ERASMUS+ KA1 · TEACHER TRAINING COURSE

Transmedia Integration in Education

7 Days • Heraklion, Crete • OID: E10020547

About the course

Transmedia uses multiple media platforms to create a cohesive, immersive learning experience. By combining different media and digital tools, teachers can create dynamic lessons that foster creativity, critical thinking and digital literacy.

The course introduces the concepts and techniques of transmedia and shows how to design and implement projects across platforms, making learning more engaging for diverse learning styles and increasing student motivation.

Course at a glance

Duration: 7 training days

Location: ErasmusLearn Training Center, Heraklion, Crete

Language: English (B1 or higher recommended)

Who it's for: Primary and secondary teachers, curriculum developers, EdTech coordinators, school administrators

Level: Introductory, open to all

Certificate: Certificate of Attendance

Funding: Eligible for Erasmus+ KA1 (course fees)

OID: E10020547

What you will learn

- Understand transmedia narratives and their uses in education
- Design and run transmedia projects in the classroom
- Use transmedia to boost engagement with the curriculum
- Teach students to use digital tools and platforms effectively
- Use feedback and data to evaluate and adapt projects

How you will learn

Lectures, interactive workshops, group discussions, hands-on sessions, practical implementations and examples of best practices.

Course language

English. B1 level or higher is recommended. Practical, hands-on activities make it easy for everyone to take part with confidence.

What's included

- Coffee Breaks that include traditional products.
- Guided tour of the Historical Center of the town.
- Dinner in a traditional restaurant in the town.
- Europass Mobility.
- A small gift with traditional Cretan products.
- Certificate of Attendance, for participants who attend at least 80% of the course.

Course Agenda

DAY 1 · Welcome & Orientation

- Welcome, practical arrangements and course timetable
- Presentation of participating organisations
- Icebreakers and introduction to the course

DAY 2 · Introduction to Transmedia

- Transmedia concepts: principles and benefits
- Digital tools for creating transmedia content
- Hands-on practice with digital storytelling tools

DAY 3 · Designing Transmedia Projects

- Strategies for designing and implementing transmedia projects
- Examples of successful transmedia projects in education
- Workshop: designing a transmedia project for your classroom
- Included: guided cultural tour of the historical centre of Heraklion
- Included: dinner at a traditional Cretan restaurant

DAY 4 · Creating Transmedia Content

- Elements of engaging content: structure, characters and plot
- Tools and techniques for creating transmedia content
- Creating content with various digital tools

DAY 5 · Enhancing Engagement

- Techniques to boost engagement with transmedia narratives
- Developing engaging transmedia activities for your classroom
- Group work: creating and presenting transmedia projects

DAY 6 · Promoting Digital Literacy

- Teaching digital literacy through transmedia projects
- Tools for enhancing digital literacy
- Workshop: integrating digital literacy into transmedia projects

DAY 7 · Next Steps & Certification

- Erasmus+: objectives, priorities, actions, budget and tips for applicants
- Planning follow-up and dissemination of learning outcomes
- Course evaluation and certificates

ErasmusLearn

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