



VISUAL LITERACY FOR ENTREPRENEURS

A background image showing a wooden desk with a white coffee cup, a black watch, and a grey bag. The image is overlaid with a dark red semi-transparent rectangle.

INVOLVE Toolkit



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Introduction to the Involve Project

Visual literacy is often defined as the ability to read, write and create visual images. It is a concept that relates to art and design but it also has much wider applications. Visual literacy is about language, communication, and interaction and as such is an increasingly crucial skill for today's entrepreneurs. However, this importance has not yet led to its teaching being widely introduced into the entrepreneurship curriculum. Today's business environment is very visually oriented. Instagram, social media, TikTok and advertising, etc – all image-rich disciplines – have become almost ubiquitous.

The NEED for entrepreneurs to be visually literate in this technological age has never been greater.

Hence, the objective of our project is clear: strengthen the visual literacy of entrepreneurs by introducing innovative visual literacy training into adult entrepreneurship education curricula and courses.

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Overview of the Toolkit

Our Involve Toolkit identifies the best visual literacy learning tools from all over Europe and takes it one step further by selecting and elaborating on the top tools, as tried and tested by our pan-European partnership from France to Greece and all the way to Ireland!

Within this toolkit you will find the top digital tools, with a specific focus on visual literacy, for use within entrepreneurship education. The toolkit will provide you with an overview of the tools alongside practical guidance on how to use the tools and insights from those who have used these tools within their own working life.

These tools cover a range of topics including:

Collaboration

Presentation

Content Creation - Video creation

Webinar and Meeting

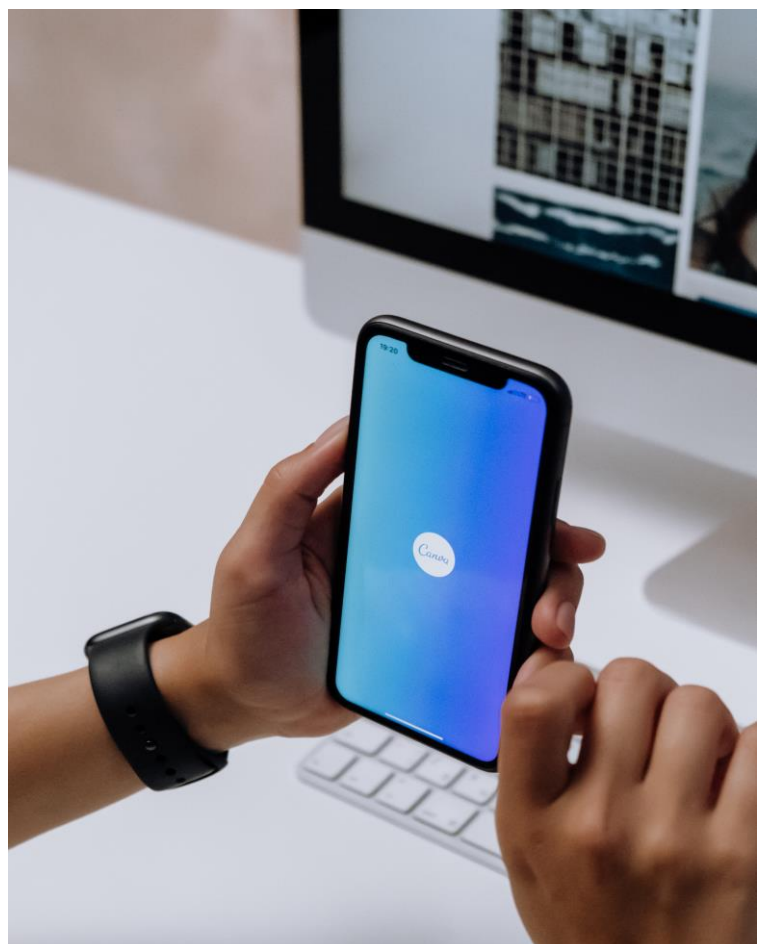
Graphic Design and Design Solutions

Online Learning Platforms

This Toolkit will equip and empower you with the tools and knowledge to advance your educational offering and take your teaching to the next level!

How to use the Toolkit

Start by selecting which topic you feel you need some assistance with! You can then read an overview of the digital tools, you will then be presented with a “Learn from Others” section where you will hear experience from other educators. you will also get a pros and cons list for each tool alongside a call to action to get started with the Digital tool you have picked!



01 - Collaboration Tools



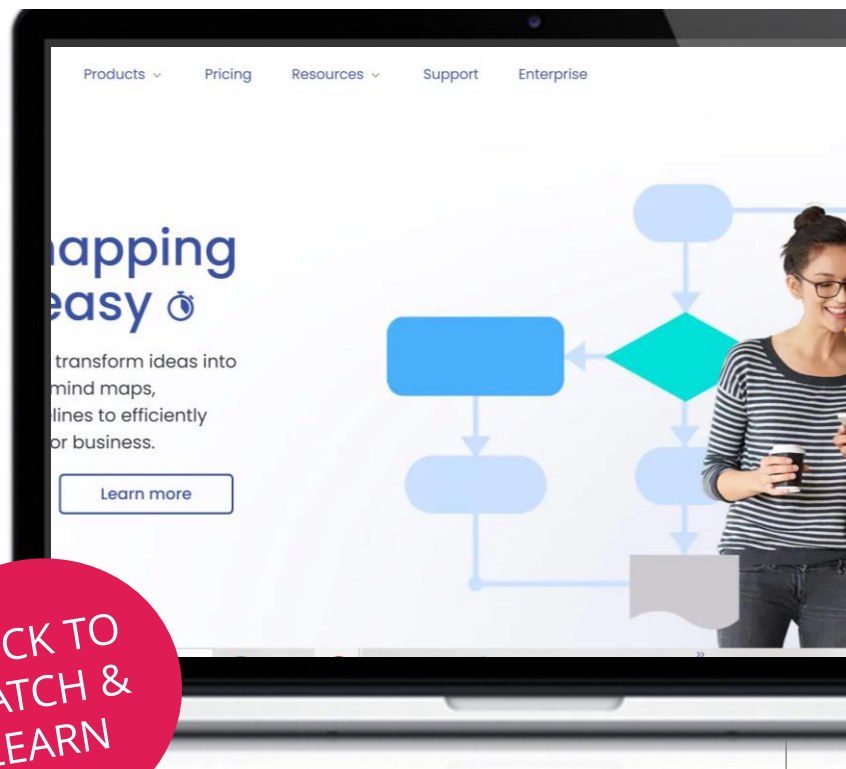
MINDMANAGER

Mindmanager is a powerful online tool designed for mindmapping, it channels the scattered thoughts that invade our busy brains and helps to effectively collate that data into a coherent idea, project or plan. Mindjet, or Mindmanager, helps to unlock the potential for many entrepreneurs, SMEs and educators, engaging the creative side of the brain and ensuring that the results are presented in a visually attractive, structured, interactive and useful map. Working as an advanced virtual whiteboard Mindmanager allows you to quickly capture your ideas and the surrounding information, drag and drop easily to move the information around as your idea evolves. Save notes, links and related files for easy access- Never lose out on a million-pound idea with Mindmanager.

LEARN FROM OTHERS

The video will guide you on how to navigate around Mindmanager and its features.

It provides a great introduction to the Tool!



GETTING STARTED WITH MINDMANAGER

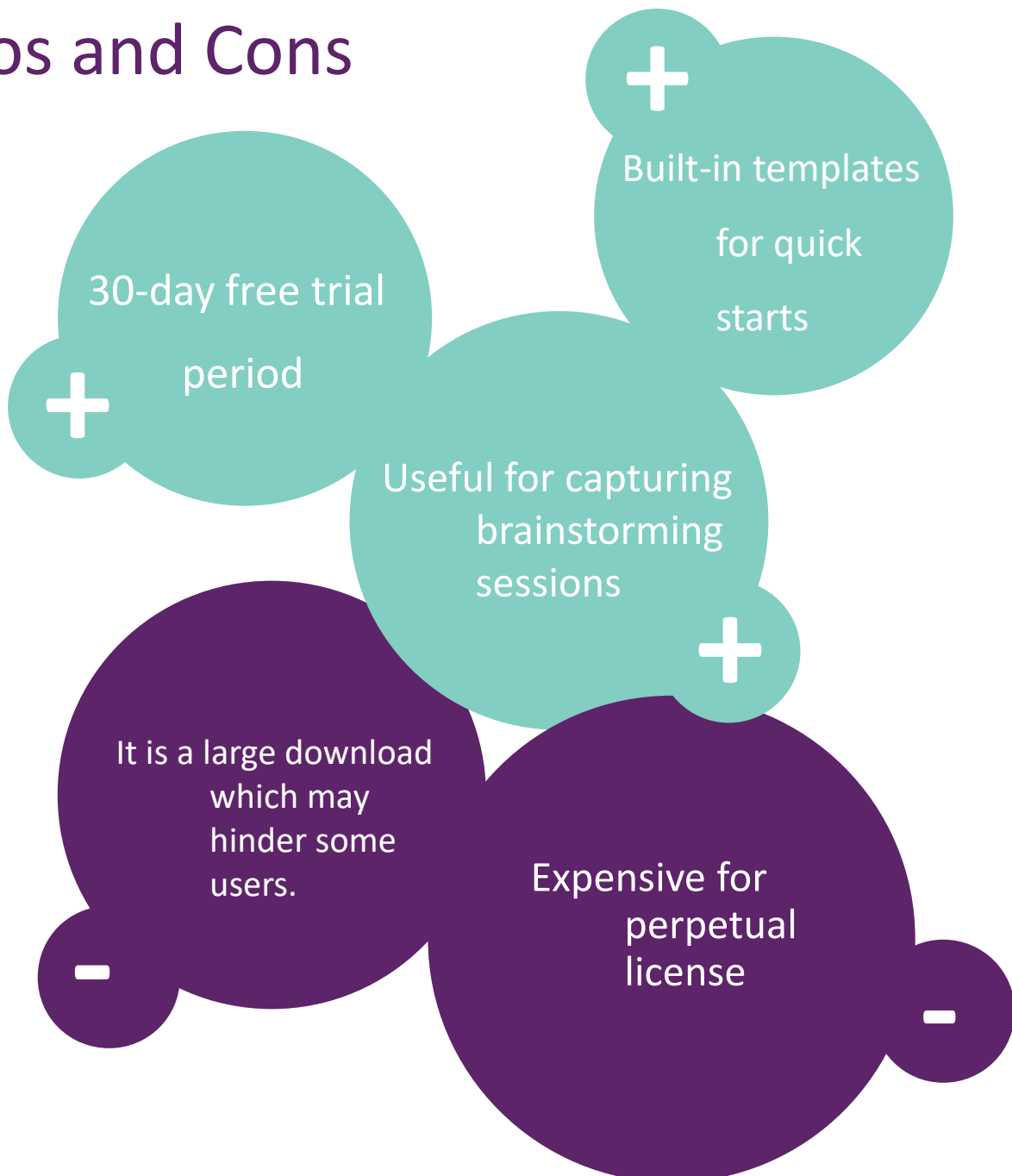
Now that you have had a good introduction into Mindjet – why not test it out for yourself?

<https://www.mindmanager.com/en/>

“Mindmanager is the go-to application for at the beginning of “everything”. Catching ideas, creating and managing ToDo lists, planning projects, outlining articles, writing projects, and other business and personal activities”

John Griffin, VP Marketing, Principle

Pros and Cons



MONDAY.COM

monday.com is a visual and intuitive tool offering multiple project management features to boost collaboration in. Monday.com allows task allocation and time tracking in the format you prefer task lists, Gantt charts, or Kanban boards – giving you a global overview of your project's progress. It allows you can comment tasks and mention your teammates, but also upload and attach any files they may need. Monday.com can be complemented with integration of other project management apps offering new features such as Slack, Google Drive, Gmail, Google Calendar, Jira, GitHub, Trello, Dropbox, Typeform, etc.

Monday.com is highly customisable and let you adapt your boards to your preferences and favoured project methodology. You can create as many boards as you wish and choose the level of detail you want to work with.

LEARN FROM OTHERS

The video will guide you on how to navigate around monday.com and its features. It provides a great introduction to the Tool!

[CLICK TO
WATCH &
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ADVANTAGES

- monday.com is intuitive and easy to use
- Visual tool is very useful for project monitoring
- Templates built into the system
- Highly customisable

DISADVANTAGES

- Paid plan to access necessary main features
- No chat or online meeting possibilities
- No file storage options

GETTING STARTED WITH MONDAY.COM

Now that you have had a good introduction into monday.com— why not test it out for yourself?

[CLICK TO
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START](#)

“I used Monday.com to monitor my work in projects. It is very easy to use and highly customisable. It includes all functionalities you may expect from a project management tool. Even though Monday.com is not free, it offers discounts to NGOs and educational institutions, which is valuable!”

Julie Wietrich, project officer, eucen

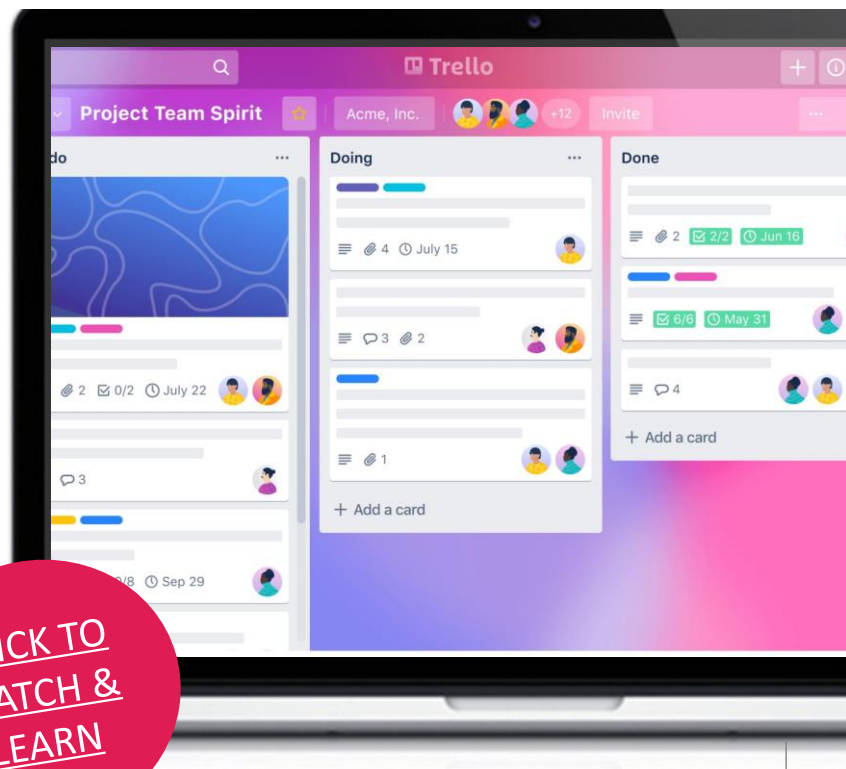
TRELLO

Trello is a collaboration tool that gives the user a visual overview of the project, and who/what has been done. A Trello board is a list of lists, filled with cards, used by you and your students. It's a lot more than that, though. Open a card and you can add comments, upload file attachments, create checklists, add labels and due dates, and much more. Using Trello can allow individuals to participate in the actual development of the course content within the syllabus, making it more engaging and understandable from the beginning as it is highly visual more so than simple text. Trello makes it easy to get organized when taking on research or preparation for projects. Work from websites, blogs, News articles can be saved and shared in the cards of the Trello board, making the information more accessible. This can enhance workflow, train of thought, confidence in research and collaboration culture.

LEARN FROM OTHERS

The video will guide you on how to navigate around Trello and its features. It provides a great introduction to the Tool!

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GETTING STARTED WITH TRELLO

Now that you have had a good introduction into Trello – why not test it out for yourself?

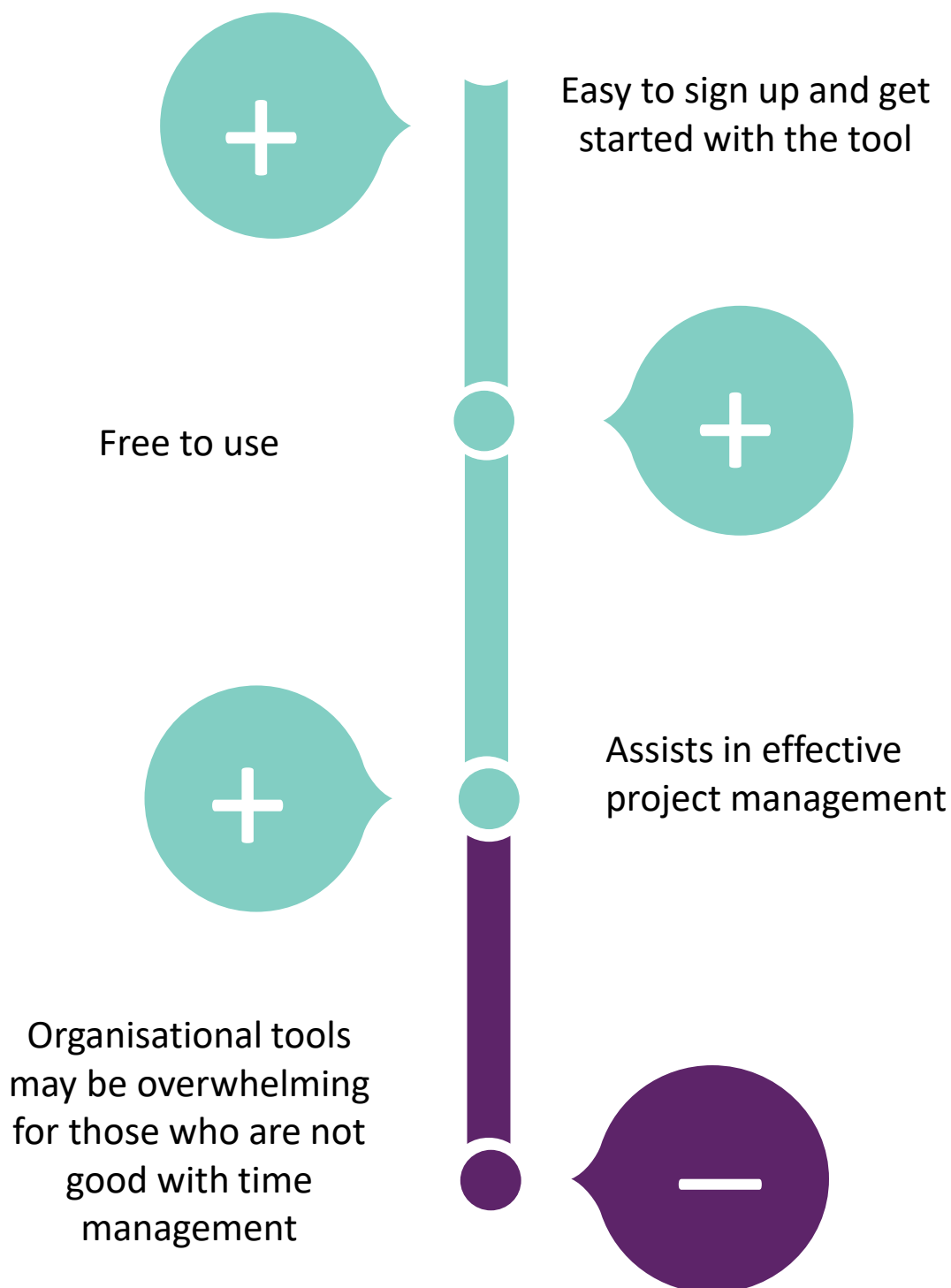
“Its user interface is uber clean and you get to have a visually-appealing view of your current tasks.

You can make customizations to benefit your task flow.

Tom .M (Business owner)

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Pros and Cons

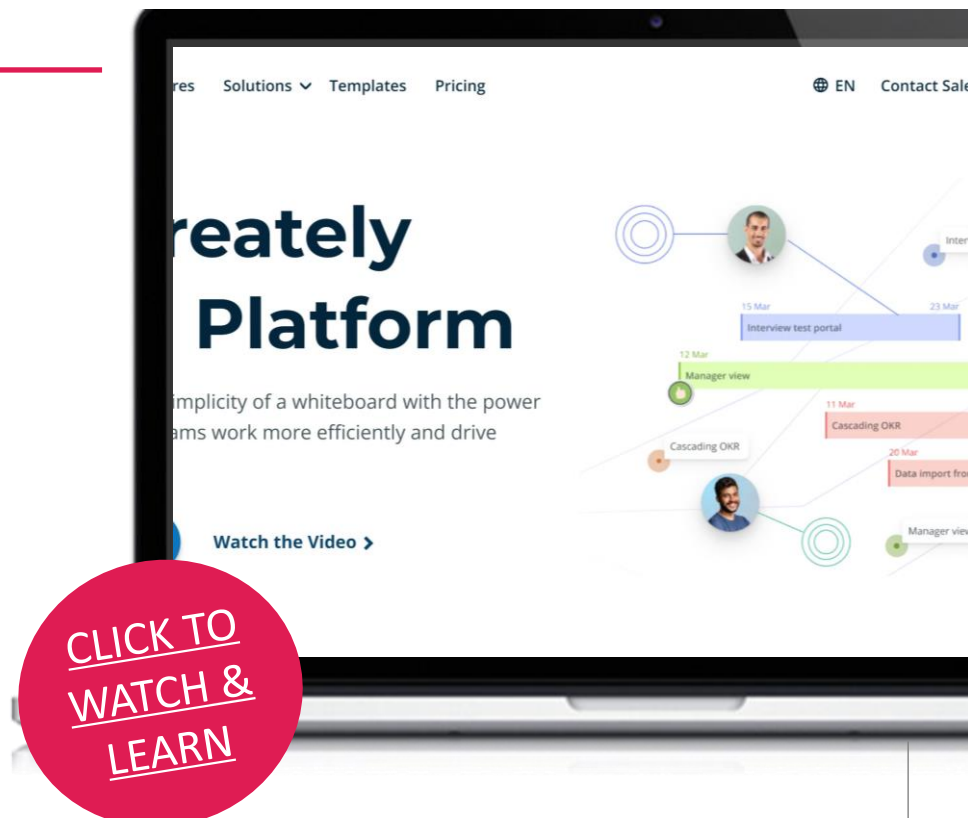


CREATELY

Creately is presented as a visual workspace for brainstorming, planning, executing, and analysing around projects. An "infinite canvas" supporting diagramming and drawing along with real-time collaboration, enabling teams to centralize documents, resources, tasks, and communication, creating a single source of truth for effective decision-making and increased productivity. Creately supports marketing use cases by enabling users to plan all marketing activities and brainstorm ideas, and keep track of campaign deliverables, and note dependencies on the canvas, or use Creately as a hub for a creative workshop or create a shared workspace to interact better with sponsors, partners, and stakeholders.

LEARN FROM OTHERS

The video will guide you on how to navigate around Creately and its features. It provides a great introduction to the Tool!

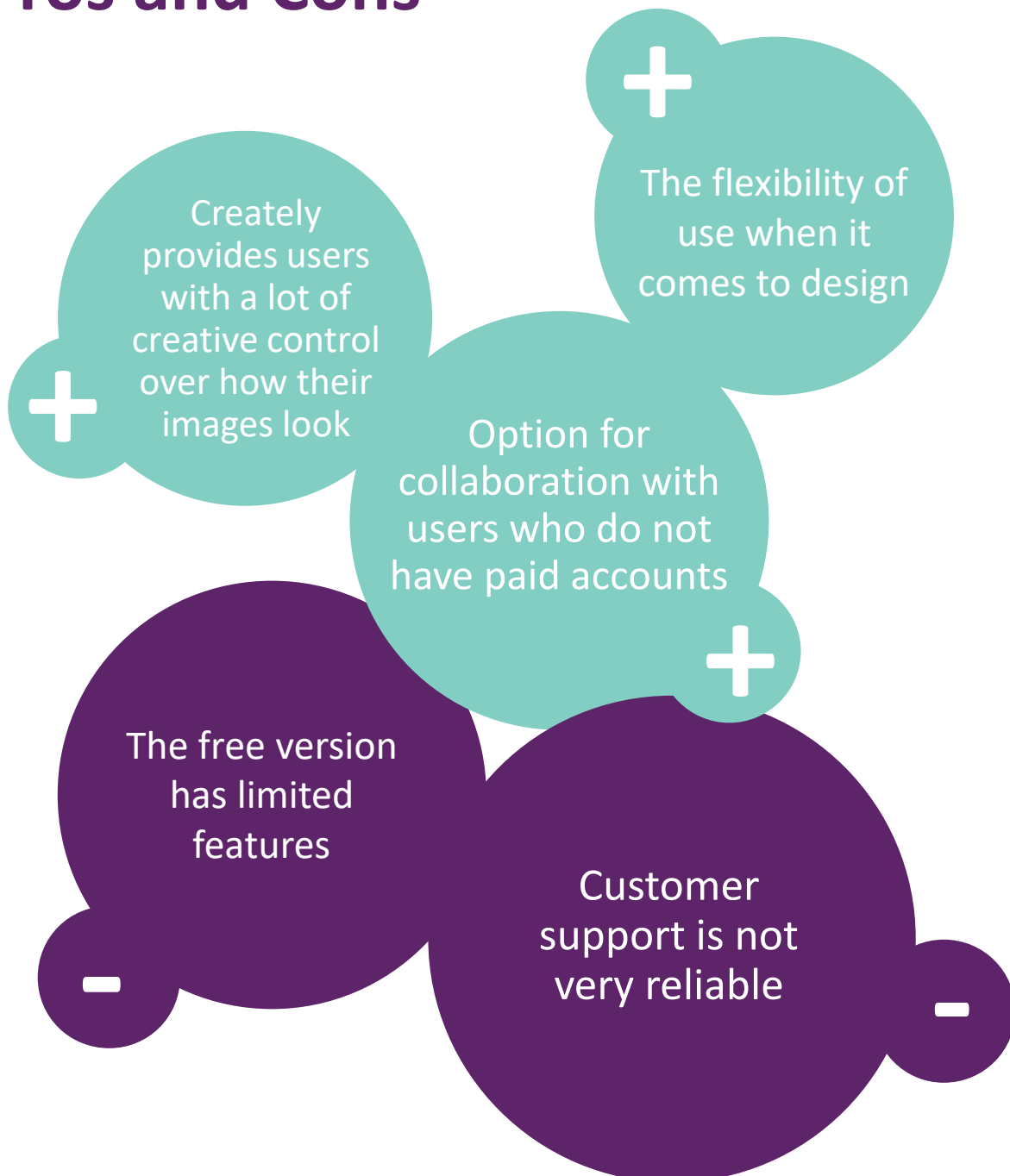


GETTING STARTED WITH CREATELY

Now that you have had a good introduction into Creately – why not test it out for yourself?

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Pros and Cons



MIRO

Miro is a tool to create mind maps, diagrams, and flowcharts. It's very easy to use and quite intuitive. You can develop and structure your ideas using the multiple features that are available. It's also a nice app to do collaborative work, share your creation with others and even call them while you are editing simultaneously. The interface is smooth, and a lot of editing options are already available in the free version.

Miro is a great tool to be considered for meetings and workshops, making it very simple to establish proper group dynamics. Using the free version of Miro you can create three different boards, there's the chance to upgrade our account to a Team one. It includes unlimited editable boards, remote meetings toolkit or advanced attention management, plus many more interesting features.

LEARN FROM OTHERS

The video will guide you on how to navigate around Miro and its features. It provides a great introduction to the Tool!



ADVANTAGES

- Miro is quite intuitive and user-friendly.
- The application encourages collaborative work with great features and tools.
- Clean and appropriate layouts with many templates to choose from.
- Very ways to add new content from other apps.

DISADVANTAGES

- The free version only allows you to work with a maximum of 3 boards.
- There are very few offline functionalities.
- All that's written in a shape must be in the same font size. There's no possibility to change it.

GETTING STARTED WITH MIRO

Now that you have had a good introduction into Miro – why not test it out for yourself?

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“Miro renders online collaboration easier! The interactive whiteboards allow me to work with colleagues in an efficient and simultaneous manner although we are not in the same room physically.”

**Francisco Lupiáñez-Villanueva, Universitat
Oberta de Catalunya (UOC), Spain**

02 - Webinar and Meeting Tools

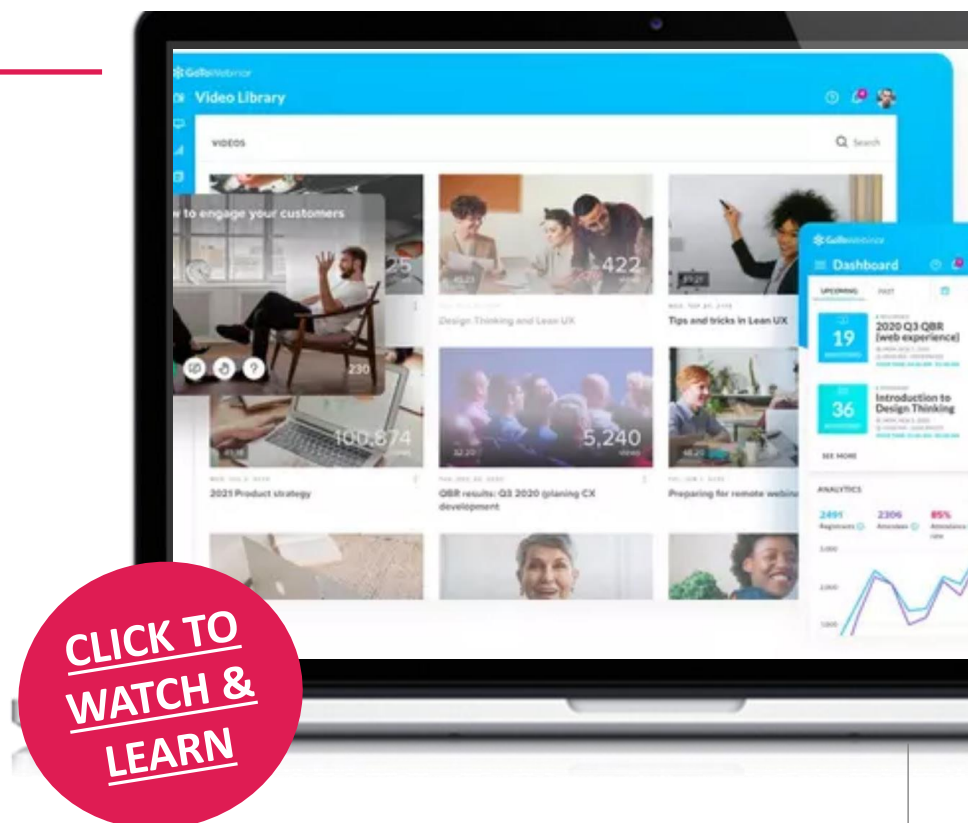


GO TO WEBINAR

GoToWebinar (or go to meeting) is a tool with the potential to allow individuals to set up online seminars and invite an audience to join. It is an effective way to incorporate online tools, particularly for remote meetings or showcasing an idea to multiple people in different locations. GoToWebinar help advisors to bring a new element to their service, allowing the online showcasing of tools alongside the feedback area which allows them to improve with each new webinar. You can serve up information in real time, cutting across geographies and time zones. Great for training business professionals like SME owners for example who might be tight on time!

LEARN FROM OTHERS

The video will guide you on how to navigate around **GoToWebinar** and its features. It's a good way to get started with the tool and see if it's a good fit for you and your work.



GETTING STARTED WITH GOTOWEBINAR

Now that you have had a good introduction to GoToWebinar – why not test it out for yourself?

[CLICK TO
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“The software was easy to learn, and the user interface is intuitive. Features were easily accessible, and icons were self-explanatory to any person who grew up in the age of smartphones and the internet. I was able to launch the webinar without any prior training and hosted my very first webinar ever without a hitch. GoToWebinar has the ability to keep track of attendees’ engagement, record presentations, poll the audience, generate analytics, and switch between presenters and speakers/ panelists seamlessly”

Joey P (Educator)

ADVANTAGES

- Sets up and monitors events
- Capture data such as attendance
- Provides feedback on success of event
- Very specific tool which meets the needs of its users
- May be a limited audience for this among small businesses

DISADVANTAGES

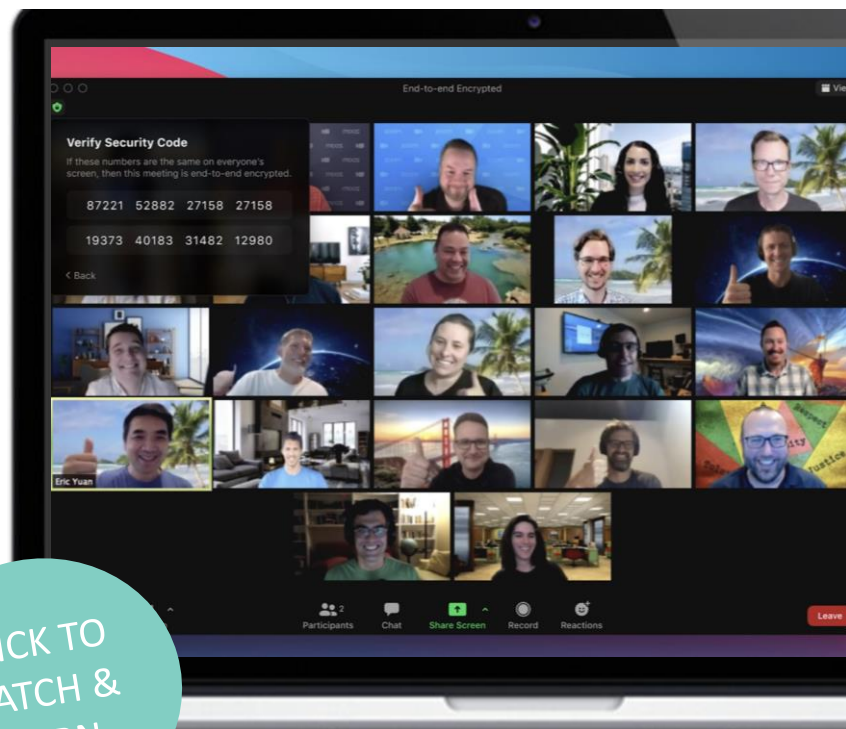
ZOOM


Zoom is the leader in modern enterprise video communications, with an easy, reliable cloud platform for video and audio conferencing, collaboration, chat, and webinars across mobile devices, desktops, telephones, and room systems. Zoom holds the feature to allow the host to annotate their shared screen, making engagement more interactive and informative. For those who want to host a webinar online, the Zoom video webinar feature provides access for up to 100 interactive participants, with packages that allow for up to 100,000 view-only attendees. Sharing is simple with a single click, and there's even dual-screen support. Zoom breakout rooms enable groups to move smoothly from a single large gathering into several smaller groups, then return to a single group session

LEARN FROM OTHERS

The video will guide you on how to navigate around Zoom and its features. It provides a great introduction to the Tool!

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“Zoom has actually helped us push our company into an era that uses tech for collaborating and cut down significantly on travel costs, as well as having helped reduce our carbon footprint”

Charles Browder (Technology Adoption Specialist)

ADVANTAGES

- Great tool for video conferencing
- Includes webinars
- Ranked number 1 by customer reviews

DISADVANTAGES

- May not be suitable for all small businesses

GETTING STARTED WITH ZOOM

Now that you have had a good introduction into Zoom – why not test it out for yourself?

CLICK TO
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STARTED!



SKYPE

Skype is a free online tool which allows online calls, messaging, affordable international calling to mobiles or landlines and Skype for Business for effective collaboration with partners. Skype allows its users to connect with other people from all over the world via messages, voice and video calls. Connect with clients, colleagues and SMEs to ensure effective communication, management and organisation. Projects and business relationships require ease of communication to allow for effective collaboration and success. Skype makes it easy to stay in touch and for free, it's the perfect tool for businesses

LEARN FROM OTHERS

The video will guide you on how to navigate around Skype and give you an insight into all of its amazing features. See if this tool fits right for you and your team!

[CLICK TO
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ADVANTAGES

- Universal appeal
- No “fear factor” with clients
- Well established
- Free tool
- Allows you to nurture the “face to face” relationship, even when an in-person meeting isn’t possible

DISADVANTAGES

- Some issues with connecting and ensuring large groups are all online at the same time.

GETTING STARTED WITH SKYPE

Now that you have had a good introduction into Miro – why not test it out for yourself?

[CLICK TO
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“We use Skype to talk to staff who work remotely and who don’t come into the office. We also use Skype to talk to suppliers who use the video to show us products and goods that we might want to buy. It’s easier to see details and we can see how the goods look in real life rather than just seeing them in pictures.”

Vivian Vassar (Business Owner)

03 - Presentation Tools



KAHOOT

With the rise of remote work, it's clear that not all teams need to be in the same place at the same time to make training, events, meetings, or projects work. Kahoot! Provides a platform to help gamify your meetings. As kids we learn by playing games. Tapping into this kidlike feeling at work will help your team create bonds and help everyone feel a little happier.

Kahoot! solutions are used at school, at work, and at home, and games can be hosted in live sessions, self-paced, and used for remote training, events, presentations. Some benefits of Kahoot! include:

- Connect with colleagues – no matter their location – with interactive presentations
- Host kahoots via any video conferencing platform and build a remote/blended workplace where everyone feels involved.
- Gamify your meetings to keep audiences energized throughout
- Strengthen team building through social learning experiences

LEARN FROM OTHERS

READY TO GET STARTED WITH KAHOOT?

Click to watch these videos and find out how kahoot works and you can determine if this is tool for you and your needs!

CLICK TO
WATCH &
LEARN





“By using Kahoot! in staff meetings and classrooms, we can increase the engagement and retainment of information by participants. Kahoot! adds that layer of fun needed to energize meetings, training, and the daily grind.”

ADVANTAGES

- Kahoot is user friendly for the participants and person leading it.
- Reinforce knowledges in an accessible, fun way.
- Easy to use – you can challenge learners to make their own Kahoot!

*Dervla Mullin, Managing Director,
Fiontar Training Service Ltd.*

DISADVANTAGES

- Free version is limited, but it’s still pretty good.
- Due to the “game-style” nature of this tool some adults may be reluctant to get involved.
- Internet connection plays an important role in the results.

GETTING STARTED WITH KAHOOT

Now that you have had a good introduction into Kahoot – why not test it out for yourself?

CLICK TO
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NEARPOD

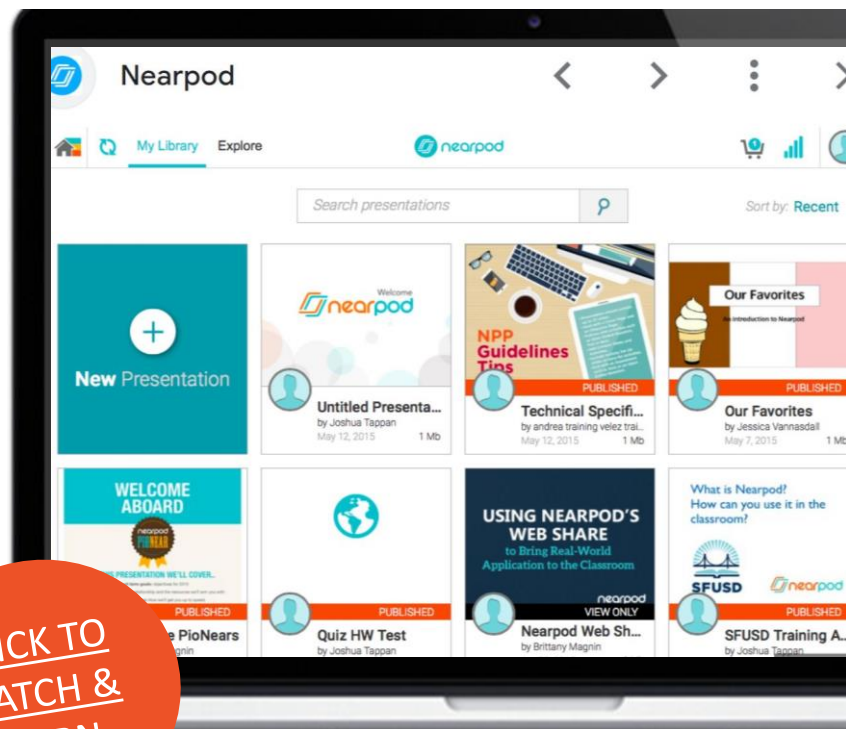
Nearpod is a platform, that captivates your audience with interactive activities, connecting them through collaborative discussions, and gain instant insight into learning through formative assessments on Nearpod. Educators and trainers can build upon content they already have invested hours into developing by using the import feature of a PDF saved from any PowerPoint, KeyNote or SMART Notebook as the basis for a Nearpod presentation.

Receive immediate feedback on what your audience have learnt by the Poll, Quiz or Open-ended question feature. You can add audio & video directly from BBC Worldwide Video, your storage drive (Dropbox, Google Drive, etc.), from your computer, or use the built-in YouTube search.

LEARN FROM OTHERS

Watch this video to get an overview of how to use Nearpod with real-time insights into student understanding through interactive lessons and interactive videos, gamification and activities all within one platform!

[CLICK TO
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ADVANTAGES

- Nearpod is for teachers and school districts
- 7000+ studies available
- Creating your own course within this tool is straightforward
- Ideal for classroom style environment

DISADVANTAGES

- Not targeted at “enterprise” organizations or trainers
- Many of the available resources currently are more tailored to a US audience

GETTING STARTED WITH NEARPOD

Now that you have had a good introduction into Miro – why not test it out for yourself?

[CLICK TO
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“I really love having access to all the lessons that are already made - it makes planning super easy! But it also easy to create your own, as well. My favourite part is that many functions require every individual to respond in some way, whether it is a poll, drawing, short answer response, or quiz.”

**Rachel Mullen,
Trainer, The Learning Hub**

FLUID

The best all-in-one online screen capture, video recording, and streaming software that is available for free. Send a video message to anyone from anywhere and anytime! Easy-to-use screen recording tool that also supports live streaming and is compatible with all operating systems.

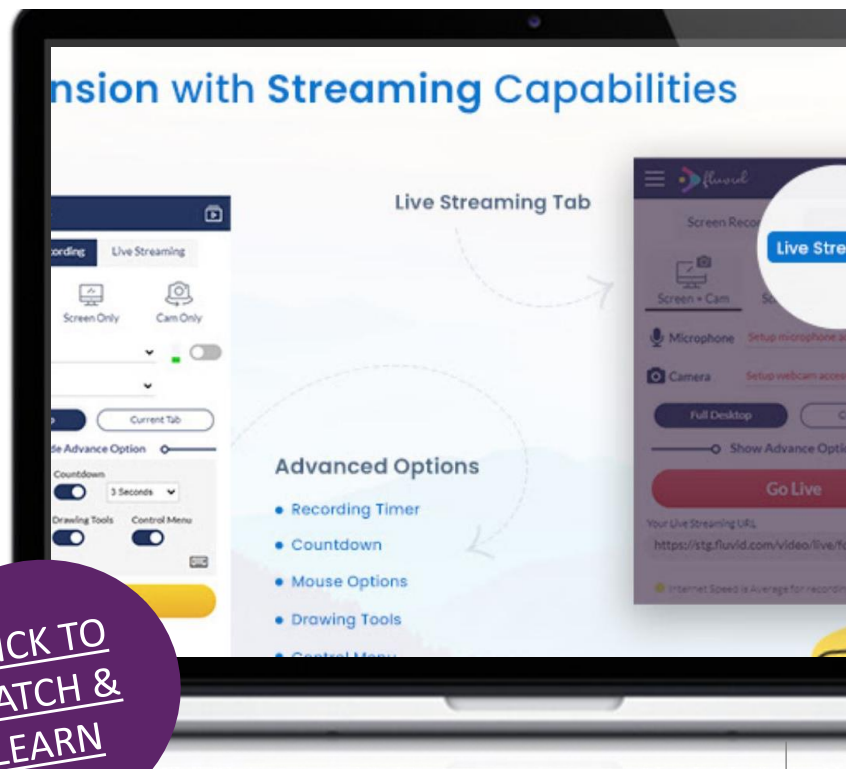
Fully loaded with productive features, Fluid is perfectly suited for all sorts of asynchronous communication at workplaces or during remote working.

Why choose Fluid? You can Record + Live Stream + Engage + Share all in one tool.

LEARN FROM OTHERS

Watch this video on how you can get started on this screen capture and video recording tool to create easy-to-use and share videos ideal for clear communication within remote education settings. Learn more:

CLICK TO
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LEARN





ADVANTAGES

- Create professional looking videos
- Record, edit and share easily from this tool
- Very sophisticated product

DISADVANTAGES

- Large trial download
- May prove too complex for some users
- May not be attractive to SMEs/managers

“For the past 12 years, our web design company has been using Camtasia to make great videos that show clients their website interfaces as we are developing them, and to create training videos explaining to clients on how to manage their websites. Project updates are easily communicated to clients and collaborators with Camtasia. When we look at the clients existing website or software for analysis, we create friendly talkative screencast videos for the client. It’s like we are right there next to the client talking to them as they can see our screens and hear our voices”

K. Murphy (Business owner)

GETTING STARTED WITH ZOOM

Now that you have had a good introduction into Zoom – why not test it out for yourself?

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MICROSOFT SWAY

Sway is an online tool from Microsoft that allows users to create interactive communications, presentations, stories, and newsletters to be both visually appealing and engaging to the audience. Sway's integrated design tools effortlessly bring your content together and displays this in a user-friendly web-based format that's easily accessible regardless of the device being used to access the content. With Sway, there's no need to spend lots of time on formatting. Its built-in design engine takes care of making your creation look its best. If the initial design doesn't quite match your taste or mood, you can easily apply another — or fully customize your layout to make it your own.

It's super easy to share your finished Sways. Family, friends, classmates, and co-workers can see your creations on the Web without signing up, signing in, or downloading anything. And you can change the privacy settings for any Sway whenever you want more control over what you share. Sway is free to use for anyone with a Microsoft Account (Hotmail, Live, or Outlook.com). You can create more sophisticated Sways with more content when you use Sway as part of a Microsoft 365 subscription.

LEARN FROM OTHERS

The video will guide you on how to navigate around Microsoft Sway and its features. It provides a great introduction to the Tool!

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GETTING STARTED WITH SWAY

Now that you have had a good introduction to GoToWebinar – why not test it out for yourself?

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Sway is a good option if you're seeking a simple approach to producing and sharing presentations and creating web content. I enjoy that I can utilize a shared link to help demonstrate information. It deals with the drawbacks of both Word documents and PowerPoint slides. It is exciting and valuable to share a good amount of data.

Monika N.

- Sway is free and open to anyone with a Microsoft account
 - It makes finding online content very easy
 - Extremely easy and quick to make
 - Sway lets you collaborate online
-
- Can only be accessed with internet availability
 - Navigating content to be displayed is sometimes difficult

ADVANTAGES

DISADVANTAGES

KEYNOTE

Keynote is a sleek and sophisticated presentation software for Apple users. It's available for free on both mobile and desktop, so all Mac, iPhone and iPad users can create presentations with it and share them across multiple devices. In fact, the software comes built-in with Mac. Keynote is packed with features like beautiful templates, animations, cinematic transitions, 2D and 3D charts, and more.

LEARN FROM OTHERS

Learn the basics of using Apple's great presentation software, Keynote! Apple Keynote empowers you to create stunning presentations with dramatic transition effects and animations, and much more. Even though it can be challenging to learn Keynote, this video will teach you everything you need to get started.

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ADVANTAGES

- Wide variety of themes and templates
- User-friendly interface
- Free for Apple users
- Ease of use

DISADVANTAGES

- Few exports option
- No app for Windows users

GETTING STARTED WITH KEYNOTE

Now that you have had a good introduction into Keynote – why not test it out for yourself?

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Apple Keynote is a beautifully designed alternative to Microsoft PowerPoint that's free to all Apple device users. Like other members of the Apple iWork suite, its biggest limitation is that it isn't available on Windows and Android devices.

Kevin Marks, Entrepreneur

04 – Video Content Creation



DOODLY

Doodly is a whiteboard animation software that allows users to create 'doodle' videos both for personal and commercial use. These whiteboard animation videos are often referred to as "explainer" videos or tutorials, as they are commonly used for educational purposes, business training, and video sales letters. With Doodly, content creators and people in general can- without the skills of a graphic designer- create videos featuring realistic doodles that look like they were hand-sketched, using a simple drag-and-drop feature.

LEARN FROM OTHERS

Doodly is a powerful point and click desktop software that allows anyone to Create doodle style videos with an easy to use drag and drop interface.

Doodly comes with over 200 custom "poses", 20 scenes, 200 props and the ability to upload your own images Learn more here:

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GETTING STARTED WITH DOODLY

The Doodly software is fun and easy to use. But that is not why I am giving Doodly 5 Stars. The customer support and the large number of videos Doodly provides are helpful in creating projects with their software. I thought of trying other software packages, but I am hooked on Doodly with their outstanding customer support!

ADVANTAGES

- The interface is easy to make realistic videos with zero design knowledge
- Allows you to upload custom images and make videos
- Inexpensive and 30-days money-back guarantee

DISADVANTAGES

- Need internet connection
- No trial period

GETTING STARTED WITH DOODLY

Now that you have had a good introduction into Doodly— why not test it out for yourself?

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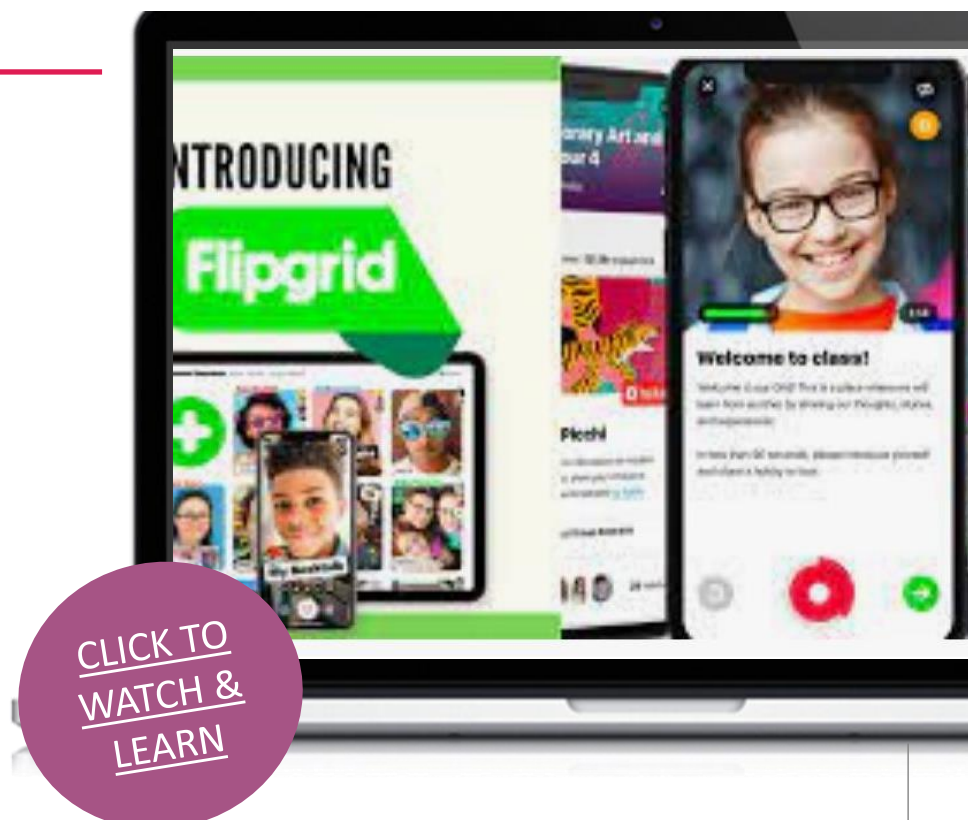
FLIPGRID

At its most basic, Flipgrid is a video tool that allows teachers to post "Topics" that are essentially videos with some accompanying text. This is then shared with students, who can be prompted to respond. The response can be made using the software's camera to create videos that are then posted to the original Topic. These videos can be recorded as many times as needed before uploading, and can have the addition of emoji, text, stickers, drawings, or custom stickers. The service works online so it can be accessed via web browser from nearly any device, or through the app, making it good for laptops, tablets, smartphones, Chromebooks, and desktop computers. The only requirement on any of those devices is a camera and has enough processing power to back that up.

Flipgrid is free to use and can be accessed using a Microsoft or Google account.

LEARN FROM OTHERS

Learn how to get started using Flipgrid to assign video or audio assignments to your students. Students will then be able to easily record their responses to your assignments, which will be delivered to you in a grid layout. Learn more by watching this video



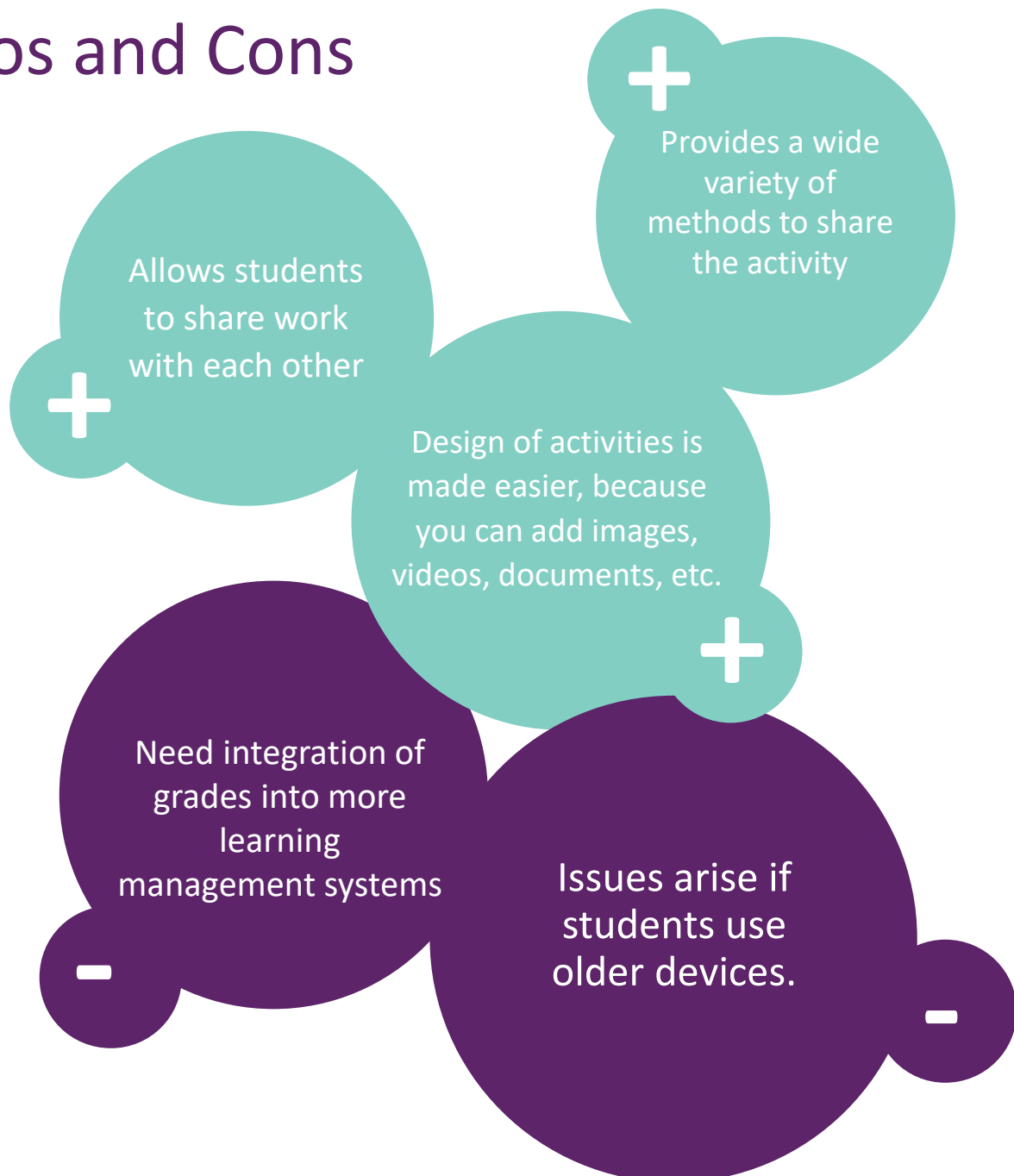
GETTING STARTED WITH FLIPGRID

Now that you have had a good introduction into FLIPGRID – why not test it out for yourself?

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LEARN](#)

Flipgrid is one of my favorite tools to recommend to other teachers. It is an all-around great tool, providing for differentiation, student voice, engagement, peer feedback, and saving time. It is made for students to quickly and easily join and record their videos. This is a game changer in the classroom, especially for those students who hate to write. They can discuss, share ideas, provide proofs, and explain. Then, they have fun ways to dress up their videos with stickers and filters.

Pros and Cons



ED PUZZLE

EDPuzzle enables learning through videos, voiceovers, audio notes and embedded questions and quizzes. Educators and trainers can take any video from YouTube, Khan Academy, Learn Zillion etc. and can adapt them to suit the educational content of a course. Given the increasing importance of assessment in education, the quizzing feature of EDPuzzle provides the potential to create tests and assess learning through digital technology. As this tool encourages greater independence in learning, it also promotes the development of critical thinking skills; enabling the trainer to become a facilitator and learning to become more rounded and discussion based.

LEARN FROM OTHERS

The video will guide you on how to navigate around EDPuzzle and its features. It provides a great introduction to the Tool, With Edpuzzle, turning a video into a dynamic and educational video lesson is easy! Add questions anywhere in a video, hold students accountable for their learning, and monitor as they watch at their own pace.

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GETTING STARTED WITH ED PUZZLE

Now that you have had a good introduction into Trello – why not test it out for yourself?

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Overall EDpuzzle is an excellence resource, free and easy to use what more do you need for a video content tool! If you're looking for a way to spice up your video content by adding questions, notes or audio then EDPuzzle is absolutely worth trying."

Darren Moore

Pros and Cons



It is completely free, and it offers unlimited space quoted for videos, classes and learners.

It is generated by teachers for teachers, meaning that they have the same unique insight into the most successful learning techniques.



Possibly EDPuzzles best feature is the fact that it enables educators and trainers to add their own voiceovers and audio notes to existing educational videos already online, this allows for lesson customisation and time saved making original video clips!



The quality of the learning is highly dependent upon quality content in the original video.



05 - Graphic Design and Design Solutions



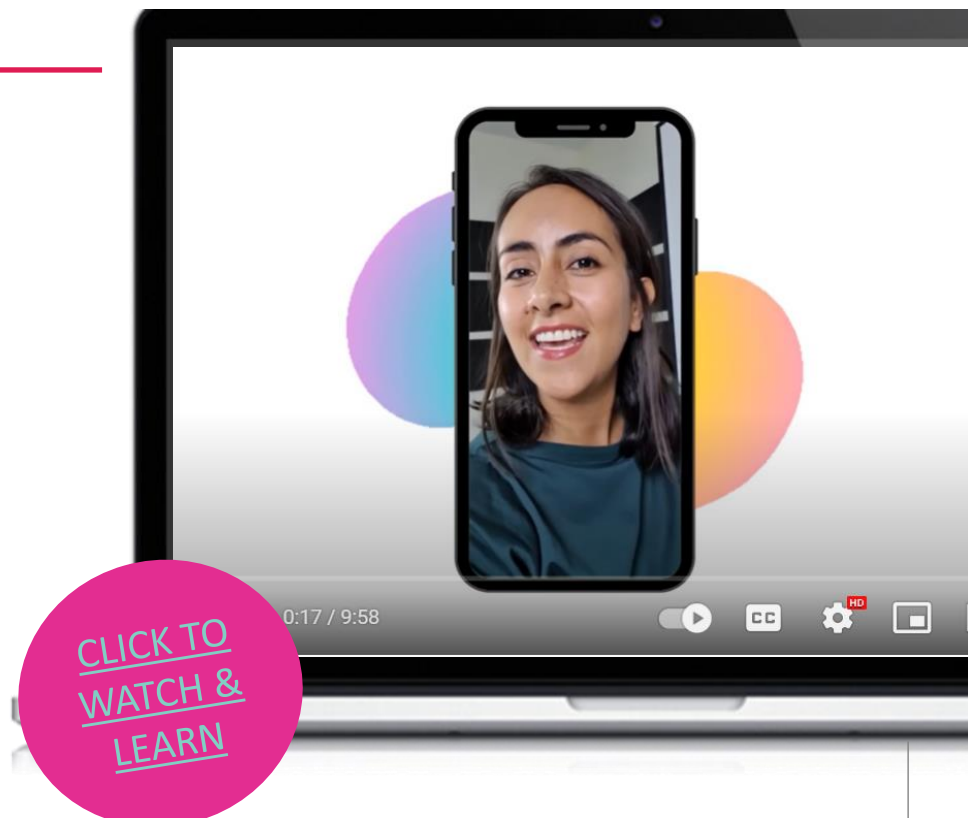
CANVA

Canva is an impressive suite of graphic design tools available on the web as well as Android and iOS. You can use it to create visual stories that can be delivered in several ways for example via social media posts, video, newsletters and more. We particularly like Canva because it is easy for beginners to grasp and the Canva Design School has lots of learning resources to help you make the most of this tool.

One interesting tool in Canva's suite is its Storyboard Creator. A storyboard is a written or graphical representation of all the elements that will be included in a digital story. In this way, Canva can be used not only as a tool to create digital stories (such as videos) or elements that form a key part of your digital story (images/graphics), but you can also use Canva (via its Storyboard Creator) to plan your Digital Stories.

LEARN FROM OTHERS

The video will guide you on how to navigate around Canva and its features highlighting how to create videos with animations and music in Canva. You'll learn how to select and use music from Canva and other cool tips and tricks.



ADVANTAGES

- Canva is very simple to use and user friendly.
- It is budget friendly.
- The site offers a variety of templates.
- Templates can be altered to be more custom.

DISADVANTAGES

- Export settings are limited.
- Free version is limited.
- Intellectual property belongs to Canva – you do not own anything but have a usage license.

“Canva is a fantastic tool for presentation, animation and communication. Its diverse templates, thousands of free images, graphics and audios, and the easy ways to edit pictures professionally make it one of the best tools out there.”

*Grace Roche, Head of EU Projects,
Momentum Educate + Innovate*

GETTING STARTED WITH CANVA

Now that you have had a good introduction into Canva – why not test it out for yourself?

[CLICK HERE
TO GET
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everyone to design. And so Canva was born.
It made design simple and it took off...

GOCONQR

GoConqr provides a platform for students to develop, understand and learn key concepts, topics and subject matters.

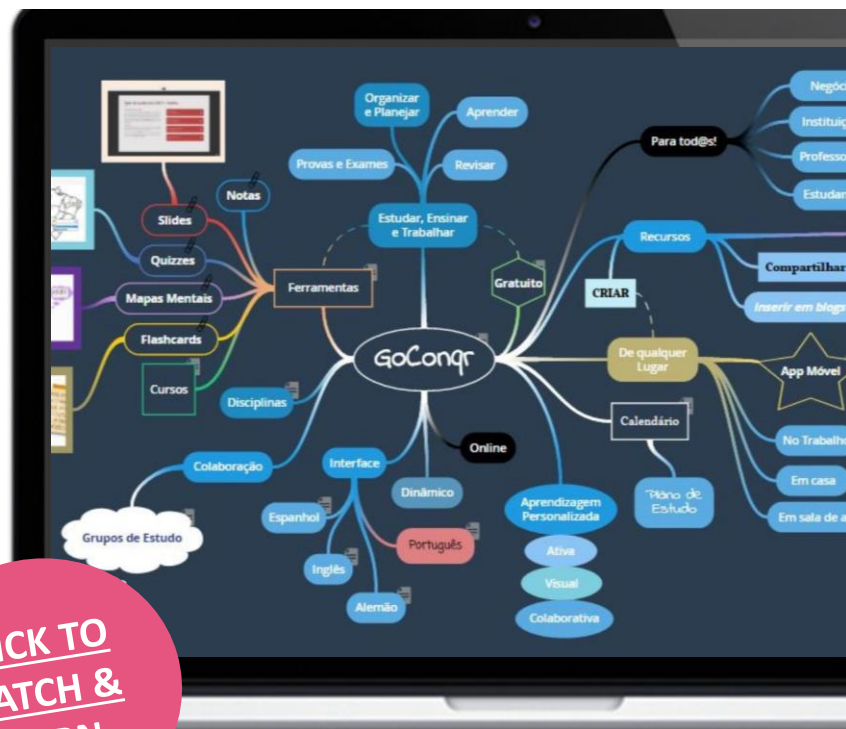
GoConqr is a web-based service that offers specifically designed learning tools for your iPhone and iPad. Trainers and learners can use Mind Maps, Flashcards, Quizzes and Notes for more engaged learning. The course builder allows trainers to create media-rich study materials that help display information in dynamic new ways, as well as combine resources and schedule delivery for a fluid learning experience

LEARN FROM OTHERS

Create visual study content to aid your learning process and help you remember your notes better with GoConqr's online study tools Mind Maps, Flashcards, Study Quizzes and more....

The video will guide you on how to navigate around GoConqr and its features. It provides a great introduction to the Tool!

[CLICK TO
WATCH &
LEARN](#)



GETTING STARTED WITH GOCONQR

Now that you have had a good introduction to GoToWebinar – why not test it out for yourself?

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"GoConqr has been great for our students. They feel motivated and engaged with their learning." "The biggest improvement however came from my lower ability classes who used the Goconqr site and the flashcards to help them use their time more wisely and their marks improved accordingly."

Patrick B, Teacher

ADVANTAGES

- It utilizes mind maps which are engaging for business advisors and entrepreneurs and help promote "outside the box" thinking
- It is multilingual – available in English, Spanish, Portuguese, Brazilian Portuguese, and German
- It can be enjoyed for free and is only £3.95 per month for a premium subscription
- It is not possible to create resources using mobile app.

DISADVANTAGES

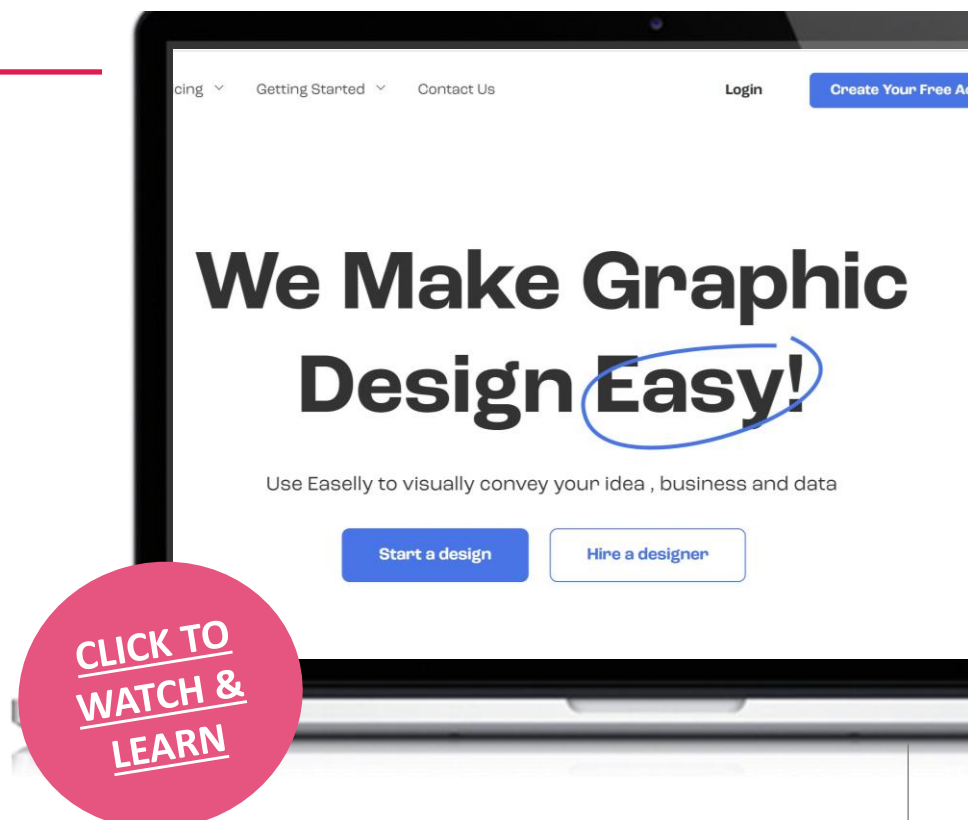
EASEL.LY

Easel.ly (pronounced “easily”) is an infographic design tool. Infographics use pictures, graphs, and a bit of text to share data and information quickly and attractively.

Easel.ly lives up to its name since this is a tool that builds sharp-looking infographics simply by modifying existing templates. The trick is making sure the templates available suit the information you want to convey. An infographic can add visual interest and emphasis to content through maps, graphs, charts, diagrams, flowcharts, and timelines and can also replace traditional text by grouping discrete pieces of information and showing the relationships between them. Because it provides a visual depiction of ideas, which in turn may provide students with a cognitive frame, Easel.ly can be used to create teaching aids. Because an infographic helps students visualize relationships between concepts, Easel.ly can also be introduced to students as a tool to synthesize and document learning. Easel.ly is a learner-centred tool because it readily provides a means for students to visually construct knowledge, to demonstrate connections they are making between concepts, and to personalise and differentiate their work.

LEARN FROM OTHERS

The video will guide you on how to navigate around Easel.ly and its features. It provides a great introduction to the Tool!



ADVANTAGES

- Easy reuse and adapt designs repeatedly
- Quick and Easy to get a quality infographic completed
- Easy set up and great communication

DISADVANTAGES

- Not a lot of customisation options or pre-existing templates to work off
- Not all elements in an infographic can be changed
- Anyone who is an Easel.ly user can view your work, not much privacy

GETTING STARTED WITH EASEL.LY

Now that you have had a good introduction into Easel.ly – why not test it out for yourself?

[CLICK TO
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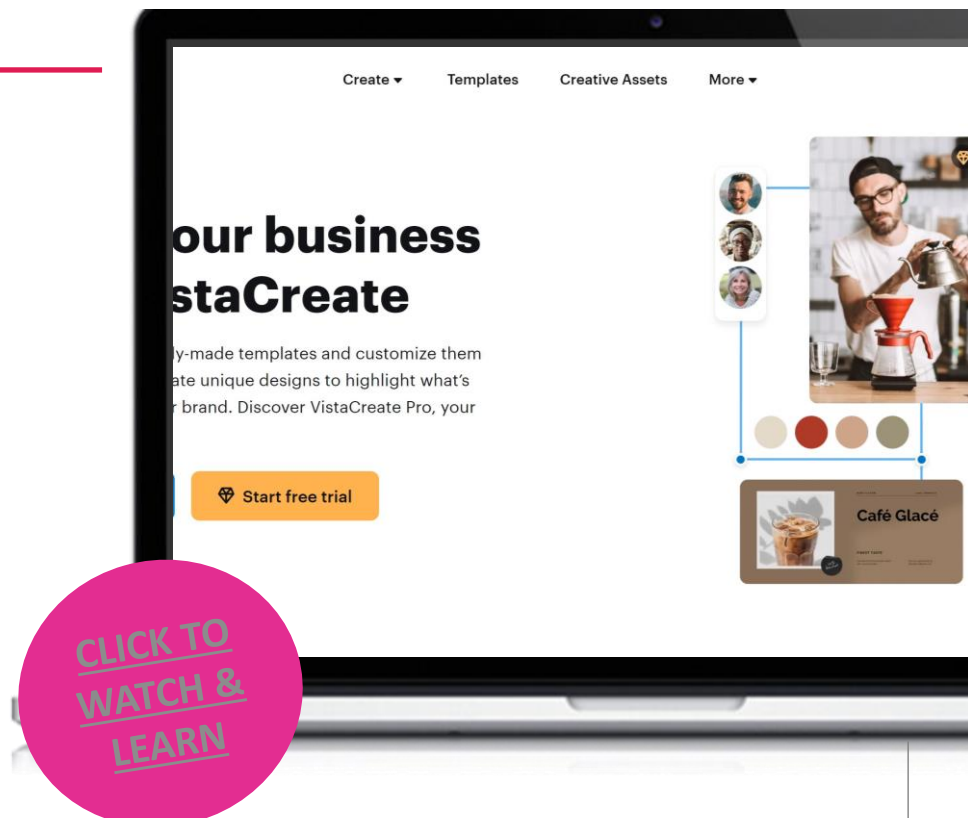


VISTACREATE

VistaCreate is a graphic design platform where anyone can quickly create engaging projects for any industry or occasion —design skills optional. Start with one of 50,000 professionally designed templates that are already preformatted and customizable. Easily edit, resize, remove background from images in a few clicks. Edit video content and add sounds and music to create multi-dimensional visuals. Upload your own photos, use the library of 50M+ royalty-free creative assets including premium images, videos, vectors. Easily brand your content with Media Kit functionality. With VistaCreate, everyone can produce designs that look like they took hours, in minutes.

LEARN FROM OTHERS

Kick start your VistaCreate journey by watching this video giving you unique insights into the functionality and uses of the tool!



GETTING STARTED WITH VISTACREATE

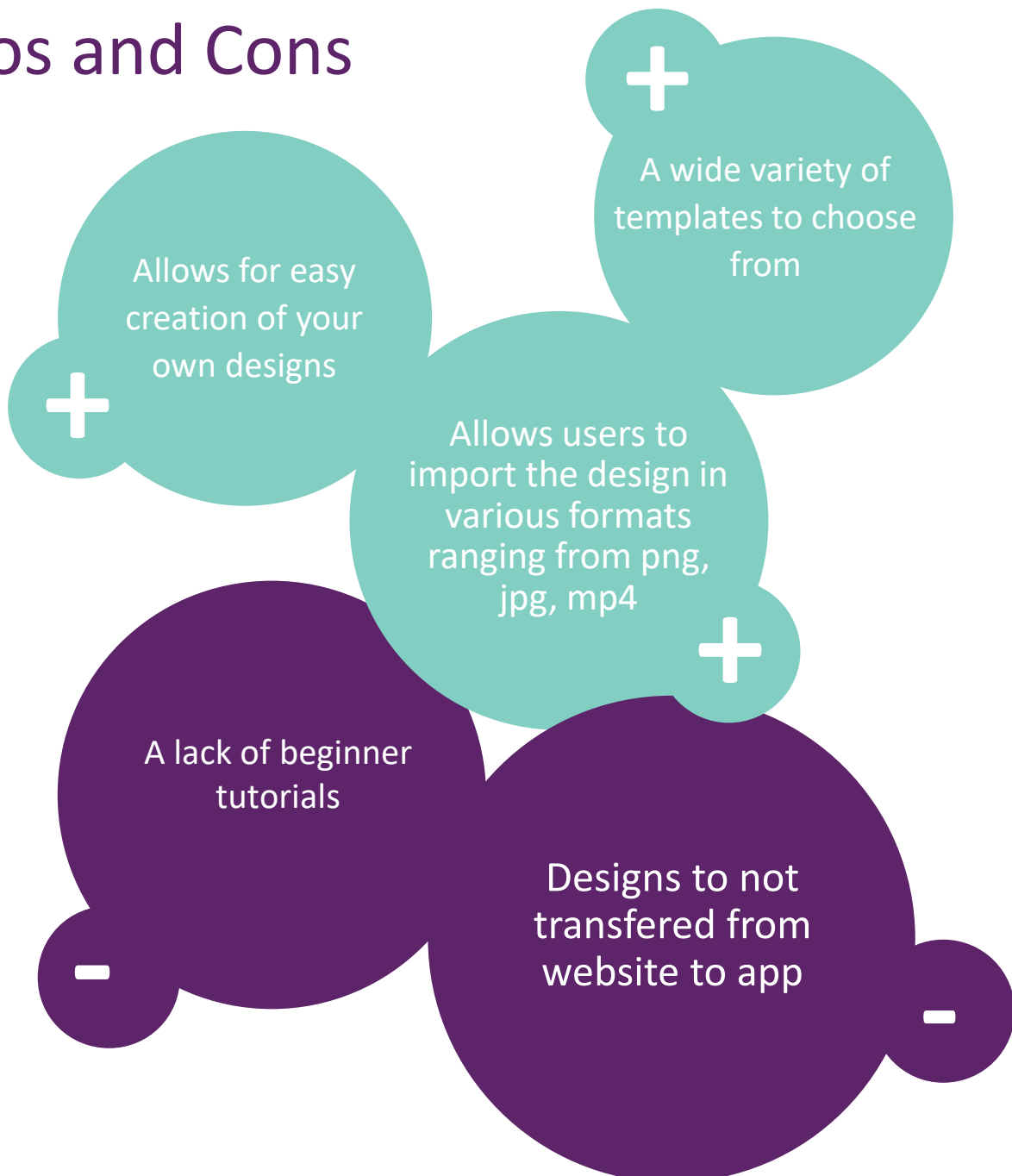
Now that you have had a good introduction into VISTACREATE – why not test it out for yourself?

[CLICK TO
WATCH &
LEARN](#)

The customisable templates have transformed how I create content and made it so much easier to create beautiful, engaging content for students and peers!

Katarzyna, Manager/ Educator

Pros and Cons



CACOO

Cacoo is an online diagram and collaboration tool for businesses to create sitemaps, flowcharts, mind maps, wireframes, mock-ups, and more. By utilizing and customizing a wide range of in-built templates, or building from scratch, users can create diagrams individually or as a team for brainstorming, workflow management, and project planning.

Using Cacoo's multi-user workspace, teams of employees can collaborate in real time with features including synchronous editing, version tracking and feedback commenting. Multiple versions of diagrams can be saved by team members to retain and track a history of changes, and comments can be added directly to diagrams for actionable feedback or recommendations.

To assist users with diagram creation, Cacoo offers a wide range of templates and shapes for a variety of purposes including business process flowcharts, iOS wireframes, brainstorm mind maps, timeline Gantt charts, sales funnels, sitemaps, floor plans, and more. Once created, diagrams can be shared with teammates, management, or clients!

LEARN FROM OTHERS

Want to share your diagrams via social media or are you more of a private wallflower? Cacoo has options for every type of user, watch this video and learn about the possibilities that exist within the world of Cacoo!

[CLICK TO
WATCH &
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ADVANTAGES

- Integrate with various apps including Google Drive, Visio and Atlassian Confluence.
- Collaborate in real-time with team members
- Export diagrams with SVG, PDF and PowerPoint file exporting options

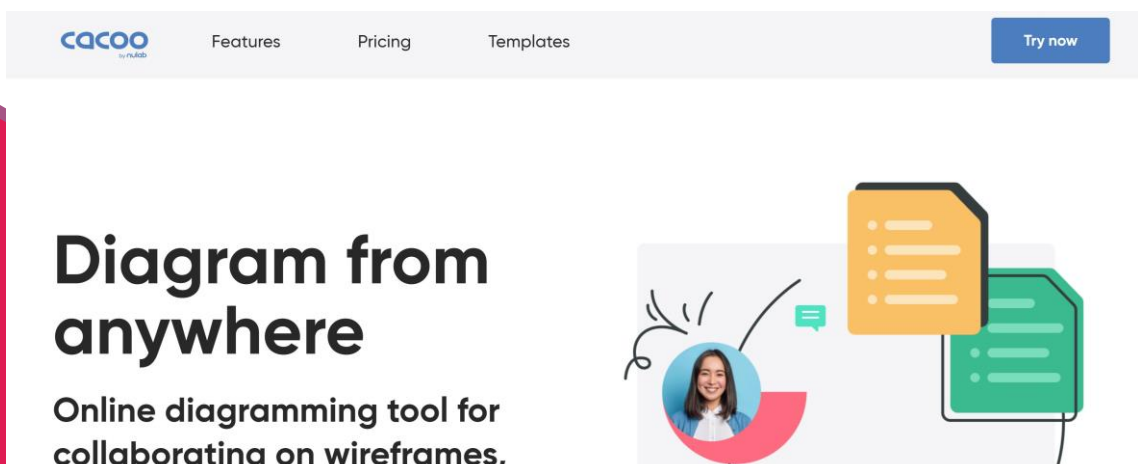
DISADVANTAGES

- The paid version is more expensive than others in the market
- The 2022 update limited the templates available

GETTING STARTED WITH CACOO

Now that you have had a good introduction into CACOO – why not test it out for yourself?

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The screenshot shows the CACOO website homepage. At the top is a navigation bar with the CACOO logo, links for Features, Pricing, and Templates, and a blue 'Try now' button. The main content area has the heading 'Diagram from anywhere' in large, bold black text. Below this is the subtext 'Online diagramming tool for collaborating on wireframes,'. To the right of the text is an illustration of a woman's face inside a circular frame, with lines connecting it to two document icons (one orange, one green) representing wireframes.

06 - Online Learning Platforms



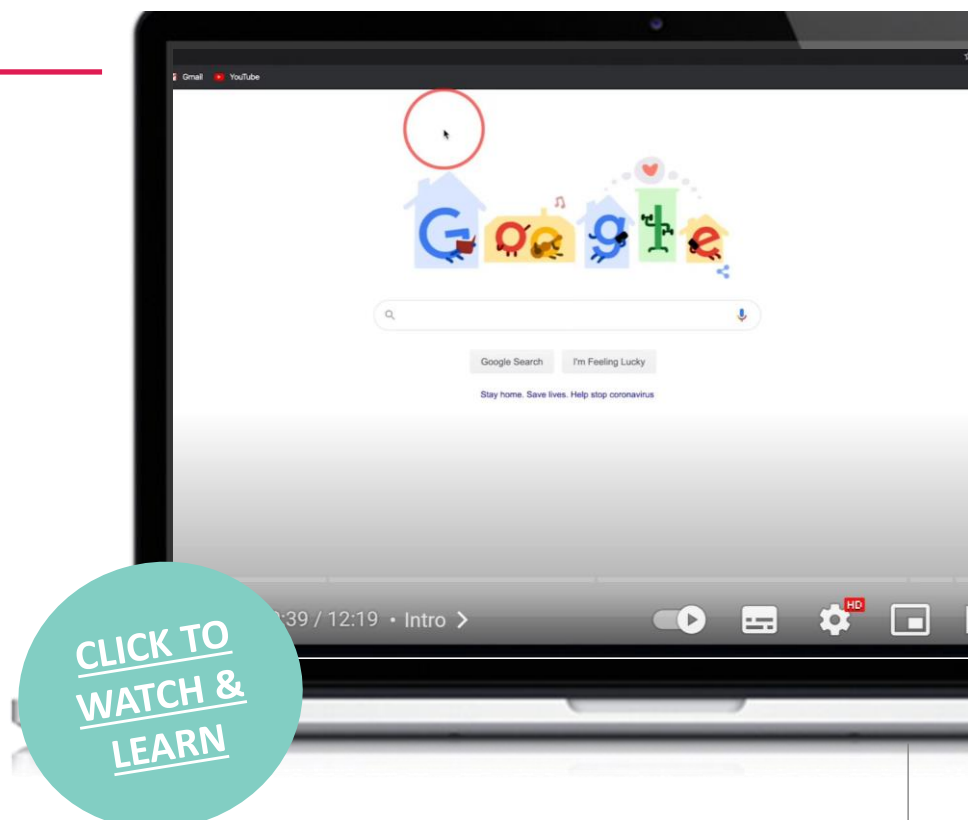
GOOGLE CLASSROOM

Classroom is a free service for schools, non-profits, and anyone with a personal Google Account. Classroom makes it easy for learners and instructors to connect – inside and outside of schools. Classroom saves time and paper and makes it easy to create classes, distribute assignments, communicate, and stay organised. Classroom is designed to help teachers create, collect, and grade assignments paperlessly, including time-saving features like the ability to automatically make a copy of a Google Document for each student. It also creates Drive folders for each assignment and for each student to help keep everyone organized!

Students can keep track of what's due on the Assignments page and begin working with just a click. Teachers can quickly see who has or hasn't completed the work, and provide direct, real-time feedback and grades right in Classroom. With the mobile app for iOS, students and teachers can view their classes and communicate with their classmates in real time. Students can open their assignments and work on them right from their iPhone or iPad. Teachers can keep track of who has turned in work and grade the assignment - at school or on the go. Students and teachers receive notifications when they have new content in Classroom, so they are always up to date.

LEARN FROM OTHERS

The video will guide you on how to navigate around Google Classroom and its features. It provides a great introduction to the Tool!



ADVANTAGES

- Teachers can add students directly or share a code with their class for easy access
- The paperless assignment workflow allows teachers to create, review and grade assignments more efficiently
- Classroom contains no ads, never uses your content or student data for advertising purposes

DISADVANTAGES

- Impersonal
- Difficult learner sharing – learners cannot share their work with their “peers”
- Limited integration options
- Doesn’t allow access from multiple domains

GETTING STARTED WITH GOOGLE CLASSROOM

Now that you have had a good introduction into Google Classroom – why not test it out for yourself?

CLICK TO
GET
STARTED

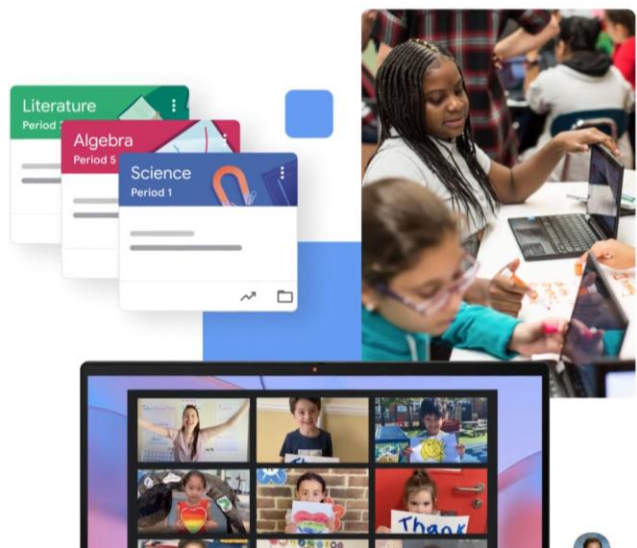
[Why Google](#) [Google workspace for Education](#) [Chromebooks](#) [Get started](#) [For educators](#) [Sign in](#) [Contact sales](#)



Products that power education

Google for Education tools work together to transform teaching and learning so that every student and educator can pursue their personal potential.

[Get started with Google Workspace for Education](#)

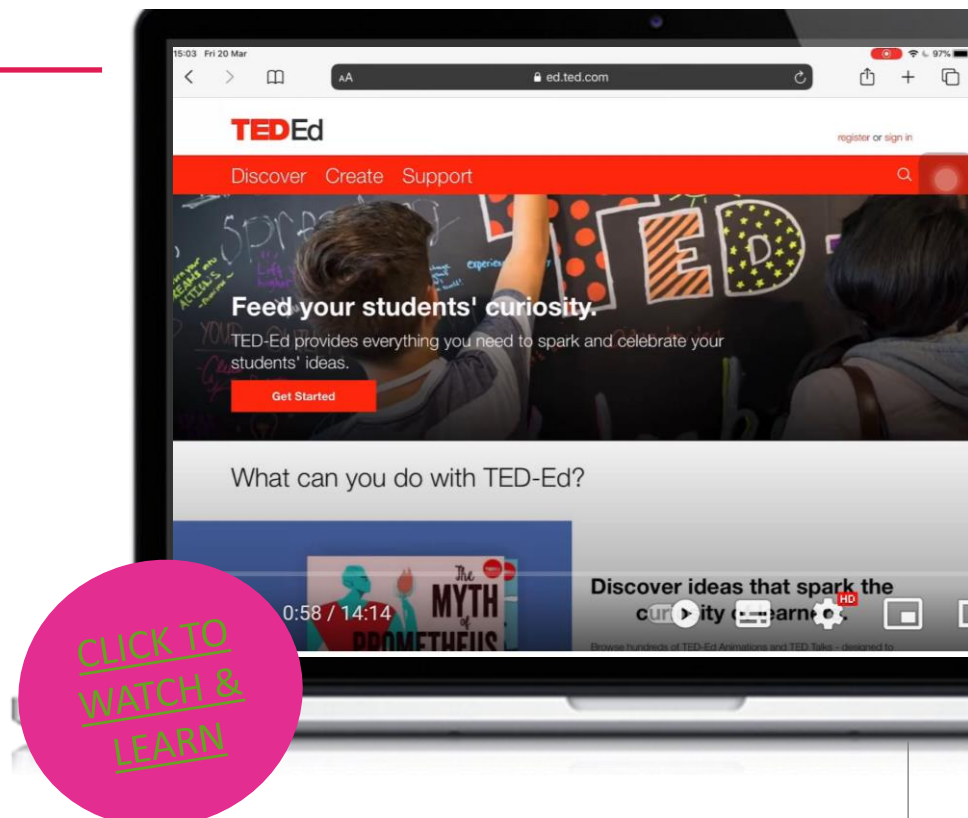


TED-ED

TED is a global community that is passionate about the power of ideas to change attitudes and lives. TED Ed is the education wing of TED and is committed to creating lessons worth sharing. It has an extensive library of lessons where carefully curated educational videos are available. The TED-Ed platform allows users to take any TED Talk, TED-Ed Lesson or educational video and easily create customized questions and discussions around the video. Users can then distribute these lessons, publicly or privately, and track their impact on the world, a class, or an individual student. As TED Ed is an online application it needs Internet connection. Users do not need to login to watch TED-Ed lessons, but it is required to save answers, participate in discussions, or create new lessons around a YouTube video.

LEARN FROM OTHERS

The video will guide you on how to navigate around Ted-Ed and its features. It provides a great introduction to the Tool!



ADVANTAGES

- Ted Ed includes a large library of existing educational material, prepared by other trainers, advisors, and educators. These lessons can be easily navigated via the search facility to find your desired topic. If you cannot find what you are looking for users can also create lessons around their own YouTube videos
- Videos can be short and to the point. In the fast-paced digital world, “bite-sized” learning is key, especially when time face to face with a business advisor is limited.
- Its free and easy to use and encourages open discussion on the topics at hand.

DISADVANTAGES

- Some people may find it difficult to generate their own visually attractive presentation content.
- To create a lesson around a video, it needs to be previously updated to YouTube as well as listed as public.

GETTING STARTED WITH TED-ED

Now that you have had a good introduction into Ted-Ed – why not test it out for yourself?

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Popplet

Popplet is a dynamic organizational tool available on the web or as an app where users create mind maps on a board. Students can use text, drawings, images, or video. To create a popple (a section within a Popplet), students can double-click. Background colour, box colour, and other details are also customizable. Once created, Popplets can be connected to others, forming an interactive outline of related ideas -- a mind map.

Popplet boards are shareable via emailing or texting the image as a JPEG or PDF. The paid version allows unlimited creation, while a free account allows for creation of only one mind map. There's a library of public Popplets and a tab to view maps that another user has shared.

LEARN FROM OTHERS

The video will guide you on how to navigate around Popplet and its features. It provides a great introduction to the Tool!



ADVANTAGES

- Simple interface makes getting started and collaborating easy.
- Helps improve Collaborative Sessions and Activities
- Makes the process of organizing, presenting, and exploring ideas intuitive, fun, and enjoyable

DISADVANTAGES

- Limited functionality
- users can create only one mind map for free

GETTING STARTED WITH POPPLET

Now that you have had a good introduction into Popplet– why not test it out for yourself?

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Popplet is the
easiest way to
visualize your
ideas and so
much more



Well done, you have completed the INVOLVE toolkit!

“It has been said that 80% of what people learn is visual.” - Allen

Klein

Congratulations on successfully working your way through our INVOLVE toolkit! We really hope some of these tools work for you, your colleagues, and your friends. You are now much more equipped with an understanding of the different aspects of visual literacy which can be applied within education.

We hope this toolkit has given you the confidence to utilise these tools within your daily work life to enhance your educational offering through digital visual literacy tools.

Keep up to date with our other project results on our project website:

<https://www.visualentrepreneurs.eu/>

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