

CLIPFLAIR Foreign Language Learning Through Interactive Revoicing and Captioning of Clips

LIFELONG LEARNING PROGRAMME - KEY ACTIVITY 2
LANGUAGES, MULTILATERAL PROJECT

519085-LLP-1-2011-1-ES-KA2-KA2MP

D7.2 Promotional Leaflet / Poster and Bookmark

WP No.	WP7
WP Title	Dissemination
Activity description	The promotional leaflet, which takes the form of a poster when unfolded, will be distributed by partners to the public at conferences, workshops and events. A bookmark is also produced for wider audiences.
Authors	Per company, if more than one company provide it together. Vasilis Delis, Panagiotis Pagiatis, (CTI)
Reviewers	Stavroula Sokoli (UPF)
Status (D: draft; RD: revised draft; F: final)	RD
File Name	D7.2PromotionalLeafletPoster.doc
Date	March 2012

1 Project leaflet and bookmark

The project leaflet will provide an overview of the project and the expected outputs in the form of a double-folded A3 colour brochure, whose inside surface, when unfolded, will stand as a poster. A first version with 1,000 copies will be produced at the beginning of the project. When the beta version of the online platform is finalised, a second version (1,000 copies) will be printed including images of and more details about the platform.

The project leaflet will be designed by CTI in English. Project partners will be responsible for translating the second version of the leaflet in their native language. The following table illustrates who will be responsible for the translation of the project leaflet.

Target Language	Partner responsible for the translation
Spanish	ICL
Greek	CTI
Catalan	UAB
Romanian	UBB
Basque	UD
Estonian	TLU
Polish	UW
Portuguese	UALG
Irish	NUI

Table 1 Partners responsible for the translation of the project leaflet

Target audience: The project leaflet will be targeted at FL teachers and learners, members of the wider educational community interested in the area of captioning/revoicing in FL learning, local educational authorities and policy makers, academics and stakeholders.

Dissemination channel: Project leaflets can be distributed at conferences, workshops and events. They can also be displayed in institutes and associations related with FL teaching, as well as in the head office of targeted educational authorities (see section [3.2.2.](#)).

Main responsible for the dissemination of the project leaflet: All partners



www.clipflair.net

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clipflair

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overview /

Using audiovisual material in the foreign language classroom is a common resource for teachers since it introduces variety, provides exposure to nonverbal cultural elements and, most importantly, presents linguistic and cultural aspects of communication in their context. However, teachers using this resource face the difficulty of finding active tasks that would engage learners and discourage passive viewing.

Learners can be motivated to work with audiovisuals productively by revoicing or captioning video clips including film scenes, documentaries, news or songs.

ClipFlair develops exercises and activities, framed in lesson plans, which will enable learners to practice all four skills: writing, speaking, listening and reading.

The innovative character of ClipFlair is twofold

- it introduces revoicing as an activity for foreign language learning
- it offers revoicing and captioning activities through a social networking web platform.

aims & objectives /

ClipFlair aims to encourage Foreign Language Learning (FLL) by means of a motivating, easily accessible application for revoicing (as in dubbing, audio description, karaoke singing and reciting) and captioning (such as subtitling, and video annotations).

ClipFlair's objectives are to

- establish a methodological framework for FLL through the interaction of text (written and spoken), picture (still or moving) and sound
- develop educational materials for FL learning by covering the four skills (reading, listening, writing and speaking) and reinforcing cultural awareness
- create a web community, with the use of appropriate web 2.0 tools that will give learners and instructors the opportunity to cooperate with other users and provide their own input to the process
- disseminate and exploit the project products.

Figure 1. ClipFlair leaflet inside surface



Figure 2. ClipFlair leaflet outside surface standing as poster

A bookmark has also been produced, as a more portable and flexible alternative (3,000 copies)

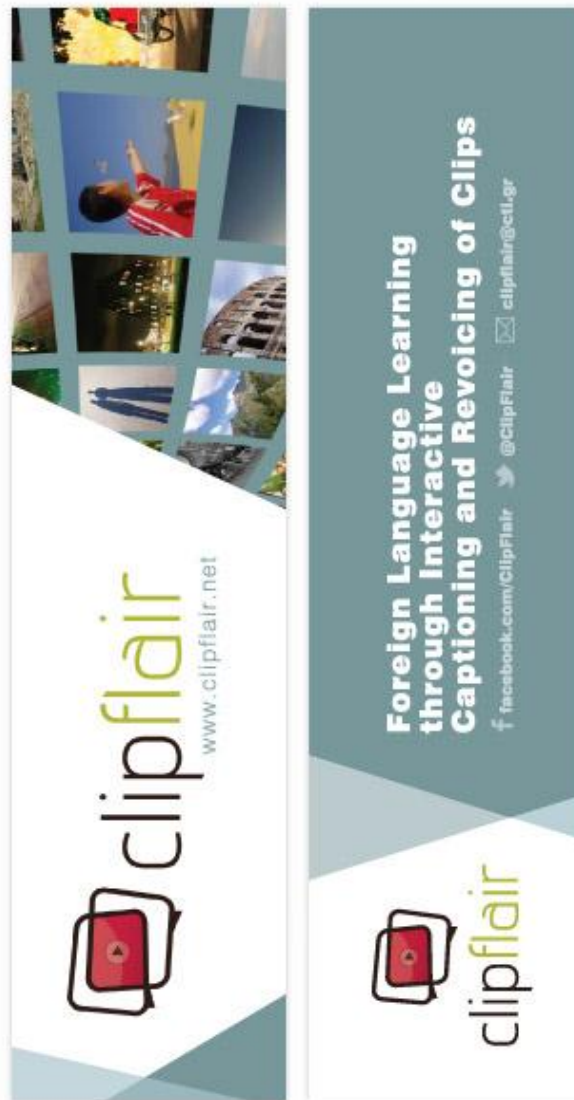


Figure 3. ClipFlair bookmark (both sides)