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SŠOF

SREDNJA ŠOLA
ZA OBLIKOVANJE
IN FOTOGRAFIJO
LJUBLJANA

NET-ENT Networking for Entrepreneurship

30.11.2017

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Report: current situation and curriculum proposal for NET-ENT MODUL

Partner: Secondary School for Design and Photography Ljubljana
Prepared by: Saša Vitežnik Jelen



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1. Report on the current situation regarding enterprise and entrepreneurship education

a) In partner school: SŠOF / Secondary School for Design and Photography Ljubljana

General informations / partner school - SŠOF

Numbers in school year 2017/18

- 663 students
- 65 teaching staff
- 88 part time students

Educational programmes and departments at SŠOF

3 educational programmes:

- Design
- Photography
- Art grammar school

Organization of DESIGN programme

The education lasts for 4 years and ends with the vocational matura.

Design programme is divided in 3 departments: Product Design, Graphic Design, Fashion Design



	Programme units	Mandatory/ elective	Total number of hours	Number of credit points
A – General education subjects				
S1	Slovene	mandatory	476	24
S2	Foreign language	mandatory	408	20
S3	Mathematics	mandatory	374	19
S4	History	mandatory	102	5
S5	Geography	mandatory	68	3
S6	Sociology	mandatory	68	3
S7	Physics	mandatory	68	3
S8	Chemistry	mandatory	68	3
S9	Biology	mandatory	68	3
S10	Sports education	mandatory	340	14
A - Total			2040	97

	Programme units	Mandatory/ elective	Total number of hours	Number of credit points
M1	Art history	mandatory	204	10
M2	Drawing	mandatory	442	20
M3	Entrepreneurship and marketing	mandatory	68	3
M4	Art theory	elective	272	12
M5	Graphic design	elective	1021	48
M6	Presentation techniques	elective	272	12
M7	Industrial design	elective	1021	48
M8	Design and Modeling	elective	272	12
M9	Fashion design	elective	1021	48
B - Total			2007	93
Practical training out of B - total:				
C - Practical training at school				
	Practical training		408	17

10 GENERAL EDUCATION SUBJECTS (all mandatory) and 5 PROFESSIONAL MODULES (3 mandatory + 2 elective)

- Product Design: M1, M2, M3, M6, M7
- Graphic Design: M1, M2, M3, M4, M5
- Fashion Design: M1, M2, M3, M8, M9



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OPEN CURRICULUM (476 hours in 4 years)

- all departments: 2nd foreign language, math/English, art history, art theory
- Product Design: plastic design, CAD (computer aided design), photography
- Graphic Design: 3D graphic design, 3D animation, photography
- Fashion Design: digital design, modelling of clothes, photography

PRACTICAL TRAINING with an employer (152 hours / 4 weeks in 4 years)

Learning about entrepreneurship, marketing, production at SŠOF

The mandatory professional module **Entrepreneurship and marketing** in the 4th year (68 hours) comes at a very late stage in the educational process and is too general for students to achieve and use the knowledge in their work. Some of the topics are included in the professional modules DESIGN (product design, graphic design and fashion design).



a) In national curriculum

Design Programme in National Curriculum

<http://eportal.mss.edus.si/msswww/programi2017/programi/Ssi/tehnik_oblikovanja_2011/tehnik_oblikovanja_2011.htm>

2. Outlines/proposals of competences we will develop in the project/module on the area:

a) Development of enterprising mindset and entrepreneurial personality

The enterprising mindset is defined as a personality which:

Acts wisely: Is determined to achieve the goal, is able to adequately assess him or herself and the consequences of choices made, is able to consciously use resources, is able to establish relationships and cooperate

Thinks creatively: Is curious, open and willing to learn; is able to find new ideas/solutions; is able to solve problems creatively and can learn from mistakes; is able to notice and use global opportunities

Initiates courageously: Is self-motivated and independent; dares to dream big and ambitiously and set high goals; wants to achieve the best; dares to make decisions and take risks

Takes responsibility and cares: Takes into account people and the surrounding environment, acts responsibly, and copes with failure and uncertainty

(https://www.schooleducationgateway.eu/downloads/entrepreneurship/Estonia_151022.pdf)

Throughout the teaching/learning process our students should be exposed to these concepts and encouraged to act according to these principles.



b) How to create a successful marketing product (joining three programs/perspectives): Marketing module, Design module, Production module and including experts from real companies in the learning / teaching process

Marketing

- informing our students about marketing (by experts)
- case studies
- simple market analyses
- evaluations of first student ideas about product by target groups and experts
- communications with other students in project
- choosing the brand name for the product

Design

- teaching/learning proces for design of a product and graphic design as it is usual at SŠOF (in groups max. 16 students)
- graphic design of the brand name
- design of packaging for the product (box ...)
- graphic design for packaging
- photographs of a product
- promotion (advertising) - for printed media and web

Production

- prototypes made in school
- planning production of small series of chosen products
- learning about materials and technologies for production outside school - from teachers and experts
- small series realised outside school



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3. Suggestions of teaching and learning methodology used

As it is usual in design teaching and learning methodology - a problem solving method should be used - with students working in groups (max. 16 students).

In design proces students should also have in mind a marketing aspect and serial production possibilities.