Open Virtual Mobility – openVM*

Graphic Design Competition: Creative Brief

Competition: The best 3 designs will be awarded with a Garmin Fitness Tracker!

Contact

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Due Date

31 October 2017 (final result, drafts and feedback before 31-10-2017)

Design objectives

Graphic design of the openVM project:
(1) project logo
(2) template for documents, and
(3) template for presentation slides.

Deliverables and formats

(1) Logo – .ai / .eps and .jpeg
(2) Document – .doc / .pages
(3) Slides – .ppt / .key
+ font names and colour codes

Target audience

Higher education organisations (universities, technical colleges), educators, students, European organisations

Inspiration and style

Tags: Europe, higher education, mobility, connect, virtual/online, open, modern.
Example links:
http://reopen.eu/
https://platform.europeanmoocs.eu/
http://www.openbadgenetwork.com/

*What is openVM?

openVM is a European project - a strategic partnership of nine partner organisations from different European countries which are working on promoting and scaling up of Virtual Mobility Skills in Higher Education in Europe. Virtual Mobility means studying and collaboration over long distances without being physically present (using virtual tools). openVM stands for Open Virtual Mobility and the openVM project aims at creating opportunities for the achievement of Virtual Mobility skills of higher education institutions, educators and students to ensure higher uptake of Virtual Mobility in Europe. openVM develops an innovative gamified online platform for personal learning (Learning Hub) with open online learning resources (OER) and open online courses (MOOC), a matching tool to supporting learning in groups, skill assessment tools and digital credentials (Open Badges) for recognition of Virtual Mobility skills of institutions, educators and students. The main outcomes of the openVM project are the 7 Intellectual Outputs:

- O1: Conceptual Framework and Guidelines for achievement, assessment and recognition of Virtual Mobility Skills in HE
- **O2: Virtual Mobility Learning Hub as a central reference point for Europe**
- O3: Competency Directory and Matching Tool as Smart Tools
- O4: E-Assessment Tool for open and evidence-based assessment of VM Skills
- O5: Open Credentials and Gamification for recognition of VM Skills
- O6: Open Resources (OER), Open Courses (MOOC) and pilots
- O7: Quality and sustainability for broad outreach and sustainability of results