

A SOCIAL EXPERIMENT Our sense of identity

COMPANY PARTNER: BEEP! DIGITAL

Tech Branding, UX/UI and Graphic Design Studio

- Social media and its impact
- Identity and surroundings
- Moving forward

COURSE 1: 2 weeks / Stages 1 & 2 / Full Time

12-23 February 2018

STUDENT PROFILE: 8 students

2 x Colombian, 2 x German, 1 x Spanish, 1 x Brazilian, 2 x Venezuelan

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STAGE 1 WORKSHOPS

Young People's Index - Identifying and developing 21st Century skills and learning how to use your own unique skill set to complement others' as a part of a team.

Design Thinking - Learning how to improve creative and critical thinking, as well as how to conduct research, develop prototypes and articulate ideas.

Time Management and Project Planning - Undertaking a series of activities that highlight the importance of thorough planning and working to deadlines.

Presentation Skills - Enhancing ability to organise content and engage an audience when giving a presentation.

Language Gymnastics - Perfecting pronunciation - a workshop designed to develop more confidence and natural sounding speech.

STAGE 1 PROJECT

The Social Experiment - a short, multi-layered project around the keys to successful posting on social media. Incorporating research around posts, viral videos and the impact of social media as well as creating a post designed to get the most likes based on a given object.



STAGE 2 PROJECT with BEEP!

This project from a live brief the company are currently working on with Bournemouth Borough Council's BID (business improvement districts), was to look at developing an identity and increasing footfall in a specific area of Bournemouth town centre. Students researched the area and local businesses, worked up ideas and then talked them through with BEEP's creative director before preparing final presentations. Giles Vincent, BEEP Digital's founder, commented after the presentations about the practicality of the ideas, how the influence of the student's varying cultural backgrounds could be seen in the solutions they reached and how these ideas could easily form the basis for the development of the area.



COURSE SUMMARY

The course was a success, the student's produced useful solutions to a real project and on their journey developed self-awareness and confidence in using English as a medium for expression. Highlights of the course for the students were the opportunities it provided to work in mixed nationality teams, to share and link ideas and connect with native speakers.



STUDENT FEEDBACK

'I've discovered that I'm more creative than I thought. Also, I'm really hard-working when I'm interested in the topic and I've got to accomplish all the goals working happily in a team.'

Iris Sanchez - Spain

'This course allowed me to improve my team working abilities, my English of course and those points I learned here will be really good for me in the future to find a job, to improve my CV and my career.'

Luigi Bezzon - Brazil



PROJECT PLANNING AND TIME MANAGEMENT

BACK



2 hours with Robin Pearce

Experienced business English teacher Robin Pearce leads the Project Planning and Time Management workshop. Students work on several mini projects and learn how to plan their project, fix deadlines, execute their plan and give feedback on their own and others' work, as well as valuable skills such as delegation and lateral thinking.

“The aim of project and time management is ultimately to get more and higher quality work done in a shorter amount of time and allows for reasonable deadlines to be set and met.”

Robin - workshop tutor

What former Future Success students said about this workshop:

‘I enjoy being under pressure in all the activities, because that helps me to manage my time and focus on tasks.’

Ernesto - Venezuela

There were lots of opportunities to collaborate.

Marta, Italy



DESIGN AND CREATIVE THINKING

BACK



2 hours with Cheryl Brooks

With a background in interior design and fine art, Future Success coordinator Cheryl Brooks leads the Design Thinking workshop based around principles developed at the Institute for Design at Stanford University. By learning techniques to promote their creativity and critical thinking, students learn to identify problems and combat these with unique solutions.

Cheryl - workshop tutor

What former Future Success students said about this workshop:

'It really helped to improve our creativity'
Ernesto - Italy

'The workshop was dynamic. I particularly enjoyed the activity that made us work with a partner and only use one of our hands each.'
Gabriel, Brazil

'We used teamwork to turn our ideas into a beautiful design'
Khalid, Saudi Arabia



YOUNG PEOPLE INDEX

BACK



2 hours with Helen Rivero & Andrew Roberts-Wray

This workshop aims to empower young people by highlighting their natural preferences and inclinations in terms of how they contribute to a team, organisation, project or role and thus boost confidence and self-awareness.

“It is vital that each and every young person is aware of their own individual strengths and skills so they can not only see the value they add in the classroom or in society but are also able to make more informed choices about their future.”

What former Future Success students said about this workshop:

‘The Young People Index workshop was a highlight of the course’
Gabriel, Brazil



PRESENTATION SKILLS

BACK



1.5 hours with Spencer Fordham

Capital School of English's Managing Director Spencer Fordham brings his wealth of public speaking knowledge to the Presentation Skills workshop and gives students the tools to deliver professional and confident presentations to an audience

"Delivering information clearly and effectively is a key skill to get your ideas and results across and, today, presentation skills are sought after in almost every field."

Spencer - workshop tutor

What former Future Success students said about this workshop:

'The presentation skills workshop gave me a lot to think about and definitely improved my overall final performance.'

Iris, Spain

'I learned the importance of engaging an audience.'

Mohammed, Saudi Arabia



LANGUAGE GYMNASTICS

BACK



1 hours with Cristina Fraser

Cristina Fraser runs the Language Gymnastics workshop, empowering students to speak clearly and confidently, allowing them to trust their pronunciation and ultimately focus more on content. The workshop includes an opportunity for students to flag up any problem words that are likely to appear frequently in the final presentation, for example local place names, and dedicate time to them specifically.

“Students are always keen to sound as natural as possible when speaking English, especially when involved in projects that culminate in public speaking. This workshop focuses on improving the accuracy of key sounds, stress and linking in the language with an emphasis on the final presentation.”

Cristina - workshop tutor

What former Future Success students said about this workshop:

‘I was able to focus on words I was struggling with and that would appear in my final presentation. Also I had guidance on how to improve my pronunciation.’
Iris, Spain



INTRODUCTION TO G SUITE

BACK



30 minutes

The course tutor guides the students around the world of Google Suite, showing them the fundamentals of, amongst others, presentation software - Google Slides and website designing software - Google Sites, giving students the edge when it comes to delivering high-quality, engaging presentations.

“Multifunctional software is at the heart of almost every business and being able to navigate it effortlessly and use it to its full potential is a huge advantage. Whether it’s creating presentations, websites or spreadsheets, this workshop gives students a glimpse of what is possible with Google’s G Suite.”

James - course tutor

What former Future Success students said about this workshop:

‘Using Docs to express my ideas and Slides to do the presentation was really useful’ **Santino, Venezuela**

‘The drive was really helpful’ **Anna, Italy**

‘I enjoyed working in The Hub...the touch screen TV and Chromebooks.’ **Gabriel, Brazil**

