

English VERSION

TIC
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L

1st International Joint Staff Training Event

TIC Audiovisual

CPIA Padova, 20-24 de marzo de 2017

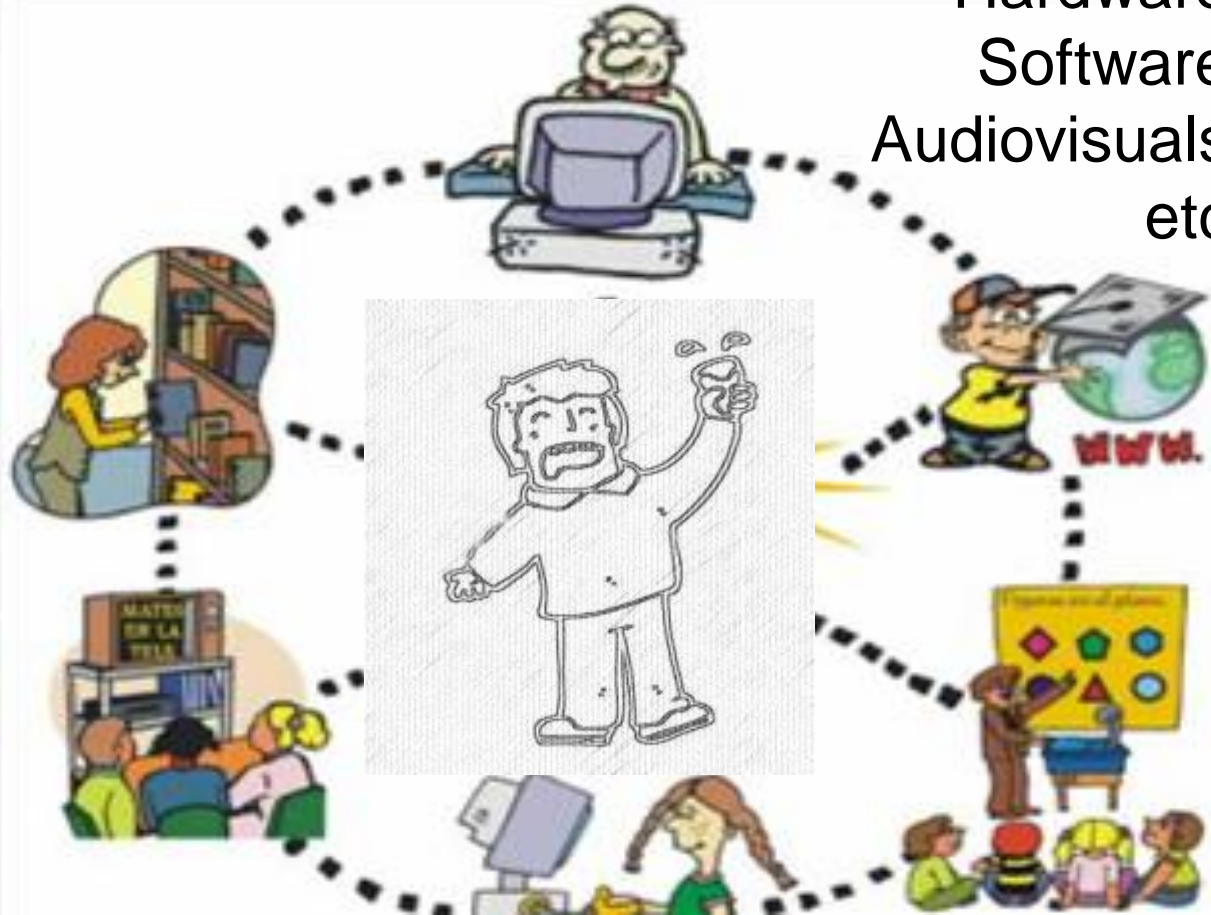
Project 2016-1-ES01-KA204-025159 ERASMUS+

*Sharing effective educational practices and systematizing a training competences programme
for employment and inclusion for vulnerable adults*



Co-funded by the
Erasmus+ Programme
of the European Union

Javier Fombona
fombona@uniovi.es
Universidad de Oviedo



Computer Management
Internet Management
Mobile devices
Advanced Devices
Educational resources
Hardware
Software
Audiovisuals
etc

TIC Audiovisual: The case of the audiovisual methodology

The importance of using multiple and successful methodologies.

- Audiovisual: the tool and the method is as important as the content
- Visual WEB 1.0; WEB 2.0: interactive and visual
- Audiovisual is an affective model
- Neuromarketing: long neuronal connections
- Satisfaction of students' goals
- Traditional school model vs Media models (some efficacy references)
 - Use images with nuclear information (type 3)

BEFORE THE LEARNING AND TEACHING METHODS

We must ask ourselves...

- ▶ Efficiency of the teacher?
- ▶ How many people would pay money for attend to our classes?



Must knowledge be exhausting and tired... to train the “mental muscle”... or does it exist a pleasant strategy to train it?

**Does the technology eliminate the hard part and leave the attractive part of the learning?
... And is it good?**

Which is one of the most important cultural sources in our society?

Power of AUDIOVISUAL :

3 hours per day and person watching TV.
and more time watching PC screens...

In the last years:

- 95,3% of children between 4 and 12 years watch TV 3 1/2 h./day,

The favourite time zone is the night between 22h. and 22h30.

(Corporación Multimedia y Asociación para la Investigación de Medios de Comunicación)



Do we know the documents most viewed by our society?

YouTube - Broadcast Yourself. - Microsoft Internet Explorer

Archivo Edición Ver Favoritos Herramientas Ayuda

Atrás Búsqueda Favoritos Multimedia

Dirección http://www.youtube.com/ Ir Vínculos

msn Buscar Resaltar Opciones Ventanas emergentes bloqueadas (1) Hotmail Messenger Mi MSN Noticias

You Tube
Broadcast Yourself™

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[What/ Who inspires you video con...](#)
Post a response by July 10th. And NO, Ben Davis didnt give me the gear, fool.
[www.stevieryan.tv](#)
Time: **05:34**
From: [littleloca](#)
Views: 11,757
More in [People & Blogs](#)

Inicio Explorador Tecnología y f... calidad2.doc Documento1 ... hmmm ... YouTube - Br... ES 20:40

TIC Audiovisual: A successful methodology

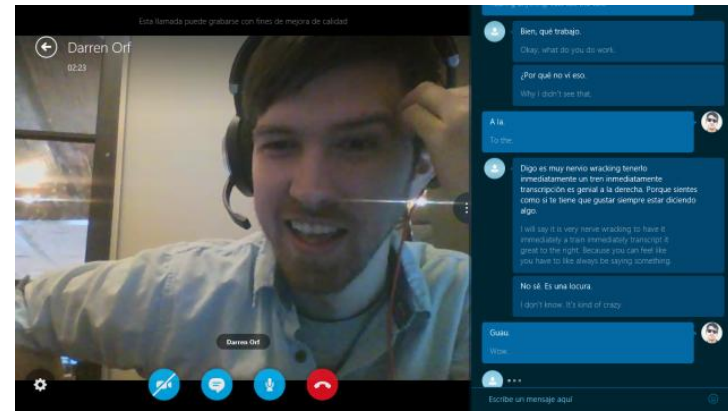
The audiovisual model could be a point of reference in the transmission of the knowledge...



The procedure,
the method

is as important as the content!

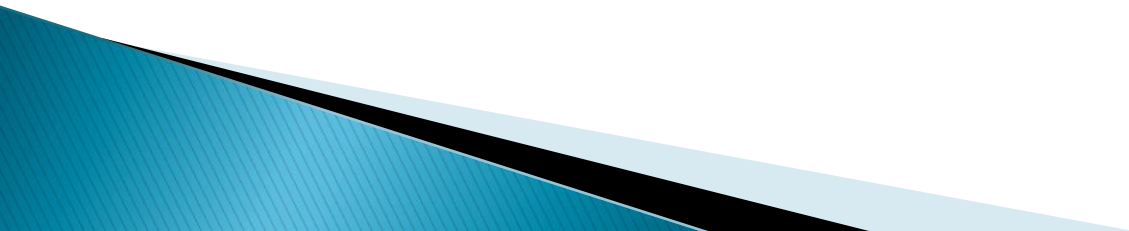
E-learning (PC)
M-learning (mobile)
B-learning (+teacher)
Mooc (open course)
Micro learning (miniUD)
Rapid learning
Webinar (Skype)
etc



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Most wanted on Google Europa

Google.com - Fastest Rising

1. twitter
2. michael jackson
3. facebook
4. hulu
5. hi5
6. glee
7. paranormal activity
8. natasha richardson
9. farah fawcett
10. lady gaga

Google News - Fastest Rising

1. swine flu
2. susan boyle
3. jon and kate
4. adam lambert
5. rihanna (chris brown)
6. new moon
7. inauguration
8. michael jackson
9. nadya suleman
10. missing link found

Google Book Search - Fastest Rising

1. twilight
2. new moon
3. eclipse
4. untamed
5. democracy in america
6. mere christianity
7. the second sex
8. city of glass
9. pretties
10. the last olympian

Google.com - Fastest Falling

1. john mccain
2. olympics
3. heath ledger
4. barack obama
5. sarah palin
6. circuit city
7. ron paul
8. iron man
9. spore
10. wi fit

Google Image Search - Fastest Rising

1. lady gaga
2. new moon
3. michael jackson
4. megan fox
5. selena gomez
6. rihanna
7. taylor swift
8. bella swan
9. alice cullen
10. jacob black

Google Mobile Search - Fastest Rising

1. twitter
2. michael jackson
3. facebook
4. imdb
5. da busta
6. bebo
7. nba scores
8. univision.com
9. steve mcnair
10. espn.com

Fastest Rising

1. spotify
2. facebook italia
3. twitter
4. itv player
5. new moon
6. iwiw belépés
7. tft1 replay
8. lady gaga
9. hotmail
10. michael jackson

Fastest Rising Searches (First Half 2009)

1. eurovision 2009
2. susan boyle
3. jade goody
4. lady gaga
5. robert pattinson

People - Fastest Rising

1. jady goody
2. lady gaga
3. michael jackson
4. robert pattinson
5. megan fox

Festivals - Fastest Rising Searches

1. sonnenrot festival (music festival in germany)
2. festival sudoeste (music festival in portugal)
3. festival di venezia (venice film festival)
4. coca cola zero fed (music festival held in 2009 in south africa)
5. lesbian film festival (various film festivals across the EU)

News Searches - Fastest Rising

1. ted kennedy
2. twittertips
3. jade goody
4. gad elmaleh
5. chris brown

Most Popular

1. facebook
2. youtube
3. hotmail
4. ebay
5. yahoo
6. tuenti
7. google
8. msn
9. gmail
10. nasa kasa

Fastest Rising Searches: Second Half of 2009

1. win for life (mobile lottery application)
2. fifa 10
3. secret story 3
4. facebook
5. schweinegrippe

Events - Fastest Rising Searches

1. vma (video music awards, USA)
2. istat (International Society of Transport Aircraft Trading, France)
3. dds (Delhi Sustainable Development Summit, India)
4. bbc proms (music festival, United Kingdom)
5. eurochocolate (chocolate festival, Italy)

Mobile Application Searches - Fastest Rising

1. youtube app
2. facebook app
3. iplayer app
4. google maps app
5. twitter app

Looking to buy online - Fastest Rising searches

1. windows7
2. tamiflu
3. alli
4. nokia n97
5. lightscribe

Spain
1. facebook
2. tuenti
3. youtube
4. hotmail
5. marca
6. google
7. juegos
8. traductor
9. facebook en español
10. tiempo

Marca: The most spanish newspaper read

Fútbol América Motor Baloncesto Tenis Ciclismo Balonmano Más deportes Opinión Apuestas Gráficos Fotografía

Eibar - Celta de Vigo

1

3.60

X

3.50

2

2.10

Apuesta 10.0 C Cuota 0.00

Gana 0.00 C

¡Apuesta ahora!

CHARLA CARLOS CARPIO



"La baja de Marcelo ante el Atlético es tan importante como la de Modric y Bale"
Carlos Carpio, subdirector de **MARCA**, respondió a los internautas.

LOS BLANCOS YA PREPARAN EL DERBI

Benzema sigue sin entrenarse



40

19/04/15 14:48

El Real Madrid comenzó a preparar el **derbi madrileño** ante el Atlético de Madrid en su regreso a los

¡Apuesta ahora!

bwin

EN VIVO EL 'DERBY DE LA MADONINA'

Sigue en directo el Inter-Milan



19/04/15 20:15

Inter y Milan, que se encuentran en tierra de nadie en la **Serie A**, se juegan el 'derby de la Madonna'.

FÓRMULA 1 / EL INGLÉS, AÚN MÁS LÍDER DEL MUNDIAL

Victoria de Hamilton y Alonso roza los puntos





Las caídas más bestiales de las celebrities



ES

MARCA EN TU MÓVIL



Microsoft Word es un software destinado al [procesamiento de textos](#).

Fue creado por la empresa [Microsoft](#), y actualmente viene integrado en la *suite* ofimática [Microsoft Office](#).¹

Originalmente fue desarrollado por [Richard Brodie](#) para el computador de [IBM](#) bajo [sistema operativo DOS](#) en 1983. Se crearon versiones posteriores para [Apple Macintosh](#) en 1984 y para [Microsoft Windows](#) en 1989, siendo para esta última plataforma las versiones más difundidas en la actualidad. Ha llegado a ser el procesador de texto más popular del [mundo](#).

Contenido [ocultar]

1 [Reseña histórica](#)

2 [Versiones](#)

3 [Formatos de archivos](#)

3.1 [Formato DOC](#)

3.2 [Formato RTF](#)

3.3 [Otros formatos](#)

4 [Alternativas abiertas](#)

5 [Referencias](#)

6 [Enlaces externos](#)

6.1 [Ayuda y Soporte](#)

6.2 [Recursos de terceros](#)

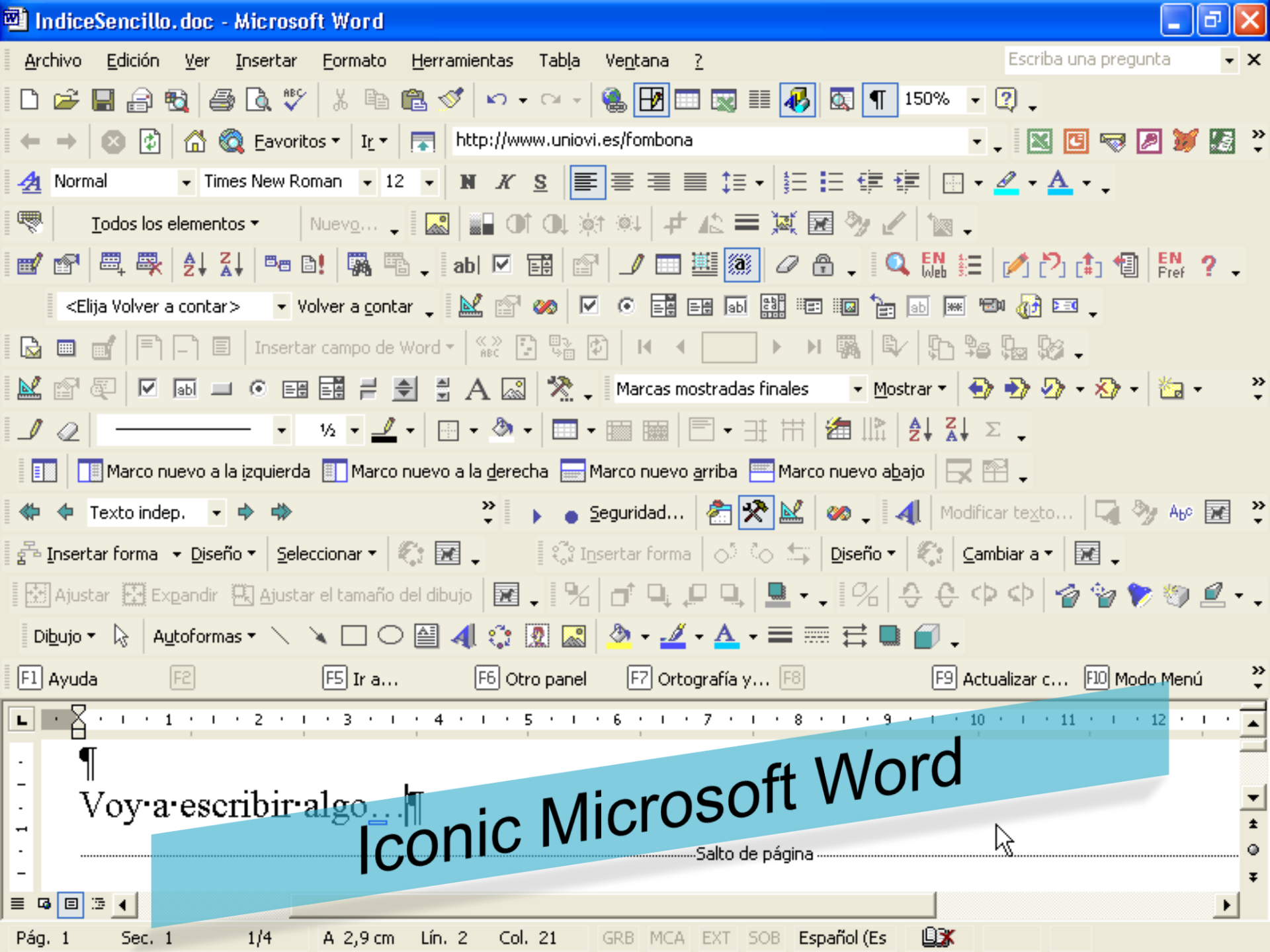
Reseña histórica

[\[editar\]](#)

En sus inicios, MS Word tardó más de 5 años en lograr el éxito en un mercado en el que se usaba comúnmente [MS-DOS](#), y cuando otros programas, como [Corel WordPerfect](#), eran mucho más utilizados y populares.

La primera versión de Microsoft Word fue un desarrollo realizado por Charles Simonyi y Richard Brodie, dos ex-programadores de [Xerox](#) contratados en 1981 por [Bill Gates](#) y [Paul Allen](#). Estos programadores habían trabajado en Xerox Bravo, que fuera el primer procesador de textos desarrollado bajo la técnica [WYSIWYG](#) ("What You See Is What You Get"); es decir el usuario podía ver anticipadamente, en pantalla, el formato final que aparecería en el impreso del documento. Esta primera versión, Word 1.0, salió al mercado en octubre de 1983 para plataforma [Xenix MS-DOS](#); en principio fue rudimentario y le siguieron otras cuatro versiones muy similares que no produjeron casi impacto en las ventas a usuarios finales.

La primera versión de Word para [Windows](#) salió en el año 1989, que si bien en un entorno gráfico resultó bastante más fácil de operar, tampoco permitió que la notablemente. Cuando se lanzó al mercado Windows 3.0, en 1990, se produjo el real despegue. A Word 1.0 le sucedieron Word 2.0 en 1991, Word 6.0 en 1993, la versión se introdujo a fin de que coincidiera con la numeración del versionado de [Windows](#), tal como fue Word 95 y Word 97. Con la salida del Windows 2000 (homóloga de Word 10.0) la versión Word 2002 emergió en la misma época que el sistema [Microsoft Office XP](#), en el año 2001; un año después le siguió la versión

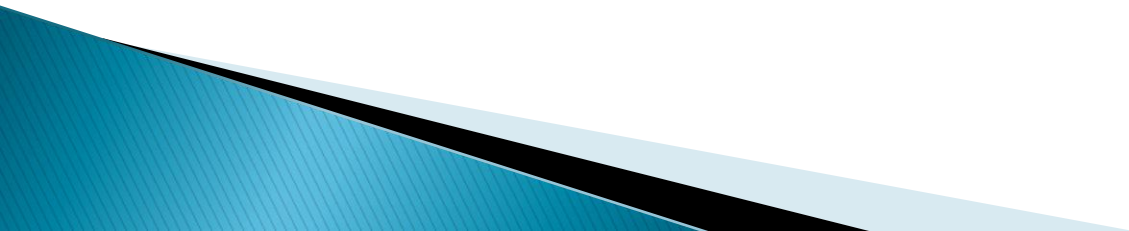


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- **Visual WEB 1.0; WEB 2.0: interactive and visual**



Novedades

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Atlas de Anatomía

Atlas Histórico

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Atención al Cliente
Requisitos Sistema

ENCICLOPEDIA UNIVERSAL MICRONET

Atlas Anatómico

SISTEMA CIRCULATORIO (ESTRUCTURA FRONTAL DEL CORAZÓN)

Diagram illustrating the structure of the heart (Frontal view of the heart structure).

Labels in the diagram:

- Aorta
- Vena cava superior
- Aurícula der.
- Arteria pulmonar
- Arteria coronaria (izq.)
- Ventriculo der.
- Ventriculo izq.
- Arteria pulmonar
- Vena cava inferior
- Surco interventricular anterior

Diagram illustrating the structure of a blood vessel (Cross-section of a blood vessel).

Labels in the diagram:

- Núcleo
- Endotelio
- Fibras de actina y miosina

Diagram illustrating the structure of a muscle fiber (Cross-section of a muscle fiber).

Labels in the diagram:

- Mioblastos
- Sarcómero
- Fibra muscular
- Fibras de actina y miosina
- Mitochondria



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DSC03601



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Uploaded on Jul 6, 2007

0 comments

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DSC03677



DSC03675



Sapa (Vietnam)

66 photos



Bahía de HaLong (Vietnam)

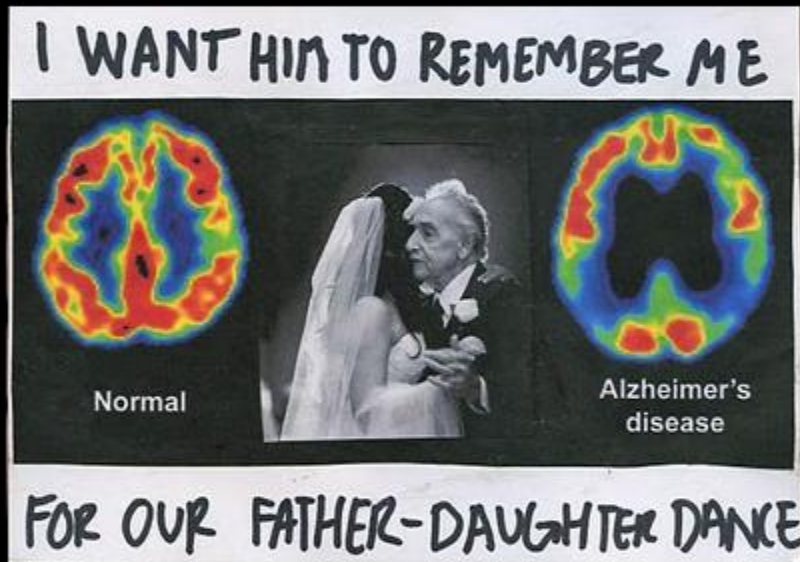
24 photos



PostSecret

6/20/2010

Father's Day Secrets



Get PostSecret News

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PostSecret is an ongoing community art project where people mail in their secrets anonymously on one side of a postcard.





FREE Smileys!

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Free Penis Pills

Free 30 day supply of PotenCX PenisPills Newest Online Games

Just Bookmarks

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Singles Looking for Chat & Hook-Ups

Smoke Bud Legally!

100% legal herbal smok

Juanes Lyrics - Juanes Discography - Juanes Letras Index



Mi Sangre (Sept. 28, 2004)

[Order it!](#)

Amane
Para Tu Amor
Sueños
La Camisa Negra
Nada Valgo Sin Tu Amor
No Siento Penas
Dámelo
Lo Que Me Gusta A Mí
Rosario Tijeras
Que Pasa?
Volverte a Ver
Tu Guardián



Un Dia Normal (May 21, 2002)

[Order it!](#)

A Dios Le Pido
Es Por Ti
Un Dia Normal
La Paga
La Unica
Luna
Un Dia Lejano
Mala Gente
Fotografia (with Nelly Furtado)
Desde Que Despierto
La Historia De Juan
La Noche



Fijate Bien (Oct. 17, 2000)

[Order it!](#)

Ahi Le Va
Para Ser Eterno
Volcan
Podemos Hacernos Daño
Destino
Nada
Fijate Bien
Vulnerable
Soñador
Ficcion
Para Que
Me Da Igual

Juanes Lyrics - Juanes Discography - Juanes Letras Index

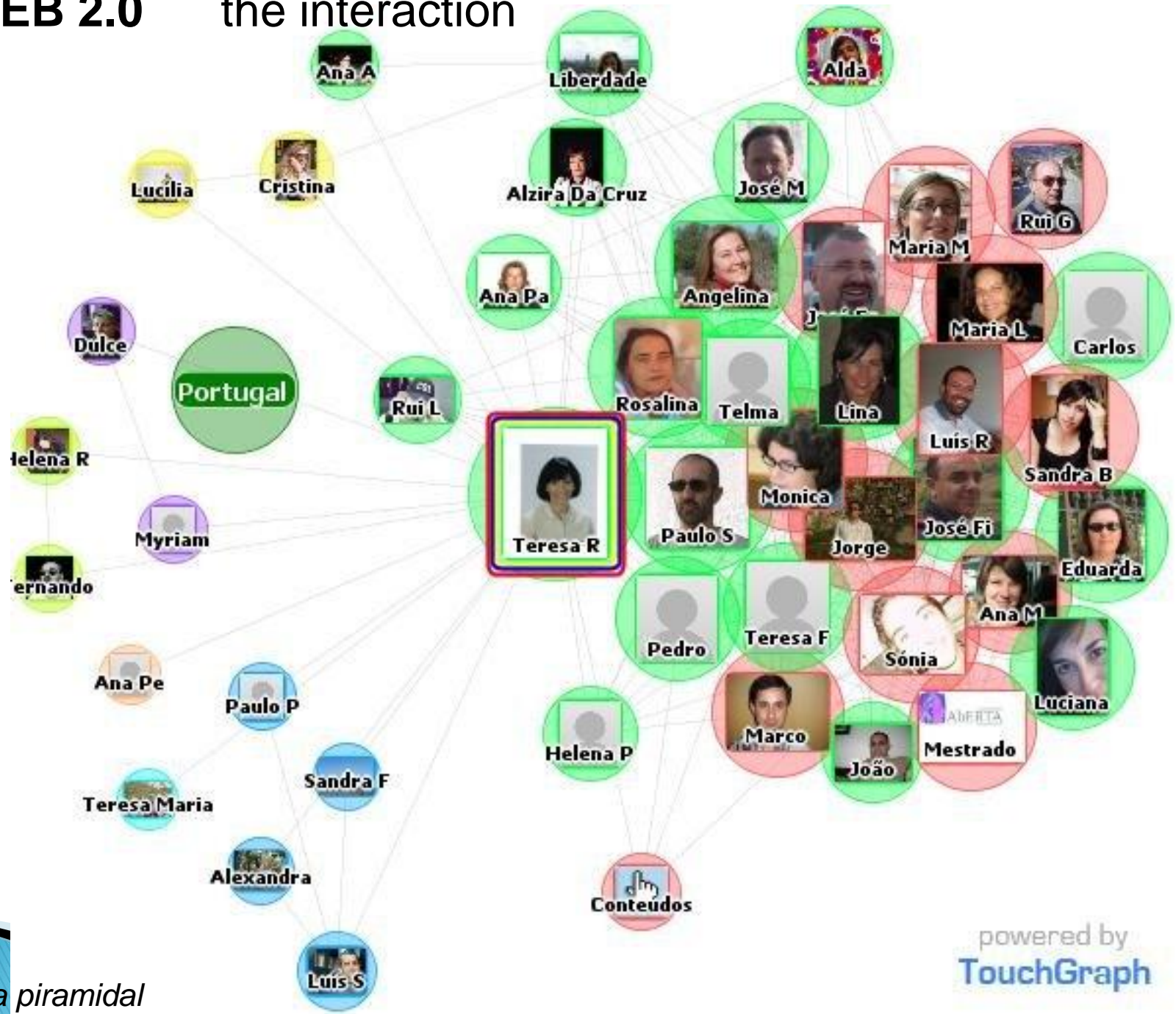
[●BACK](#)

Lyrics Kingdom (<http://www.poplyrics.net>)

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the interaction



Cadena piramidal

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Documentos

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Exámenes

Pruebas, reválidas, preguntas...

Trabajos

Resúmenes, monografías, informes, síntesis...

Prácticas

Problemas, ejercicios, modelos y plantillas...

Otros documentos

Leyes, constituciones, tablas de ayuda, nomendaturas...

Los más buscados

- Verdad caso Savolta
- Ética para Amador
- Historia de una escalera
- Gentilicios
- Bajarse al moro
- Luces de bohemia
- Gimnasia rítmica

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Did you know: Amazon Web Services drives these companies...



Amazon.com: the Hidden Empire from TaberNovel

Easy PowerPoint Visuals

Use Auto-Sequencing and Storyboards.

[Free Trial](#)

www.SmartDraw.com Ad by Google

SPOTLIGHT: JS Conference 2011



Zepto and the rise of the JavaScript Micro-Frameworks



Writing an (in)secure webapp in 3 easy steps



Mobile Knife Fighting at JSConf US

FEATURED

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A week in London
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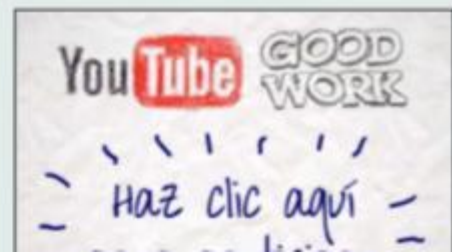
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boingboing

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Cybercat

Rob Beschizza at 7:26 PM Fri



Wired's Priya Ganapati:



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- *Young people between 13 a 24 watch less TV*

End of the hegemony AV traditional (TV, cinema...)

Control of the user with a singular consumer profile.

WEB 2.0

- ▶ Exchange of knowledge: Interactive spaces, forums, blogs,
- ▶ Marketing strategies: ludic **entertainment** dynamism ,tangible objectives...
- ▶ Student/customer to win over

Iconic Language

"Lectura de imagenes y contenidos" Javier Fombona
(fombona@uniovi.es)

Flight Simulator

1978



1999



2003



2007



2010



Virtual World

Second Life



TIC

Methods / Resources / Languages

Computer / AudioVisual

Confusion between computer science & audiovisual

convergence

Models

Visual Language

Written and spoken language



豚

Función cognoscitiva/icónica, personas intermedias, caso de las mujeres buenas en la estética

O escritor João Carlos na E.B.1 de garfe

Hoje o escritor João Carlos veio à nossa escola, com o seu sentido de humor até devia ser doutor!

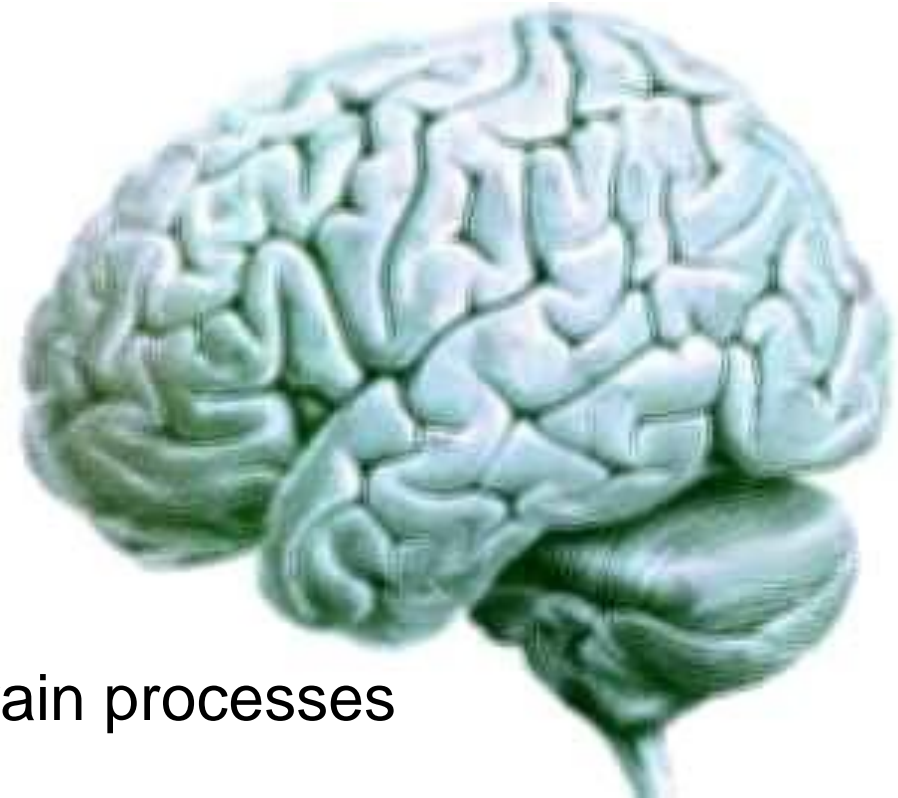
Veio apresentar o seu livro "Inspiração do compositor." Era tudo muito interessante! E nada tinha de horror. Eram histórias a rimar. E agora vem o livro da criança que nos vai encantar...

Nós lemos partes do seu livro muito interessantes. Quem me dera que o livro fosse meu! Ele deu-nos como começou a escrever. Achei muito bonito e adorava ver. O escritor tinha família cá em garfe. Eram os serras-heiros. E viviam nesta pequena aldeia e nos campos tinha palheiros. No lugar de Funderila eles habitavam. E descreto ele e os seus irmãos era lá que brincavam.

Adorei o escritor na minha escola. Vou guardar todas estas lembranças na minha memória.

Bruna Martins

Princípio da Causação M. M. 1985



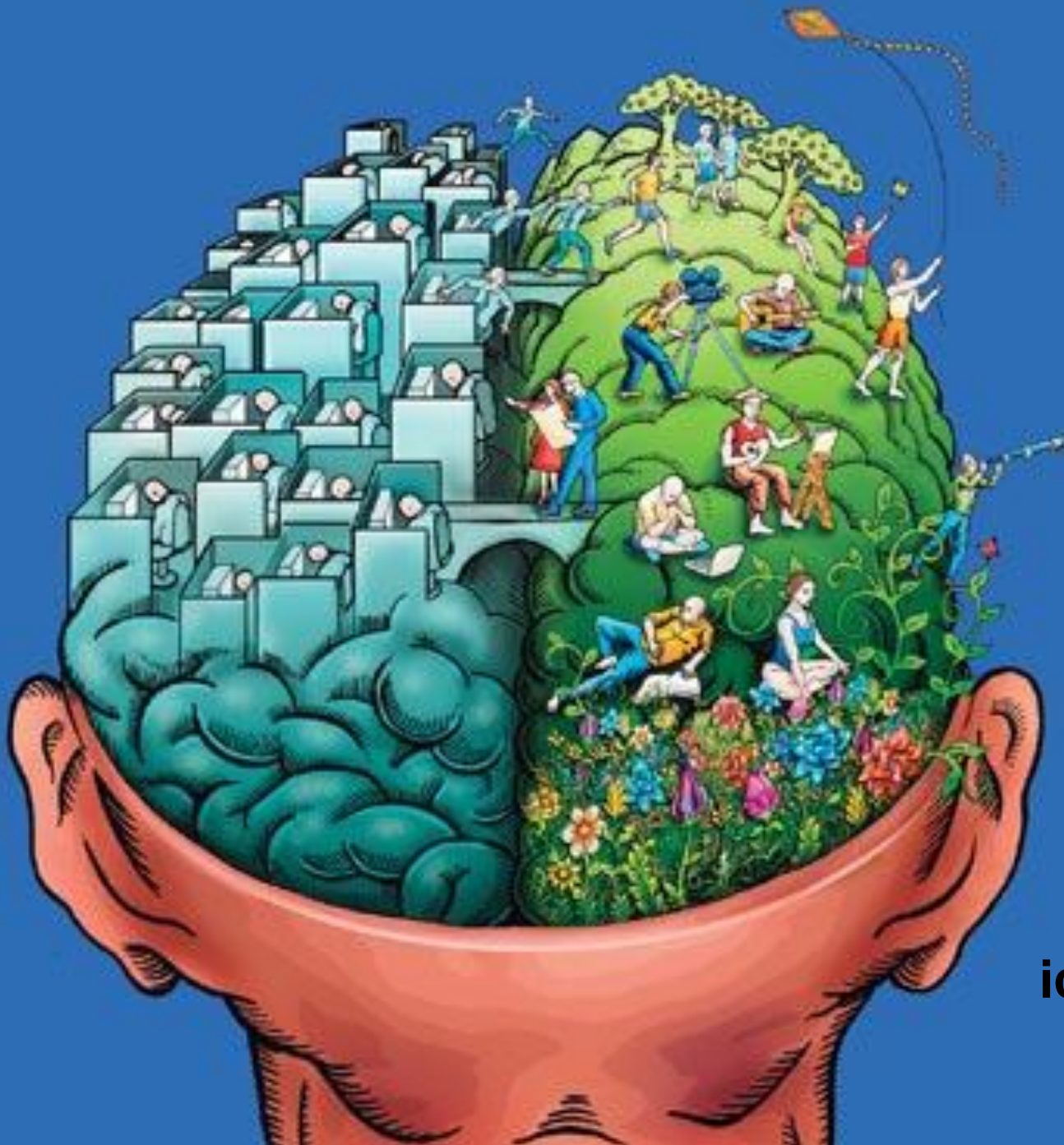
The complexity of brain processes



Matrix, a film showing how the brain rebuilds the reality



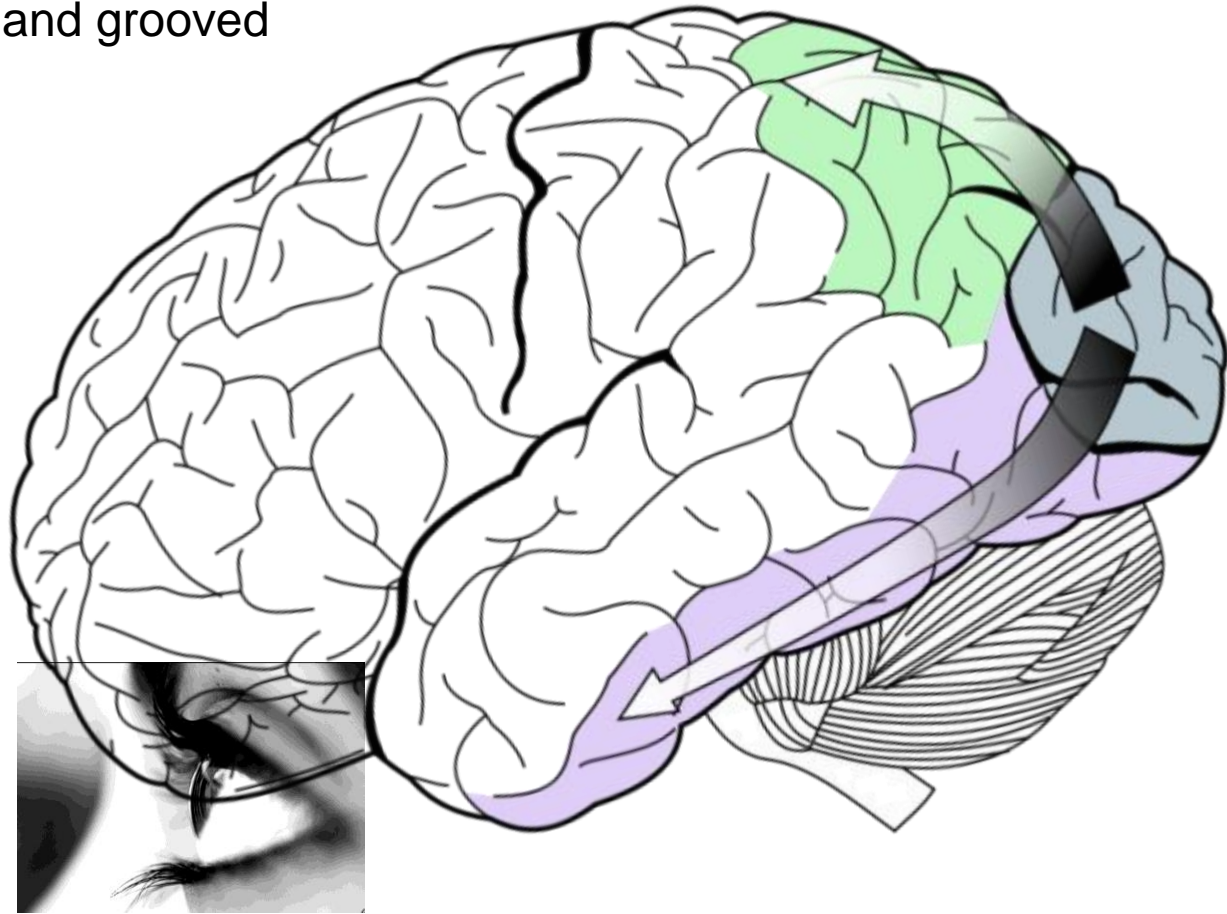
Text



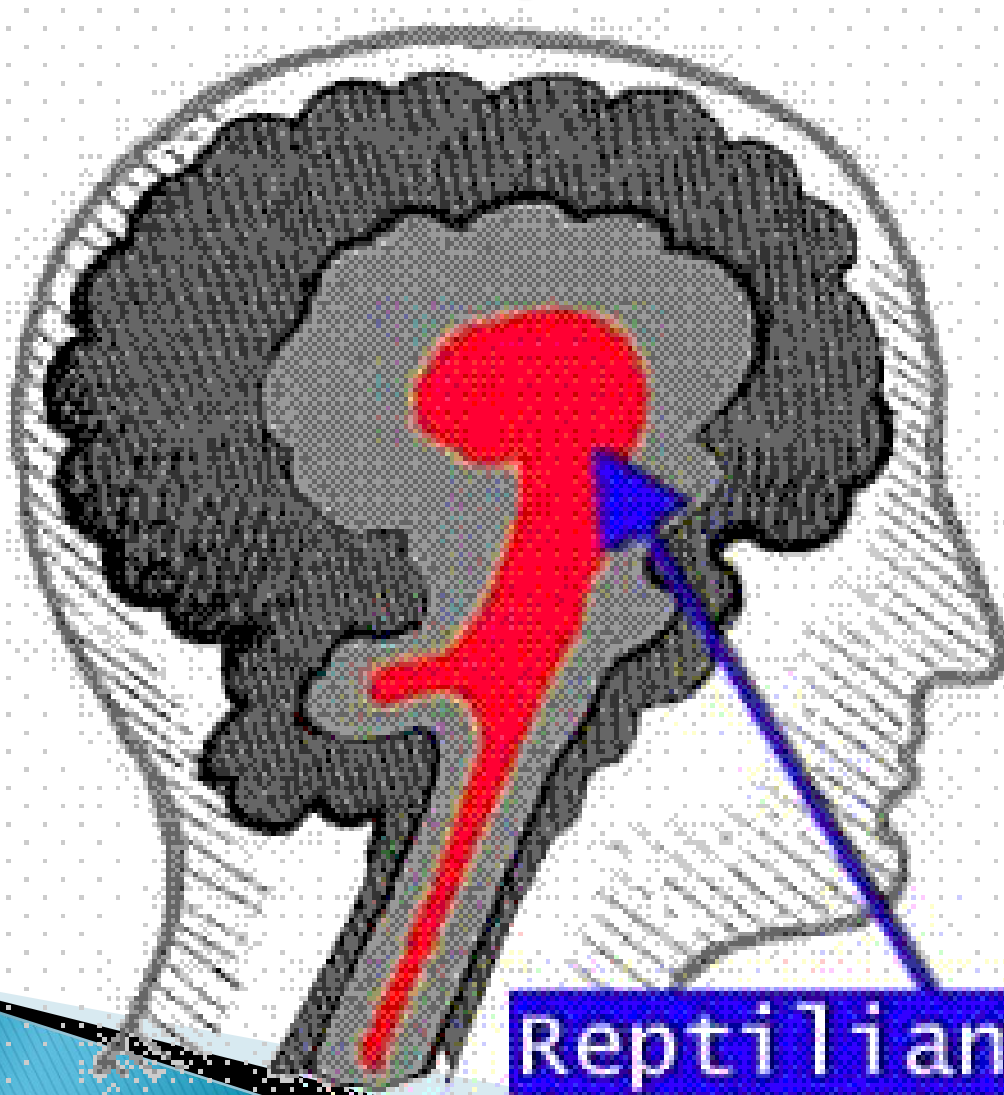
iconic



Vision = Thalamus and primary visual cortex (Grooved Cortex or V1) and grooved cortical visual areas. (V2, V3, V4, y V5).



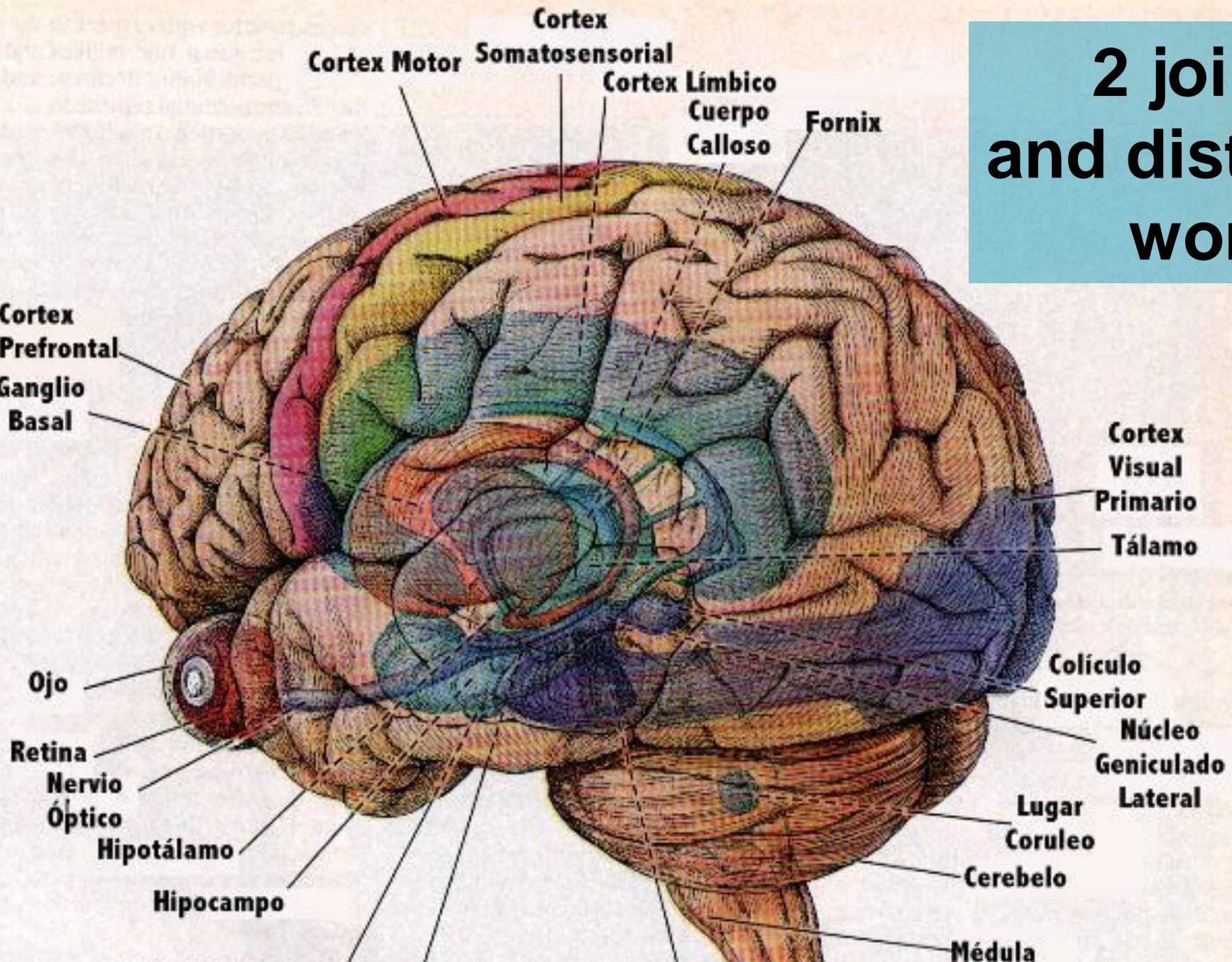
Thalamus and hypothalamus and y limbic



The vision
crosses the
animal part of the
person

Language are Broca and Wernicke : left

**2 joined
and distant
worlds**



Emotional or rational intelligence

▶ Emotions : amygdala–
limbic/unconscious/automatic/fast/inherent
management

Rational thought: neocortex/conscious/it needs time
/learning





Hi

-h, jjjj

Where are you?

here, and you?

Me too here, jjj

-XD XD

I hold on to this heavy : '(

- XD XD

What are you doing?

-Nothing and you?

I don't do anything either jjjjj..... ..

-NÚMERO de palabras límite en twenti y f

SEND WHISTLE

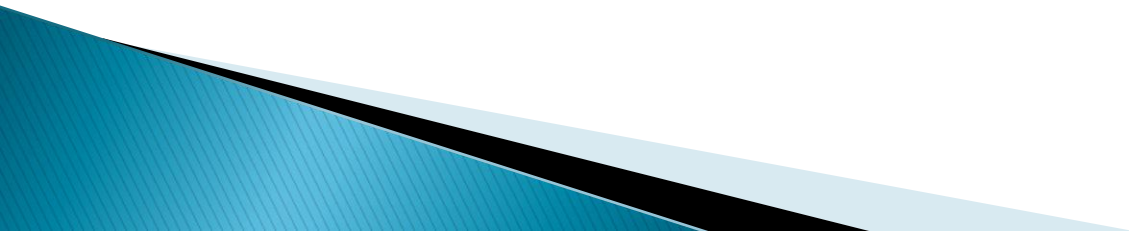
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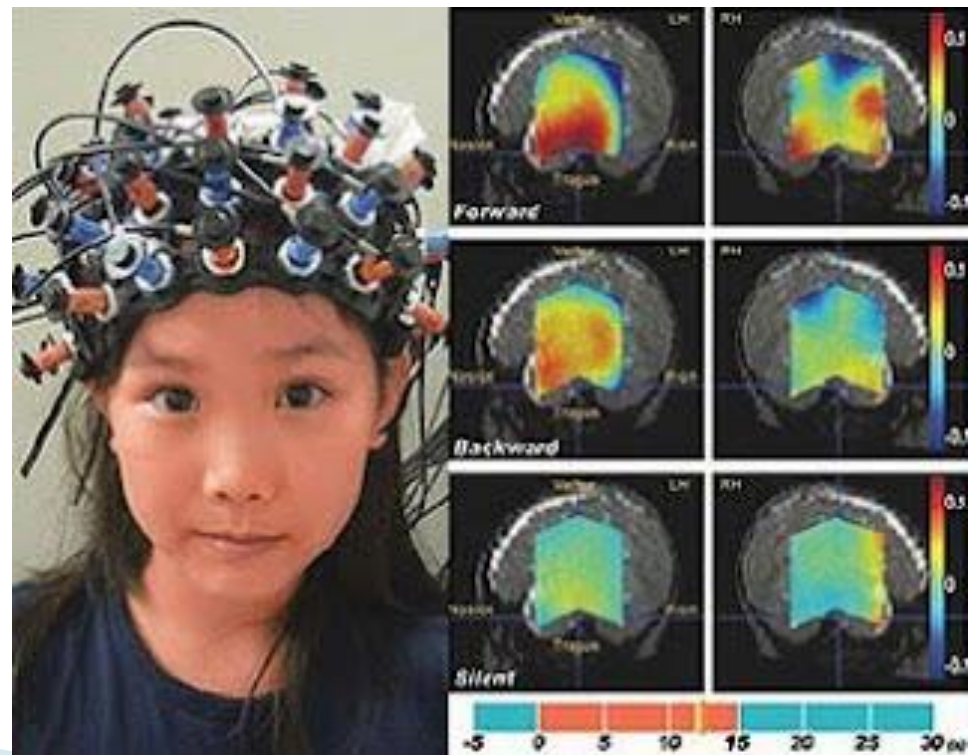
Neuro... marketing

- ▶ Antonio Damasio

Emotional contamination in every rational decision.

- ▶ Pradeep A.K. Neurofocus

So, the questionnaires give wrong results.

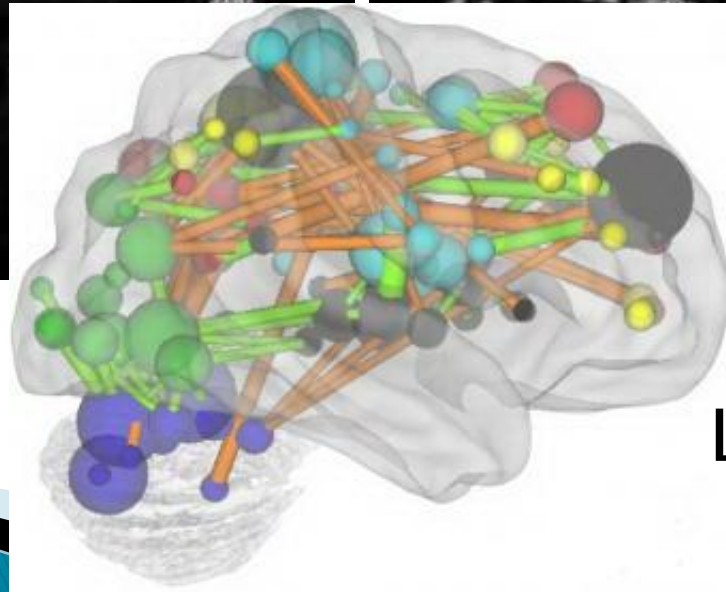
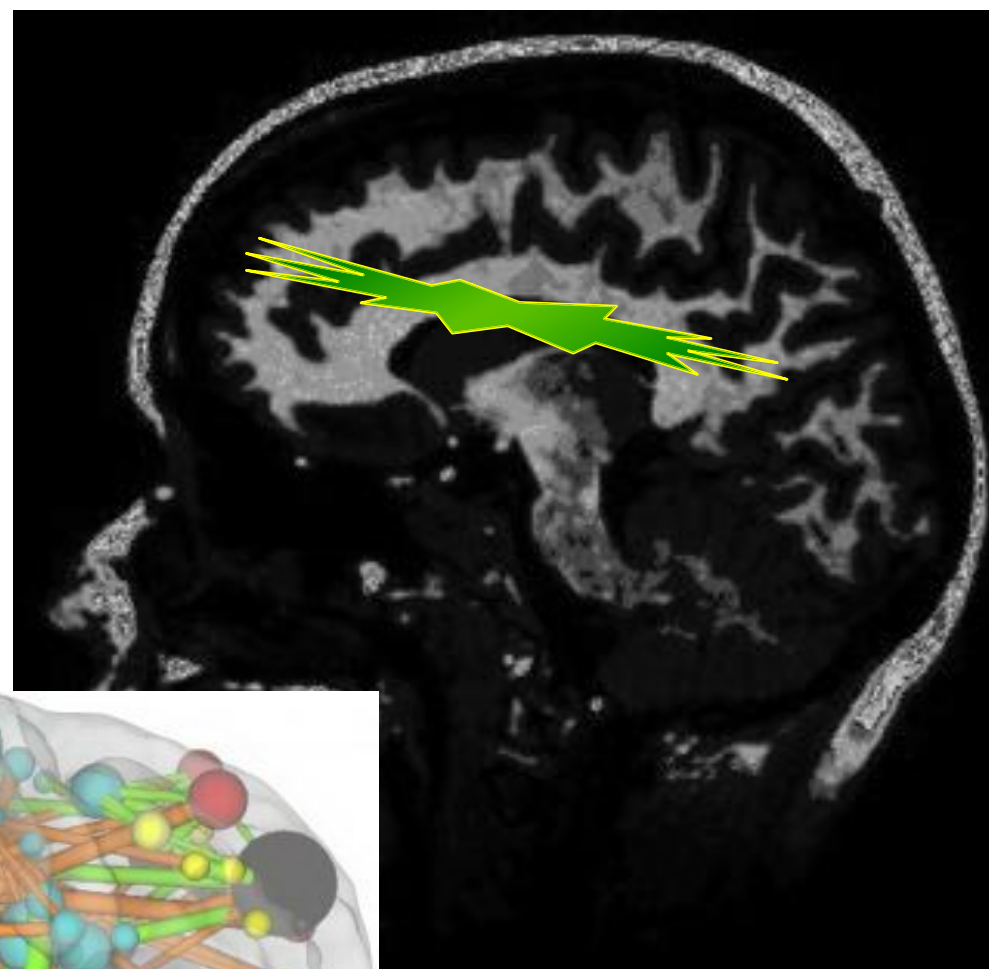
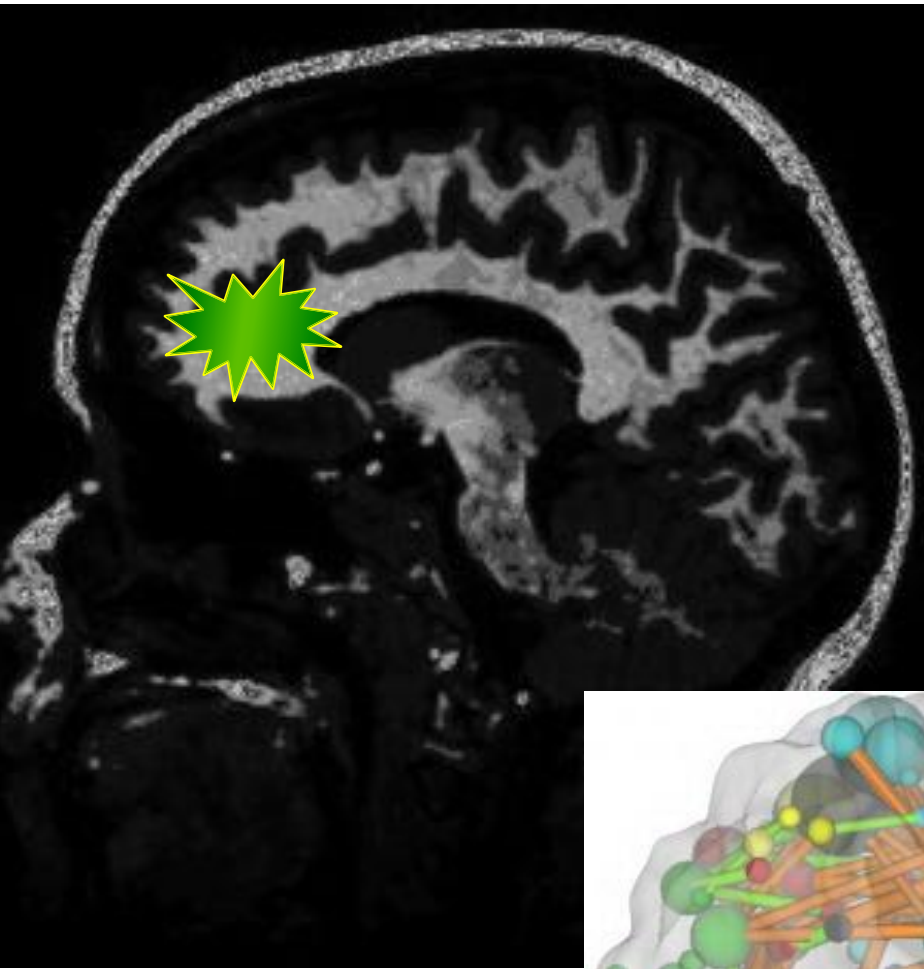




Brain-on
Fabio Babiloni
Dpt^o. Neurofisiología
Univ. Sapienza Roma 1



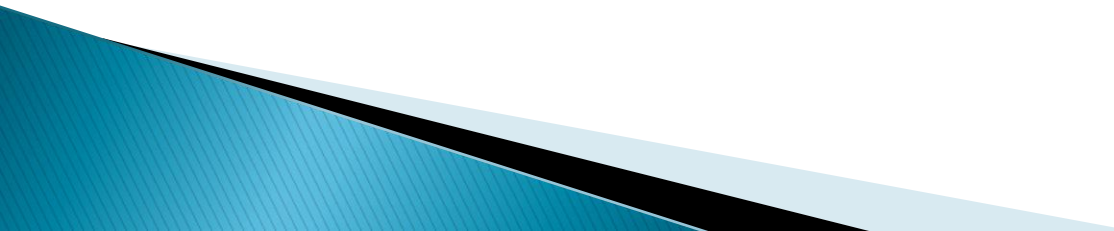
Located footprint Vs. interconnected



Mature brain
Long connections
(Dosenbach)

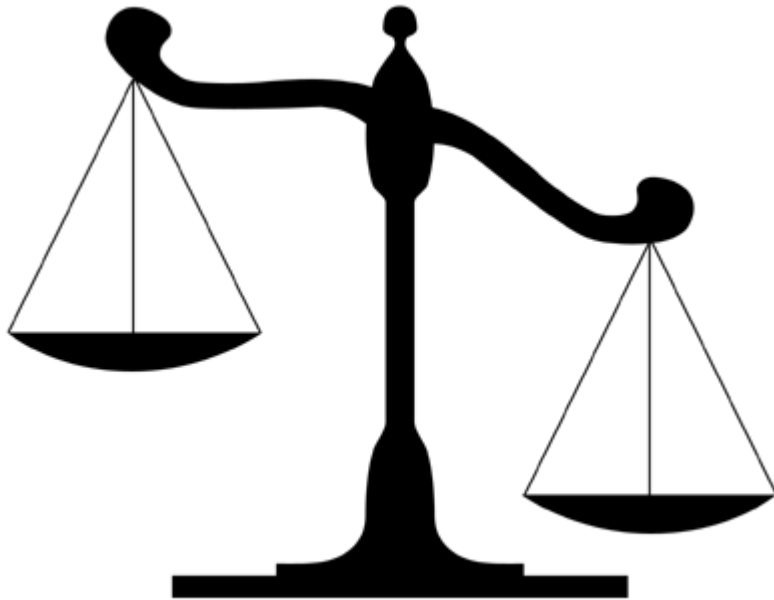
TIC Audiovisual: The case of the audiovisual methodology

The importance of using multiple and successful methodologies.

- Audiovisual: the tool and the method is as important as the content
 - Visual WEB 1.0; WEB 2.0: interactive and visual
 - Audiovisual is an affective model
 - **Neuromarketing: Effectiveness making long neural connections. Joining distant parts of the brain, writing / video, emotion / rational thinking, present / past, fear / love, etc.**
- 

Management Rational Vs. Emotional

Scholar Model – AV Model



Efficacy of the Audiovisual for Competition: Marketing

(STRATEGIES to win the customer over)

- **Planning for control the markets.**
- **Maximize profits.**
- **Manipulate the demand.**
- **Study of the profitable profiles.**
- **Cultural colonization.**
- **Control and globalization of the markets.**
- *The product es good if people buy it.*

■ Etc.

Which and how is the most read book
in the world?

Which and how is the most popular film
in the history?

Which is the most viewed photo?



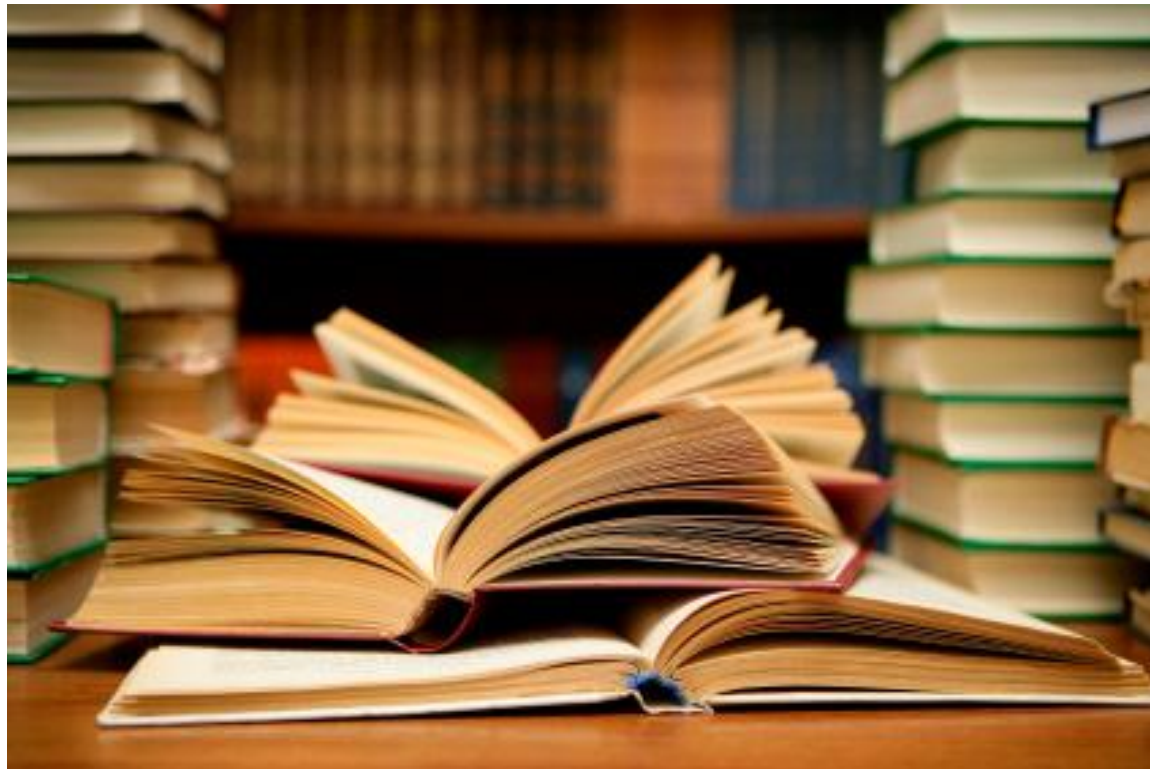
The Media... What solutions 'give' and how does it show to us?

- ▶ How does Audiovisual achieve this power?
- ▶ What attractions does it have for the user?
- ▶ What effects does it have in our students profile?
- ▶ Could we take advantage of this and make so effective resources?



ADAM

"Lectura de imágenes y contenidos" Javier Fombona
(fombona@uniovi.es)



Culture and progress in linguistic sources The school kills the creativity

Robison, K. (2005). [How creativity, education and the arts shape a modern economy](#)

Youtube: Sir Ken Robison

<http://www.youtube.com/watch?v=zDZFcDGpL4U>

The Media... What solutions 'give' and how does it show us?



What solutions gives the educational system to what problems related to young people?

What do you want to be when you grow up?



► What do you want to be when you grow up?

*** Happiness***

- Answers of the media
- Answers of the educational system



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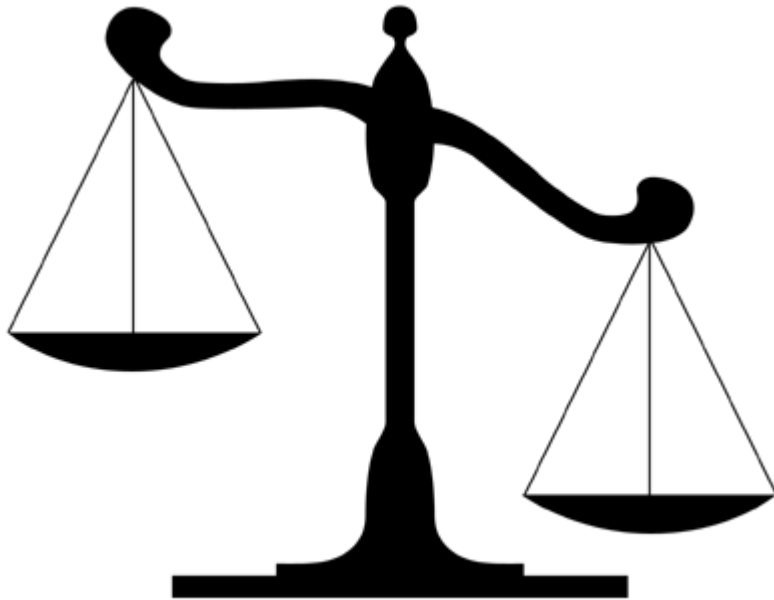
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- Satisfaction of students' goals**

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- Traditional school model vs Media models (some efficacy references)

What makes the strategies of MEDIA so effective?

How to do attractive methodologies?

What strategies does
the audiovisual do so
effective?

What strategies
does the school do
so effective?

AV Model

Vs

Traditional schooling

The strategies point to the efficacy: giving data, entertaining and accompany **constantly**.

...nearby messages, in daily spaces, they arrive at the family home.

They reiterate **immediate solutions** to vital questions: problems and their quick and easy solutions. The happiness with the products of the market.

The objective is to help the construction of the knowledge, being **boring**, its purpose is not entertaining nor accompany.

On the contrary, the teacher seems to be far away in his/her cultural elite.

The teacher provides solutions for the student life are since a **medium and long** term vision. So it is after some decades when the student awares the importance of his/her training.

AV Model

Vs

Traditional schooling

The contents are **reiterate** from different sources, they are not contradictory.

Visual shapes reduces reading to complementary expressions.

It solves questions through images,
it is an **self-explanatory**
concreteness (on this way, the
images contain elements to explain
all the content)

It plans the scientific study of the knowledge and the **error is** possible, its speech values the effort and the tenacity.

The traditional teacher teaches with **written text and** reading.

The **reflexive abstraction** requires a rational effort and deep thought.

AV Model

Vs

Traditional schooling

They **exaggerate and dramatize** their contents. It points to the field of the sensations, the fascination and the fantasy.

Their shapes are very **dynamic**, **agressive** and plenty of spectacle.

The ephemeral and simple descriptions generate a surface and mosaic knowledge, they reorder quickly the reality in the good and the bad...

They are pointed to the **logical** objective reasoning, and the analysis of data in a large and deep way. It is the realism scientific of the traditional training.

The **reality** is important, the problems are solved slowly, because the deep contextualization of each phenomena.

There is a coordinated and **deep** knowledge, with rigorous studies that need long descriptions, complex reflections to understand the multiple dimensions of the problems.

AV Model

Vs

Traditional schooling

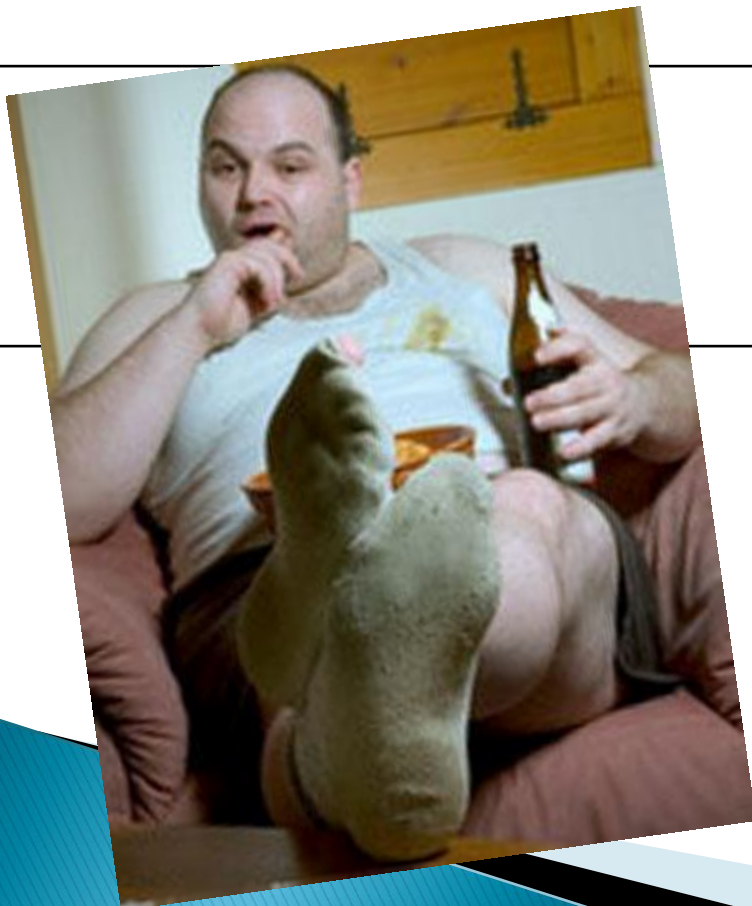
... its narrative is disperse, chaotic, ubiquity, random presentation, e.g. we can observe an earthquake and immediately follow a sport activity...	The class follows a structured, lineal and systematic plan (it is a system with documents, programations, etc.)
The goals' media are economics and materials in a short term , with immediate solutions (get rid of your problems now!).	The formation, the personal development, the and the solutions to the problems follow the scientific long method.
They don't ask for activity to their passive audiences. It is not needed any reflexion about these messages because they are offered so easy and already "diggested"	The teacher requires activity from his/her audiences. These effort and the deep reflexion require big concentration.

Pointed to the heart

Pointed to the reasoning

To Disarm

To Arm



Rat . Vs. Emo.

Rat. Vs. Emoc.



Proposal

- ▶ Use Audiovisual strategies.
- ▶ Training with emotional strategies.

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- Traditional school model Vs Media models (some efficacy references)

- Use images with nuclear information (type 3)**



Show – see –Thalamus– understand
(PPT)



write–read– understand



AUDIOVISUAL resource

Tipo 1 – Text.

Bla bla bla bla bla bla bla
bla bla bla bla
bla bla bla bla bla bla
bla bla bla bla bla bla bla bla

Tipo 2 – Text decorated imagen.

Bla bla bla bla bla bla bla
bla bla bla bla
bla bla bla bla bla bla
bla bla bla bla bla bla bla bla



Tipo 3 – Image completed with text.

Tipo 4 – Image.

Tipo 1.– Vaughan video 1
historia de filosofía <http://www.youtube.com/watch?v=RnV-krW-nHw> 700

Tipo 2.– Profe
lección español <https://www.youtube.com/watch?v=KpTUg9bzchl>

Tipo 3.– Red social
common kraft
<https://www.youtube.com/watch?v=MpIOCIX1jPE> 2m

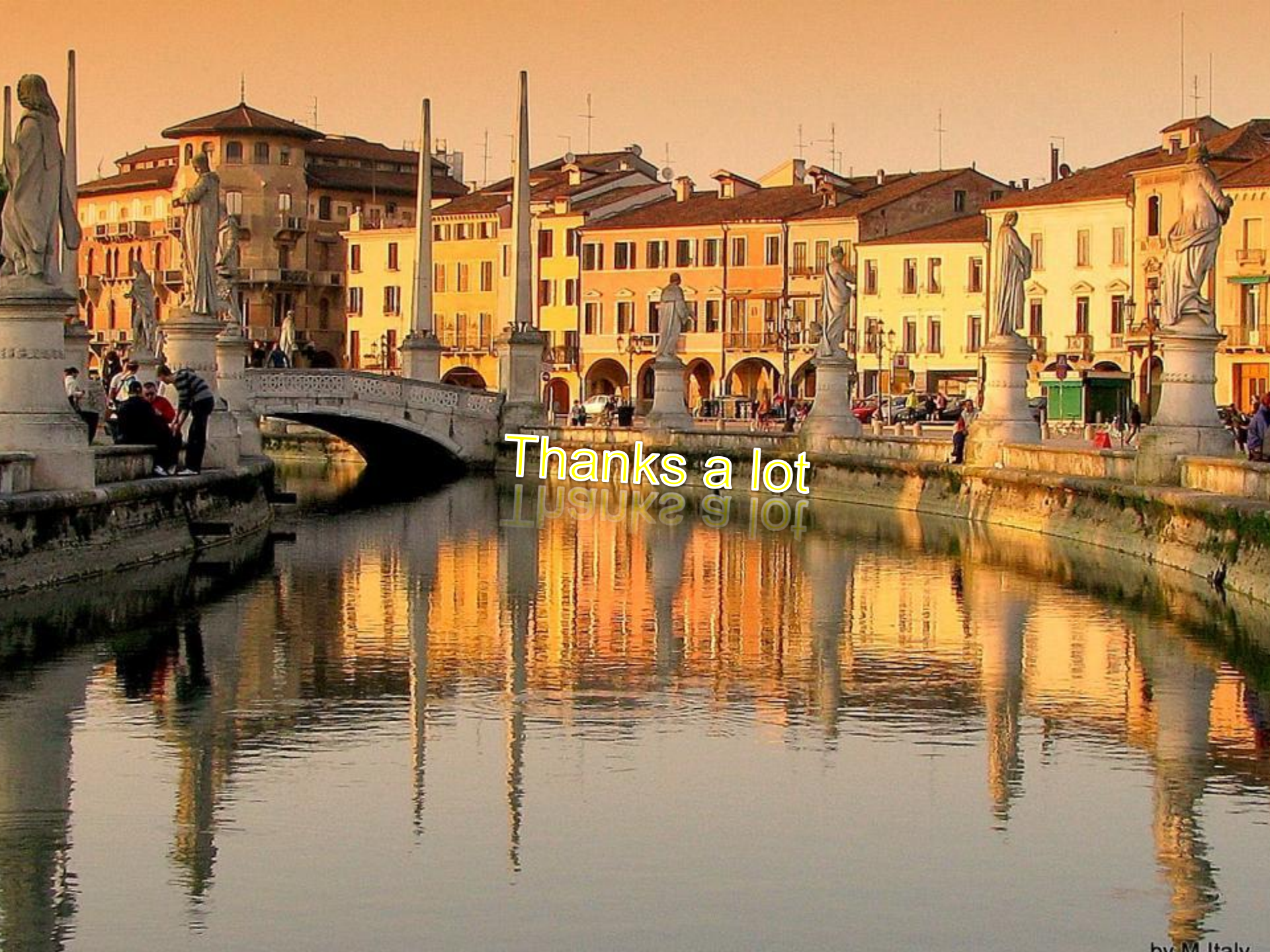
Tipo 4.– Bad romance 600m
PSY – GANGNAM STYLE (강남스타일) M/V 2km

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- Traditional school model Vs Media models (some references)
 - Clear delimitation of clear and simple objectives
 - Immediate Solutions
 - Direct actions to individuals in the singular
 - Closeness / company
 - Multimedia reiteration
 - Self-explanatory vision
 - Emotion / dramatization
 - Entertainment
 - Dynamism
 - Randomness

Use images with nuclear information (type 3)



Thanks a lot
Thanks a lot