

# “FUTURE CREATIVE INDUSTRIES”: SUPPORTING VOCATIONAL CHOICES OF PUPILS

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**Regional Test Case Documentation**

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Contribution to T3.3.3



Reporting Period nr.6



PP6, Padova Chamber of Commerce



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# TABLE OF CONTENTS

0. Abstract	
1. Introduction	3
2. Objective	3
3. Applied approach	4
4. Results	5
5. Goal Achievement, Lessons Learned and Transnational Added Value	5
6. Outlook and sustainability	6
7. Annexes	6

## 0. Abstract

Through the “Future Creative Industries” test case PP6 shows how the CCI sector can offer innovative work options for students, and the importance of the interaction between students and CCI.

Objective has been the creation of an installation which conveys the importance of the skills of CCI and the opportunities of CCI as a work option for students.

The students worked, guided by their teachers and by two CCI entrepreneurs, in the creation of the installation, which incorporates a video game. It has been displayed in the hall of their school and presented to the general public during the “open days”.

In 2022 it will also be displayed in an exhibition focussing on vocational choices and work options.

## 1. Introduction

The pilot action originates from the acknowledgement of two potentially converging trends: on one hand the digital transformations of industry and on the other hand the increased interest of artists for digital technologies. Against such a background, the reflection is extended to the educational domain to verify whether schools are currently taking into consideration the above-mentioned changes. The underlying idea is that the next generation of creative professionals will be better equipped to meet the challenges and opportunities of the labour market if novel connections between culture and industry are incorporated in the educational process.

## 2. Objective

The testing focuses on a crucial, but often overlooked, dimension of creative industries: education and vocational choices of high school students.

While universities have adapted quite rapidly to the emergence of the new sector, vocational schools, once at the forefront of innovation in this area, now appear uncoupled from the rapid transformations that are taking place. The pilot action aims at bridging that gap by offering pupils a direct, hands-on experience of the new professional opportunities that exist for those who embark in a cultural and creative curriculum.

Our idea was then to realize an installation which conveys the importance of the skills of CCI and the opportunities of CCI as a work option for students, stressing the creative and cultural skills related to the creation of a video game.

We planned, therefore, to compose the case, the screen, the embedded software, the audio system, a panel describing the InduCCI project and presenting the installation itself.

The software, intended as an online installation, is available on the [G.Valle institute official website](#).

### 3. Applied approach

The idea was discussed through the regional focus group, together with Ca' Foscari University, Galileo Visionary District - Italian Design School, representatives of the regional government and of business support organization, as well as with the InduCCI partners and the lead partner.

A peering activity was performed, among the InduCCI partners interesting inputs have been e.g. provided by the experiences of the Czech partner with the schools, and their test case related to the creation of a game.

Padova Chamber of Commerce selected one high school to partner with, and asked Ca' Foscari University, who is cooperating with Padova Chamber of Commerce in the realization of InduCCI pilot actions, to select CCI entrepreneurs who could interact with teachers and students to realize the installation.

After the call, Padova Chamber of Commerce selected G.Valle high school, Padova, a secondary technical school which aims at preparing students in graphic design, visual arts, communication.

After the selection, the two digital artisans Raffaella Rivi and Sergio Marchesini, arranged a work plan with the teachers.

The installation was due to be presented in Expo Scuola 2020. The Covid-19 pandemic unfortunately delayed both the realization and the presentation of the installation.

The school had to cancel the workshops, which were postponed due to Covid-19 to the spring 2021, while Expo Scuola, which is the most important exhibition related to the vocational choices of pupils in the Padova area, was canceled in 2020 and realized in an only web based form in 2021.

39 students took part in the project, and worked with the CCI entrepreneurs in 18 hours of workshops, from April to October.

The installation has been actually displayed in the main institute of G.Valle high school, Padova and presented to students and to the general public during the "open school days".

Since the "open school days" have been held online due to Covid-19 pandemic situation a section of the website of the school has been realized, where visitors can play the game and have more information about the CCI world.

## 4. Results

In order to avoid the rhetorical genericity of reference to the whole of the CCI and considering time and financial constraints, the test case adopted a more concrete approach by focusing on a specific category of future creative industries: those that operate at the interface between artistic and technological languages and more precisely in the expanding domain of “digital art”. Digital art has been chosen because it is a concept and practice that can create a solid bridge between creative expression and industrial transformation thus anticipating some of the characteristics of the cultural and creative industries of the future. Techno-Artists interact with pupils for the design of an innovative installation meant to be put on display during an education fair to enhance the promotion of the educational offer of secondary schools with creative and artistic orientation. Pupils are thus not only the passive recipients of an exhibition of cultural and creative products but they have the possibility to reflect on how culture and creativity impacts on the very idea of the exhibition, which will not only be a result, but a creative process.

The installation has been realized and has been evaluated as an interesting experience both by students and teachers.

The students, aged 16-19 years, have been parted in several working groups and worked with the entrepreneurs in the development of the concept, the design, the elaboration of the software, the choice of the images, colours, music, and then the realization of the installation.

Every step was shared with the other students of the school, so that there was an increasing awareness of what was going on, and of the complexity of the work.

The concept of the action foresaw the participation in the Expo Scuola Exhibition. We had to adapt the action to the Covid-19 pandemic situation and transform the installation into a mainly digital one.

The “video game” actually shows several questions. Answering the question brings the gamer to a Qr code page, where he/she can learn more about the study direction in the CCI world more coherent with his/her choice.

The involved students applied with enthusiasm to the task. Several of them worked for the installation also during the summer holidays.

11 hours of workshops with the experts were held in Spring, 7 of them in Autumn. The school teachers moreover guided the students in 30 workshop hours, to coach them in the realization of the installation

## 5. Goal Achievement and Lessons Learned

The goal was achieved with the realization of the installation and its presentation to the families during the “open days”.

Due to the Covid situation also the open days have been realized online.

Students present and explain the installation, and visitors are invited to play with it. An evaluation of the action has been performed with an interview to the involved teachers, artisans and students. The students have become more aware of the complexity in the creation of a video game, and of the cultural and creative aspects in this activity, as well as of the work option in this sector.

The teachers have been aware of the innovation in digital creation, and have been able to involve the students in a real production task. The tested measure is an example also for other schools, especially with a CCI specialization.

## 6. Outlook, Sustainability and Transferability

The installation will be kept exposed at G.Valle High School and there is also an online version available on the school's website. In 2022 it will also be exhibited in the Padova Exhibition Center, during the foreseen Expo Scuola 2022 exhibition.

This action is a good example of interaction between CCI and schools that can be replicated in other national and international contexts.

An attention to sustainability has been a shared feature in all cases.

## 7. Annexes

[Pictures of the installation and the realization process:](#)

[Link to the game](#)