.

Interview with artist Günter Brus, who attended the former Ortweinschule in the 1950s

<https://www.youtube.com/watch?v=mrWNqUpGP3Q>



Organizing meetings with employers and visiting the companies to add to the school's offer in terms of career guidance / holding school career fair with prospective employers.

HTBLVA Graz - Ortweinschule

Ortweinschule invites prospective future employers on a regular basis to provide students in the various fields of education in Arts and Design with the latest know-how and requirements concerning the world of work.

Since in some fields students will most like be self-employed in the future (e.g. Photography and MultimediaArt), successful entrepreneurs are frequent visitors to Ortweinschule. Excursions to studios give an insight into which resources will be required for certain job specifications.

Practice also applied by:

- ☒ Technikum Fototechniczne
- ☒ Escola Artística de Soares dos Reis
- ☒ Walter-Gropius-Berufskolleg



Presentation and discussion on architecture photography with [Paul Ott](#)

Visiting [Pixelmaker](#) Photostudio.



Employers taking part in school life

Escola Artística de Soares dos Reis

Throughout the years the school keeps a close relationship with employers. Besides the internships carried out by our students in their companies, the school has several activities where employers are invited to participate.

One of the most important moments of our students' school life it is the 12th grade final projects called "Artistic Aptitude Test". These projects are developed in the final year of the curricula and take between three to six months to develop. The goal is to make a final demonstration of the students' skills in the area of arts and design. In the end there is a public presentation before a jury composed of the schools' teachers and external guests.

These external guests are usually employers in the area of the student's course. Besides giving their opinions and feedback about each student's project they also participate in the project's evaluation. The project's classification has a very important weight in the student's secondary final classification that will be used to apply for university.

These employers also give a lot of feedback about what the job market is looking for in terms of employees' skills which, in turn, helps the school adapting to the job market needs.

Escola Artística de Soares dos Reis celebrates its anniversary on January 12th. The celebration lasts for an entire week and it consists of workshops, lectures and talks usually conducted by guests. In most cases, these guests are employers that show students their projects, their companies or technologies and techniques they use. Frequently, these employers are former students that have been developing their professional careers.

Practice also applied by:

☒ *HTBLVA Graz - Ortweinschule*

☒ *Technikum Fototechniczne*

☒ *Walter-Gropius-Berufskolleg*

European schools in GRASP

Technikum Fototechniczne (Warsaw, Poland, coordinating partner)



The technical college of photography is the largest and the oldest Polish school that educates students in the field of photography, including graphics, multimedia projects and moviemaking. Students are prepared to pass matura exams and vocational exams that verify qualifications such as: registration and image processing and the execution and implementation of multimedia projects. The school employs 60+ fully qualified teachers, including 22 teachers of vocational training. The Phototechnical High School provides training for 500+ students.

Our school cooperates with about 80 reputable companies dealing with photography and similar branches, where apprenticeships of our students are organized. The establishment has organized many exhibitions of photographs in the city which allowed the presentation of the achievements of students: e.g. at the Royal Castle, in the Copernicus Science Centre, in the Historical Museum of Warsaw, in the Technical Museum, in the shopping center "Golden Terraces" and in the German Embassy. <http://fotospokojna.com/>

Walter-Gropius-Berufskolleg (Bochum, Germany)



Walter-Gropius-Berufskolleg is a public vocational college of further education which offers young people a wide range of educational courses, including vocational training in different trades, further education and training as assistants with dual qualifications and college and university entrance qualifications. Almost 1700 students are taught by 75 teachers in three different buildings, which are situated in the centre of Bochum, a town in the urban Ruhr area. The region was formally known for its coal and steel industries but today it boasts health, media, technological and educational services. Employers range from big industrial companies with their own advertising departments to small agencies and successful film and video companies to small photography studios.

In order to offer better qualifications to their students WGB focuses on courses in technology, from civil and mechanical engineering to graphic and media design. Qualified teachers, who are trained in media design as well as photography, web design and fine arts, instruct students in theory and practical skills. Secondary education in full-time courses focuses on technology and design, with both branches taking part in this project. <https://wg-bo.de/>

Escola Artística de Soares dos Reis (Porto, Portugal)



The Soares dos Reis School of Arts was officially established in January 1884. The school is geared towards education of arts and is a non-profit public institution. Annually, the school hosts around 900 students, spread across different educational departments. As a Specialized Artistic Teaching School, Soares

dos Reis - currently named Soares dos Reis School of Arts - is dedicated to the teaching and practice of the visual arts and mainly offers four specialized art courses: Audiovisual Communication, Communication Design, Product Design and Artistic Production.

The school also offers five professional courses (2D and 3D Animation, Fashion Design, Jewelry/Stone Setting, Furniture Design and Graphic Design) and further education courses and adult education (Creative Ceramics, Graphic Design, Fashion Design and Jewellery/Stone Setting).

The EASR is a Specialized School of Art Education, a vocational school. Within the lines of the educational project we will provide our students with internship opportunities where they can interact with other cultures and also with the art and traditions of another country, as well as the development of a foreign language. The main advantage that may arise, beyond the learning of other techniques, will be cultural awareness within a European context. www.essr.net

HTBLVA Graz – Ortweinschule (Graz, Austria)



Ortweinschule Graz, Austria, is a Higher Technical College for both Engineering and Construction as well as Art and Design.

With a staff of 220+ it caters to more than 1650 students aged

14+ and adults with diverse social and cultural backgrounds. Within the department of Art and Design, Ortweinschule offers general and vocational education and training in the faculties Graphics and Communication Design; Film and Multimedia Art; Photography and Multimedia Art; Interior Design and Architecture; Product Design and Presentation; Sculpturing, Object Design, Restoration; Ceramics Art Craft; Jewellery and Metal Design.

Vocational education is offered to young students aged 14 to 19 to obtain an A-level as well as a vocational certificate in respective fields. Adult education / vocational courses are offered to students aged 18+ to obtain a diploma in the specific fields listed above. In order to be accepted, all prospective students undergo initial assessment with the focus on subject areas chosen. Internships are compulsory in all fields. Ortweinschule intends to support students in gaining a wide range of perspectives in view of their professional education, their future jobs, their foreign language skills, and their intercultural understanding. www.ortweinschule.at

Benefits for Students

Thanks to the implementation of the above-described examples, students have gained many benefits.

1. Due to the schools' offers in terms of relating theoretical vocational education to the world of work there is increased identification of students with schools and taught professions.
2. Skills of students mastering the latest techniques and computer technologies, including ICT grow considerably through the help of companies and producers of equipment.
3. Improvement of social and intercultural competences, of competences in foreign languages communication, including professional English, especially when doing internships abroad can be observed.
4. Students benefit from increased opportunities and the awareness of employment opportunities on the European labour market.
5. Students become aware of the challenges and benefits of being self-employed in respective fields of Arts and Design and they get a clear idea on which resources are specifically needed when starting their own businesses.
6. Students get the opportunity to make themselves seen and heard through entering exhibitions, competitions and events with their own works.
7. Students are supported in the best way in their vocational education by having access to the latest technologies

Benefits for Schools

Thanks to the implementation of the above-described examples, the schools have gained many benefits:

1. Vocational training has reached a higher level by better adapting to the requirements of the labour market used in school curricula and equipment.
2. The effectiveness of education has increased, because thanks to direct cooperation between schools and employers, a larger number of graduates found employment in companies.
3. The technical base of the school has been enriched thanks to favourable discounts on the purchase of equipment and free of charge transfer of equipment and furniture by employers.
4. The didactic base of the school has increased.
5. Teachers' professional competences have increased, because cooperation with companies allows them to get to know all technological novelties and to use many of them in teaching practice.
6. The school can better promote its achievements, because it has gained attractive places to present students' achievements and information about their activities.
7. The schools' rank on the educational and professional marketplace increased, and schools involved in cooperation with renowned employers achieve better recruitment results.

Student voices

🗣️ *In my view, cooperation with employers is a great opportunity to learn how a photographic studio really works. Although we cannot participate to a great extent in the sessions as interns, we can watch the professional photographers, get to know the equipment, set up the lights. You definitely learn more than at school.*

Michał Mazurek

🗣️ *My class is under the umbrella of Canon company. Thanks to cooperation with this employer we have many presentations and workshops, during which we are acquainted with the latest equipment used in photography and film. We can actually use the camcorders, see how they work.*

Matryna Chojnowska

🗣️ *Thanks to cooperation with the Royal Castle, students from our school can take part in interesting workshops with the use of techniques that are not taught at school, like luxography. The castle is also a great venue for exhibiting our works.*


Mikołaj Drzymkowski

🗣️ *The students in our school really benefit from the school employer cooperation. We have workshops, photography contests, exhibitions and debates. Thanks to these our learning becomes much more practical and enjoyable.*


Magdalena Góra




fot. Jan Kurjan / Fotospokojna

 *I am glad to have the chance of doing an internship during my school time because then I have the opportunity to use the skills which I learned at school in real life and even acquire some more skills.*


Lea Kurowski

 *It is a great pleasure to have the chance of doing an internship during our school education. We get the opportunity to take a look inside the world of work and learn more about the stressful life we will have in the future.*


Lena Bazahica

 *Due to the expansive variety of programs used in the agency where I did my internship, I learned more about the in-depth usage of InDesign, Illustrator and Photoshop, which we also use a lot in our school. I actually got integrated just like another co-worker and gained insight into their work ethics, which sometimes includes facing some challenges. Overall you always try to find useful solutions and create a product the customer actually likes and wants to use for his company.*


Lena Olejniczak

 *I had a special time during my internship and had the chance of getting insight into different aspects of the world of creative work. Some days I spent in the radio department, some days I was in the graphic or the photographic department. I learned a lot about the work routine and the process of creating, from a picture to the digital or print magazine or to the final radio spot or commercial film.*


Leonie Mathia

 *I must say that taking part in competitions and working together with classmates to come up with results we can be proud of is most of the time even more exiting than just being at school. And we at Ortweinschule do win regularly.*

Natalie Pinter


 *Visiting local companies or even going abroad on excursions gives me practical insight into what I most likely will be confronted with in my future career. It is interesting to see that there is a lot of know-how and management skills required to be successful.*

Nikolaus Heckel


 *I mean taking loads of pictures without having the urge to show them to someone is a little bit silly. Yes, of course there is Instagram and the people like what I do but seeing my own works in an*

exhibition is quite a different experience. I am thankful that my teachers are quite active in this respect.


Sarah Schober

 *Working together with colleagues from different countries in Erasmus+ has opened my eyes. It is inspiring to see that after initial struggles in communicating with each other, we quickly understood each other. I can see now that being able to speak English well is a big asset when it comes to working abroad in the future.*


Andreas Schweighart

 *In my internship I had a chance for developing the core competencies needed to establish more experience and work fluency submitted in work spaces. The full two months combined were very useful because it corresponded to what i've mentioned before with plus positive points. Such as having an incredible mentor that was extremely cautious and demanding, leading me to the success of the whole experience.*


Maria Guedes

 *I did my internship in Ci.CLO which is an independent organisation focusing on photography and its interaction with other artistic, environmental and social platforms, under the mentorship of Virgilio Ferreira, being the photographer and artistic director. I carried out diversified activities that made me learn different things, from editing, photographing, contacting companies and researching companies, but what I really enjoyed was seeing the environment and how Cic.lo works.*

Inês Taveira

 *My internship was in a store of photography and it was an extraordinary work experience. I had to update the website of the company, photographing all the items to sell. It was a very hard task but at the end a priceless development of my skills.*

Rita Silva

 *I did my internship in a studio where the core business is fashion photography. I could work with some of the best Portuguese models and it was a memorable experience. I learned many technical issues and most of all I learned how to be part of a team working together to achieve excellence.*

Beatriz Costa