

eFashion

eFashion is an ONLINE fashion course **custom-made** by IED Madrid for INDITEX workers where VIDEO has been used as an extremely powerful didactic resource.



INDITEX

Istituto Europeo di Design is an almost 50 years old Italian school that opened its Madrid headquarter in 1994.

IED Madrid houses Fashion, Interior, Product and Visual Communication Schools as long as IED Master, that started using online resources 4 years ago.

INDITEX is one of the biggest fashion retail companies in the world [ZARA, Massimo Dutti, Pull&Bear...]

INDITEX was interested in provide their employees with an **online educational experience** that allowed them to better face their daily jobs .

DESIGNING TAILOR-MADE VIDEOS

The design of the eFashion course is entirely **custom-made**, it tries to engage students that need high motivation as even they perceive the course as an opportunity to take new challenges, it is hard for them to find a balance between job, personal life and education.

VIDEO is one of the key didactic resources as we need to come as close as possible to the students.

This short analysis shows how we have played with the king of the E-Learning tools, trying to offer **the most engaging didactic design**. The autonomy to produce our own audiovisual proposals, through our media-lab department, has given us freedom to create different kind of videos for different needs.

DIDACTICS

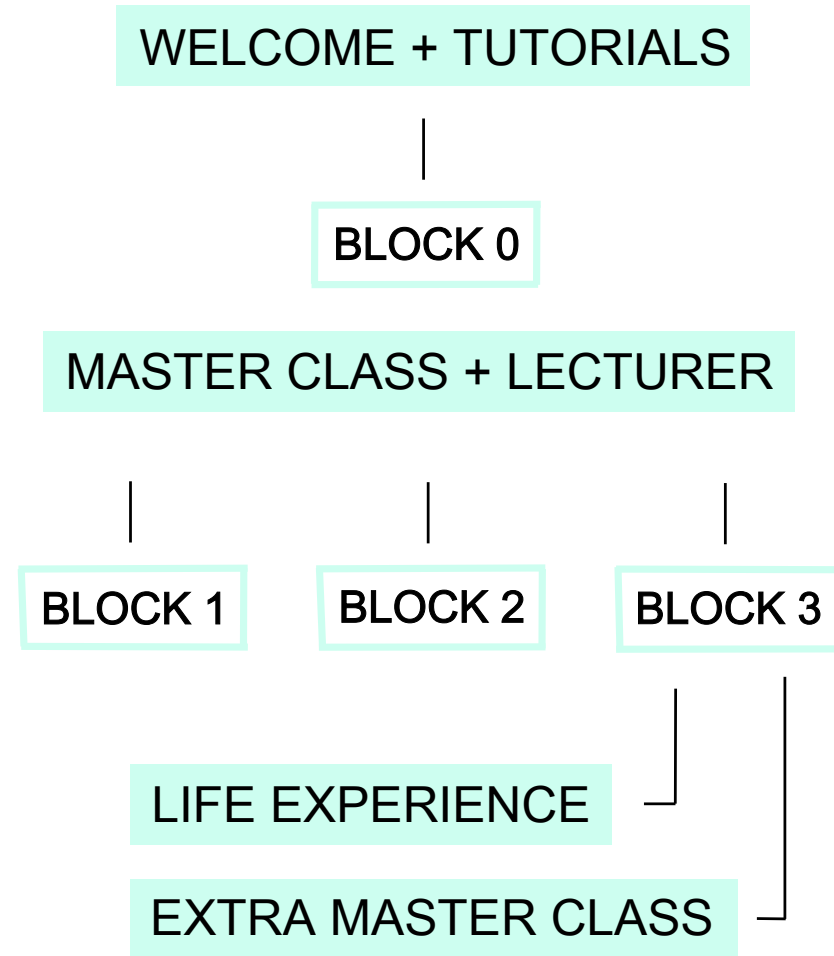
Here you can see the didactic structure of the course so you can understand how we placed **VIDEO** resources inside the methodological development.

Block 0 is the introduction of the course, where the student is welcomed by the IED Madrid eFashion team and is provided with practical information to use the platform through video tutorials.

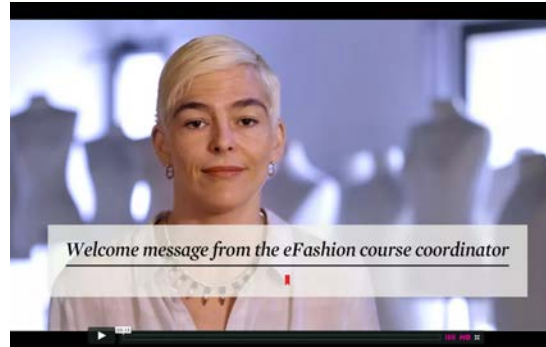
Block 1, 2 and 3 are the content blocks; each one starts with a Master Class by a highline person or guru in the related area; then, the 4 themes inside each block are introduced by a video of the correspondent lecturer.

Then, at block 3, the student finds a Life Experience at a Virtual Store and an extra Master Class.

As said before, all the VIDEOS have been produced by us so we could plan and control all the aspects to get the desired effect in the student engagement:
Objectives, Content, Length, Location, Tone, Mood...



WELCOME



SPECIFIC ENVIROMENT || SENSE OF BELONGING || CONTENT OVERVIEW || COMMUNICATION CHANNELS

Once the student enters block 0 is received with 3 video messages from the course team. This welcome does humanize the eLearning experience as the student feel there are people behind, not just to design the course but to be there during the whole process.

1. **IED Madrid Master director:** he introduces the university and explains our online experience.
Location: at the entrance of one our main headquarter so it gives the students a feeling of belonging to a certain place where “real” things happen.
2. **eFashion Didactic Coordinator:** she gives an overview of the course structure, its didactic resources and the main characters behind the course.
Location: in a fashion classroom so it approaches the student to the content of the course.
3. **IED Campus Tutor:** she explains how to face the virtual process and the relation between the student and the campus team.
Location: in an IT classroom, according to the content and her role.

Length: all around 2 minutes.

TUTORIALS



USER EXPERIENCE || PRACTICAL ENVIROMENT || SELF CONFIDENCE || READY TO START

There are several short **video tutorials** at the introduction block that show a complete and guided information: **Campus, Messages, Forums, Assignments...** This approach to all the practical info makes the student feel that every tool is under her/his control and so they feel self confident to face the course and **get ready to start!**

Length: All around 2 minutes.

Language: A neutral feminine / masculine voice.

MASTER CLASS



HIGH MOTIVATION || PROFESSIONAL REFLECTION || BEHIND THE SCENES || STUDENT ATTRACTION

Each of the content blocks starts with a Master Class run by a highline professional of the field or guru.

Their experience and knowledge about the subject gives us the chance to interview them about all the relevant aspects related to the block in their working places, so we get enough audiovisual material to edit a high quality content.

The students really appreciate this materials as it brings them an opportunity to see behind the scenes, to access specific information, to reflect about the professionals opinions and thoughts and so to face the block very motivated.

Length: All around 15 minutes.

Language: Is chosen by the professional, then we subtitle instead of dubbing not to loose her/his personality.

Location: Guru's workspace, Collete Paris and IED Milano.

LECTURE



HUMANIZE THE PLATFORM || MOTIVATION TO START || SOMEONE BEHIND || THEME OBJECTIVES

As mentioned before each of the 12 themes of the course starts with a video of the teacher with the intention of:

- . Say hello, reveal the students that he or she is behind the Manuals, designed specially for the course.
- . **Generate proximity** and empathy with the student.
- . **Humanize the platform**, the online experience.
- . **Motivate the student** through a simple, positive and realistic tone and specific vocabulary.
- . **Ask the student** to use the communication channels: forums and direct messages.
- . **Introduce the objectives** and the basic concepts of the theme so the students get engaged and **feel like going into the theme!**

Length: All around 2-3 minutes.

Language: Mother tongues, then dubbed in order not to lose any image or reference. Their voice never disappears.

Location: A white background so the student focuses on the face and the message; also note that the lecturer voice never disappears.

EXTRA MASTER CLASS



INSTRUCTIONAL FLEXIBILITY || CAPTIVATE THE STUDENT || SPECIFIC CONTENT || LOCATION RELEVANCE

One of the course goals was to keep **flexible**, being able to **detect possible students needs** and design effective solutions to **keep the engagement**.

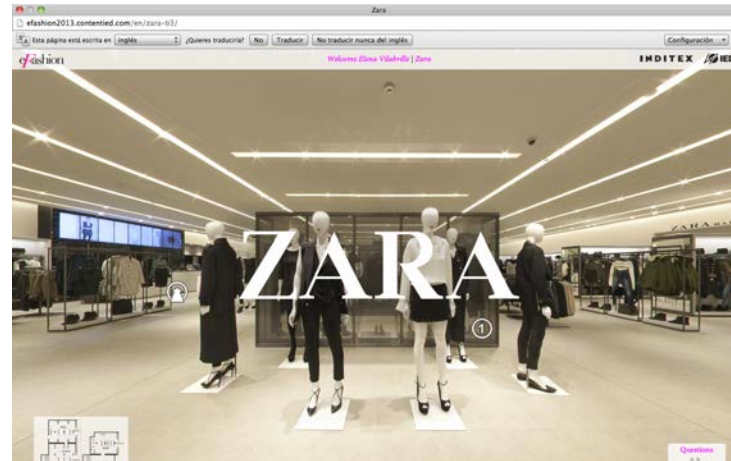
This extra EXTRA Master Class is an specific content developed for a certain course edition. We wanted to motivate, even more, a group of high level students in their last block, by providing them with a deep reflection about a certain topic starred by a **highline professional profile**.

Length: Almost 13 minutes.

Language: Mother tongue. Her voice never disappears.

Location: A set corner in one of our headquarters main lecture hall. We created a surrounding atmosphere to captivate the student.

LIFE EXPERIENCE



VIRTUAL EXPERIENCE || REAL WORKSPACE || PRACTICAL ASSESMENT || AD HOC CONTENT

Here we present another specific didactic resource: It's not a video itself but it is included as long as it gives the student a **highly interactive visual experience**.

We call it Virtual Store and it consists on a **virtual tour around a real shop**. As long as "walking" around, the student can put into practice the knowledge acquired through 2 practical exercises: STYLING and VISUAL MERCHANDISING.

RESULTS



FACE TO FACE || CREATIVE WORKSHOP || PROFESSIONAL EXPERIENCE || HIGHT MOTIVATION

We also produced an audiovisual piece that sumps up the course results and gives and idea of the whole eFashion experience. This material represents a powerful tool as it has a double use: it works for involving current students who finish the course **EXTREMELY engaged**, but it is also perfect to **motivate students** of future editions!!

The video includes course info, interviews to students, teachers and IED Madrid team members, and the **styling workshop** making of [a face to face final activity, consisting on a fashion shooting guided by professional teams, that allows students to do participate in a **creative** exercise and to finally **meet each other**].

THANK YOU



INDITEX