

D 2.3

E-flyer Challenged Based Model

WP 2 FilmEU Institutional and Staff Capacitation

Date: 31st October 2023



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European Universities Alliance
for **Film and Media Arts**

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



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EXECUTIVE SUMMARY

E-flyer for internal and external distribution introducing the Samsara model. This digital publication, available in English, will showcase the model to all internal and external stakeholders through text and images.

INTRODUCTION

This deliverable was created to promote the Samsara model's educational approach, offering a summary of the key components that constitute this model. The model's information is disseminated directly through the FilmEU mail list to ensure that both internal and external stakeholders receive it. As usual, most of the FilmEU outputs are written in English to reach a wider audience.

SAMSARA MODEL

Samsara is the name of the pedagogical framework initiated and implemented by FilmEU and encompasses the principles, learning theories, methodologies, and approaches to learning and teaching presented in this Handbook.

Samsara proposes that artistic teaching, learning, research, and production are practice-based, collaborative endeavours that engage ethically and actively with societal problems through the creative use and mediation of technology. At FilmEU, we believe that people learn best when they are making meaningful creative work together, on equal terms.

The Pedagogical Strategies and Guidelines Handbook is available online here:

<https://www.filmeu.eu/images/files/D-2.2-Handbook-Pedagogical-Strategies-and-Guidelines.pdf>

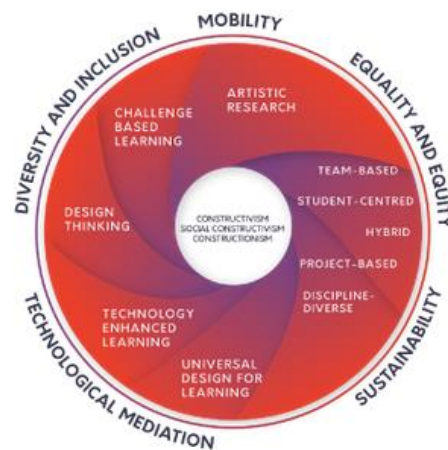
E-FLYER

The e-flyer is part of the strategical communication and dissemination plan of the FilmEU alliance activities. The e-flyer format can easily be distributed to wide and geographically vast audience. This type of direct communication allows for multimedia elements, such as pictures, graphs, and hyperlinks.

The e-flyer was disseminated internally and externally within the FilmEU alliance and stakeholders. It was effective way to communicate, inform, and engage with your audience (Fig. 1):

[https://us3.campaign-archive.com/?e=\[UNIQID\]&u=00581ead5e8ff0693cc8b6955&id=23105a1298](https://us3.campaign-archive.com/?e=[UNIQID]&u=00581ead5e8ff0693cc8b6955&id=23105a1298)

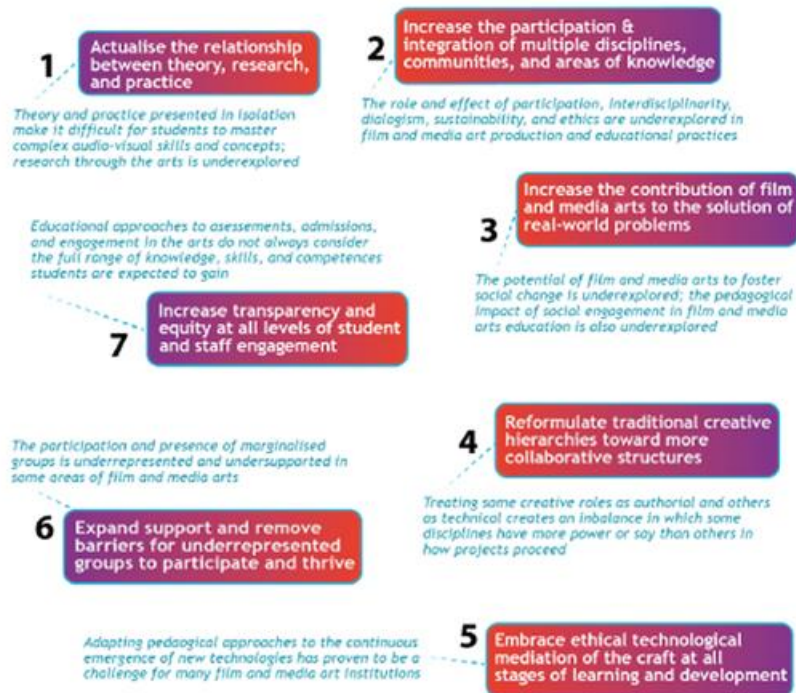
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Pedagogical Strategies
Samsara Model



Our mission is to create a European University that functions as a model of collaboration and innovation in the multidisciplinary fields of film and media arts and that significantly contributes to Europe's leading role as a provider of education and research in the creative and artistic sector.

The FilmEU Pedagogical Handbook formally introduces Samsara, a challenge-based pedagogical framework devised to support our mission to foster excellence in film and media arts higher education. This framework is a pragmatic response to the need to transform teaching and learning practices within the context of rapidly changing social and technological conditions which affect the creation, production, distribution, and reception of audio-visual culture, industries, research, and education.

The Samsara framework has been designed based on research into contemporary film and media arts education, gathering best practices and identifying transformational methods. Simultaneously, a historical and theoretical review was conducted, shaping the framework's seven primary goals:



The Pedagogical Strategies and Guidelines Handbook is available online.

Handbook →

www.filmeu.eu / info@filmeu.com



Fig. 1 Screenshot – E-Flyer the Pedagogical Strategies and Guidelines Handbook.

CONCLUSION

The e-flyer, as a communication tool, is part of the FilmEU communications strategies as it facilitates direct communication, helps build relationships, and keeps the institution top-of-mind with its target audience. It is also worked as a great tool to ensure the team receives information and stays informed about the ongoing work.

The team received direct links in the mailbox to access more information about the samsara model and pedagogies that will be implemented in FilmEU.

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