



Názov projektu: Rozvoj kľúčových kompetencií žiakov

Typ projektu: Dopytovo-orientovaný projekt

Trvanie projektu: 1.10.2021 – 30.9.2023.

Tento projekt sa realizuje vďaka podpore z Európskeho sociálneho fondu a Európskeho fondu regionálneho rozvoja v rámci Operačného programu Ľudské zdroje. www.esf.gov.sk, www.minedu.gov.sk

KĽUČKO

Zážitkové školenia
kľúčových kompetencií

VITAJ

na školení digitálních
zručností 🕶️

ČO SÚ TO



DIGITÁLNE ZRUČNOSTI?

Schopnosť komunikácie

- odosielanie a prijímanie emailov
- komunikácia prostredníctvom chatu/videochatu
- komunikácia cez smartfón
- komunikácia cez diskusné fora
- komunikácia na soc. sieťach
- konferenčné hovory, videokonferencie

Práca s informáciami a službami

- vyhľadávanie informácií a služieb na internete
- vytváranie kont
- internetbanking
- nákup tovarov a služieb
- vyplňanie a odosielanie el. formulárov
- download/upload súborov a údajov



Ovládanie hardware

- práca s PC (desktop), s prenosným PC a so smartfónom
- tlač dokumentov, skenovanie
- inštalácia hardvéru
- práca s prenosnými médiami
- prenášanie/kopírovanie údajov v sieti
- pripojenie k internetu (modem/WiFi)

Ovládanie software

- práca s textovým procesorom
- práca s tabuľkovým procesorom
- práca s databázovým programom
- práca s grafickým editorom
- práca s internetovým prehliadačom
- inštalácia softvérov, nastavovanie funkcií PC
- programovanie, tvorba webov

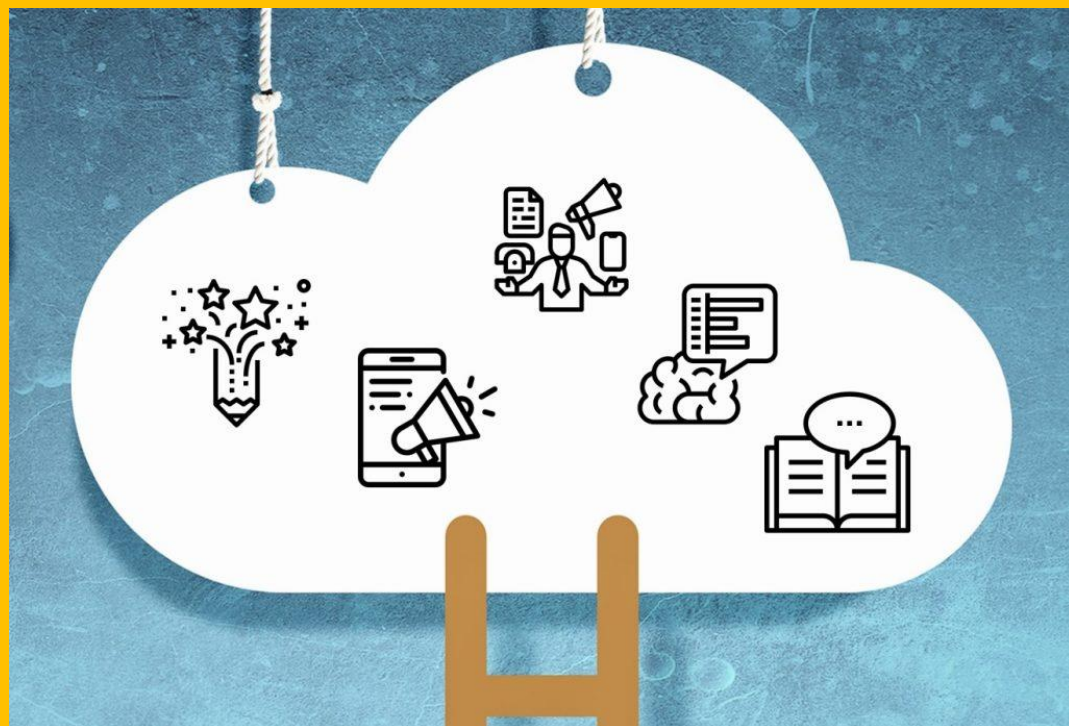
**PREČO
POTREBUJEME**



**DIGITÁLNE
ZRUČNOSTI?**

Digitálne zručnosti

ZÁŽITKOVÉ ŠKOLENIE PRE ROZVOJ JEDNEJ Z KĹÚČOVÝCH KOMPETENCIÍ 21. STOROČIA



OBSAH ŠKOLENIA

- ✓ Web bez kódovania
- ✓ Grafika pre negrafikov
- ✓ Internetové potvory:
 - ✓ Bezpečnosť na internete
 - ✓ Netiketa
 - ✓ Digitálna rovnováha

Webové desatoro

prehrešky a cnosti pri tvorbe predajného webu



webové DESATORO

1. Web nie je grafika
2. Dobrý web má ciele
3. Bez hodnotovej ponuky to nejde
4. Nevymýšľaj zbytočnosti
5. Na začiatok stačí šablóna
6. Mysli na responzivitu
7. Priprav poriadne zadanie
8. Prelustruj grafika/kódera
9. Založ si moodboard
10. Objednaj doménu a hosting

1. Web nie je grafika

grafika

value proposition

cieľ

brief

moodboard

templates

skica

wireframes

2. DOBRÝ WEB má ciele





**NENAŠIEL SI
PRÁCU SNOV?
VYTVOR SI JU
SÁM ÚPLNE
OD NULY**

// Registrácia // O projekte // Kontakt // Rozbiehajú



aj im pomáhame
rozbiehať sa

ROZBEHNI SA!



REGISTRÁCIA

Získaj štartovací rozbiehačský balík!

- // 7 inšpiratívnych príbehov ako začať úplne od nuly
- // 9 krokový návod ako rozbehnúť mikropodnikanie
- // rozbiehačské desiatky od úspešných podnikateľov

ČÍKAR:

CHCEM SA ROZBEHNÚŤ TERAZ!



O PROJEKTE

Niekoľko si želáš rozposlať prácu snov? Sme tu na to, aby sme to umožnili, ako si ju môžeš vytvoriť sám. Ukážeme ti ako rozvinúť tvoju snov a naučíme ňu pretvárať voľby do reality. Premieňme ti rozbiehačské mikropodnikanie úplne od nuly.

NEBOJ SA A ROZBEHNI SA!



KONTAKT

Kontaktuj nás na: info@rozbehnisa.sk

2. DOBRÝ WEB má ciele

- ✓ Web potrebujem pretože...
- ✓ Chcem, aby návštevník spravil toto...
- ✓ Web bude úspešný keď...

3. BEZ HODNOTOVEJ PONUKY to nejde

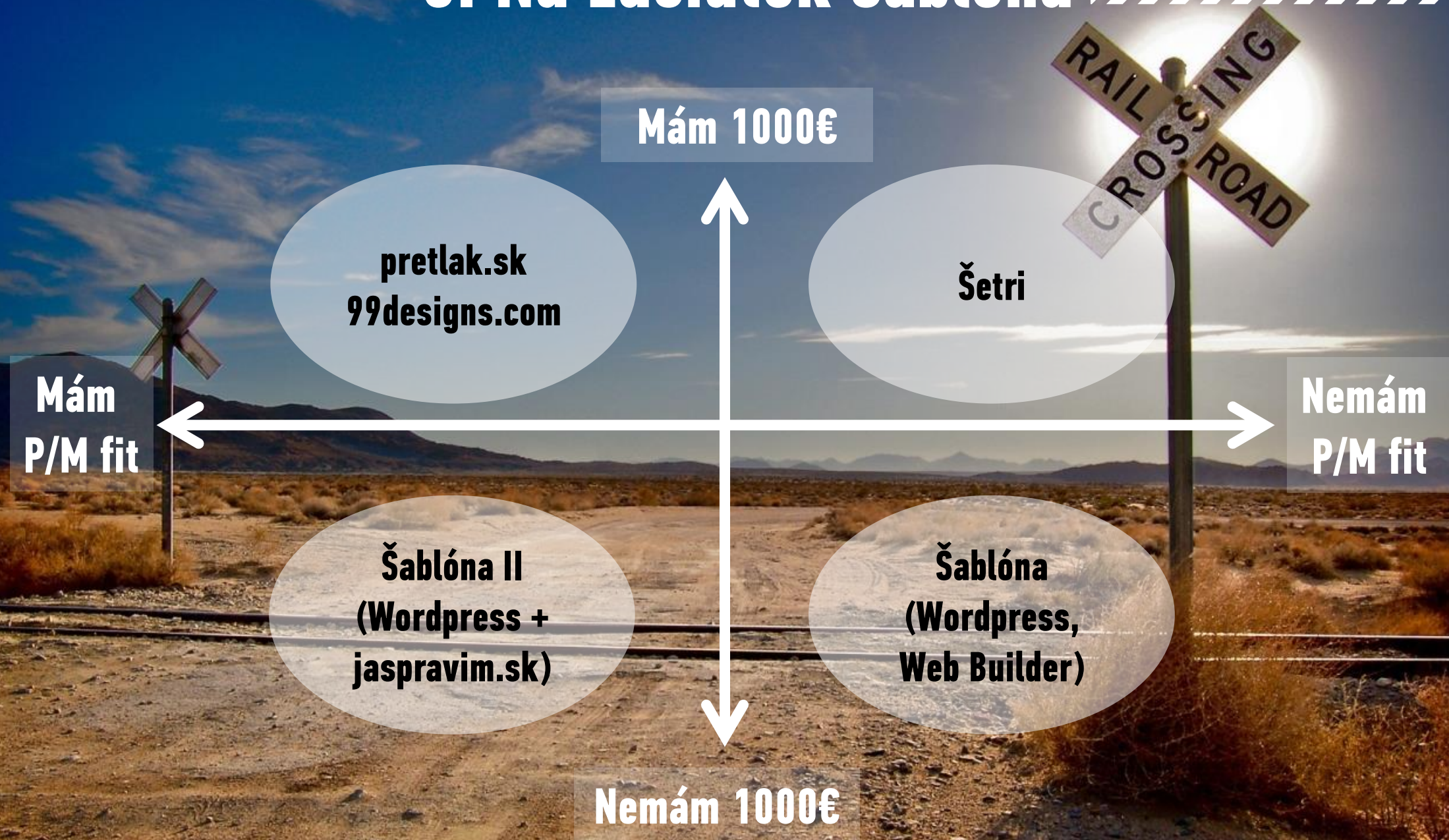
Viem komu a čo ponúkam

- ✓ popis kľúčového zákazníka
- ✓ nadpis & podnadpis
- ✓ TOP3 benefits

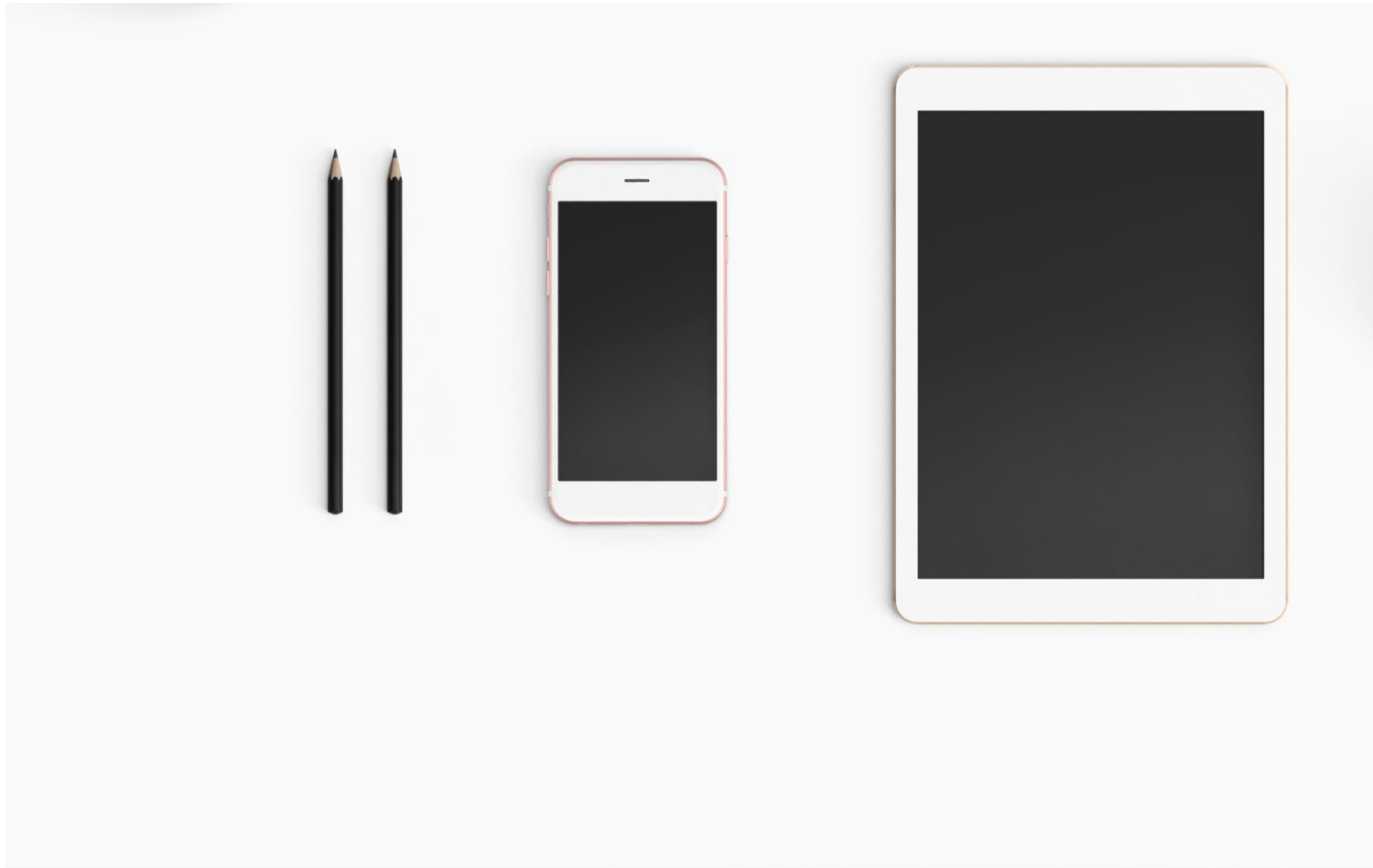
4. Nevymýšľaj zbytočnosti

- ✓ Experimentujem a hľadám P/M fit
- ✓ Budem to 300x meniť...
- ✓ Investujem minimálne minimum

5. Na začiatok šablóna



6. MYSLI NA RESPONZIVITU

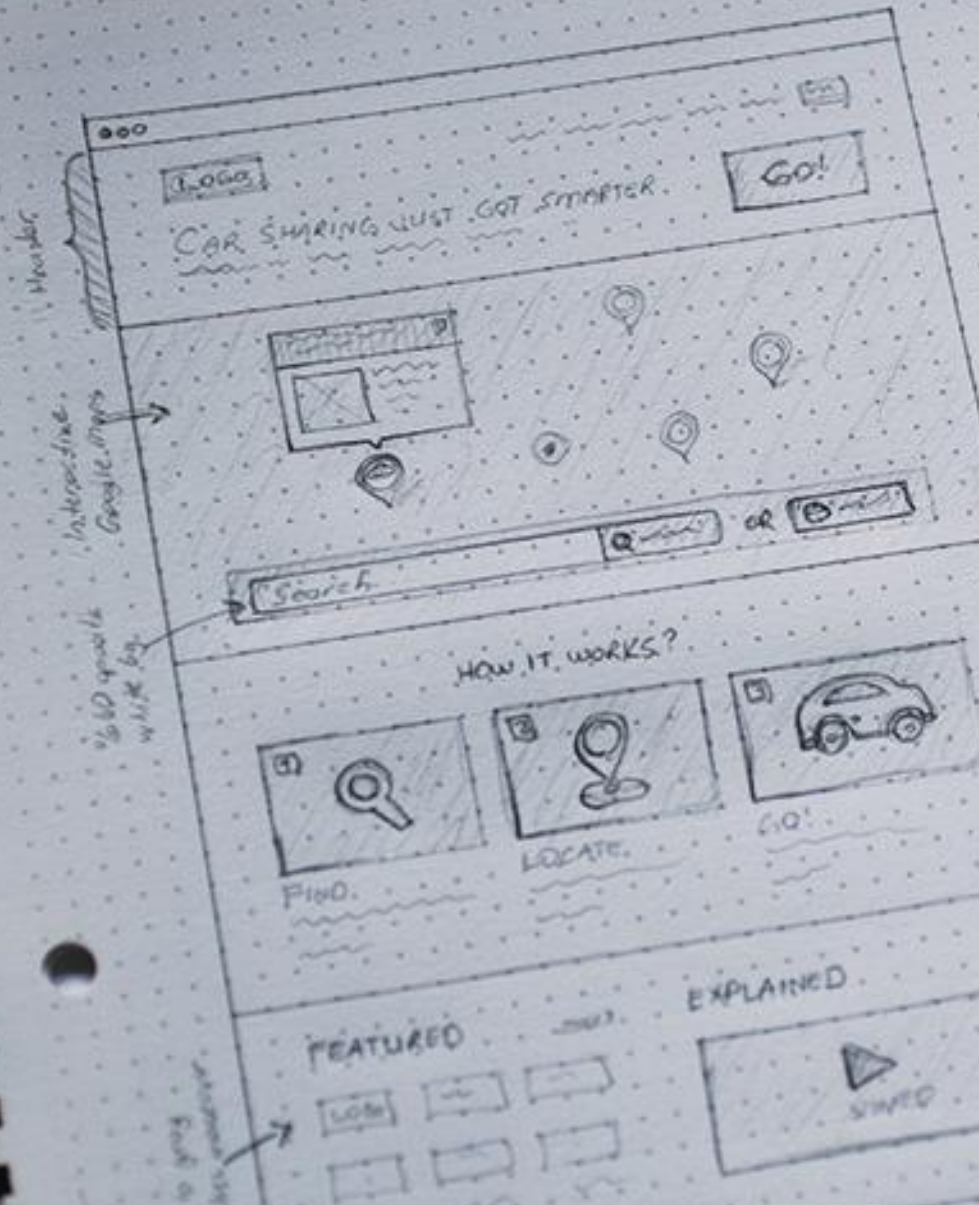


7. PRIPRAV PORIADNE ZADANIE

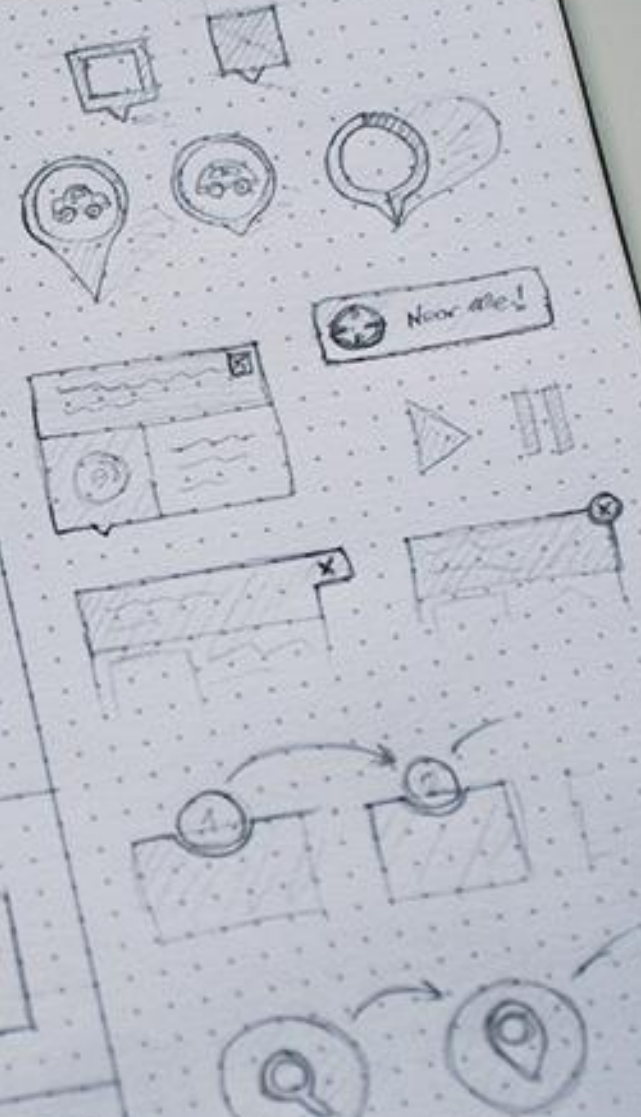
- ✓ Ciele
- ✓ Hodnotová ponuka
- ✓ Templates
- ✓ Site map
- ✓ Kontext
- ✓ Moodboard



8. Prelustruj grafika/kódera



Font → Open Sans (Google Font)
Colors → Orange, Blue, Green



Fashion Ideas

[Home](#)[About Us](#)[Complete Fashion Resources](#)[Contact Us](#)

Search:

The lace look



Categories

[Apparel Production](#)[Black and white photography](#)[Diamonds](#)[Dress](#)[Foot Wear](#)[Fragrances](#)[Garment Manufacturing](#)[Hair Style](#)[Hats](#)[Jewelry](#)[Knitwear](#)



SignMe iOS app / Wezeo
webdesign, iOS, app



HUNTER Slovakia
webdesign



Minorline
webdesign, Logo, Branding



Javorovci Garden / Advertus
webdesign, UI, Postproduction



Outu kalkulačka / SCR
webdesign



Hostinec pri Schodoch
webdesign, UI, UX



Tatracentrum / Advertus
webdesign



Viktoria / Progress Promotion
Webdesign



Saffron / Primoco
webdesign, graphic design



Ball at the Opera / Core 4
webdesign, UX, UI



Rescue System
webdesign



Allianz / Core4
Webdesign



Rozbehní sa! / CANDOO
Facebook tabs, Corporate Identity



Printing / Effecitivity
webdesign, graphic design



Ref.io / Primoco
Webdesign



Petra Toth Jewellery
webdesign, iOS App design



Vinidi / Kolovrátok
Webdesign / Draft



Váš stolár
Webdesign, Corporate identity



Steiger / Advertus
Facebook app, Webdesign, UI



Zorno Restaurant
Webdesign, Corporate identity



9. ZALOŽ SI MOODBOARD

„nástenka“ vecí, ktoré sa mi páčia

weby

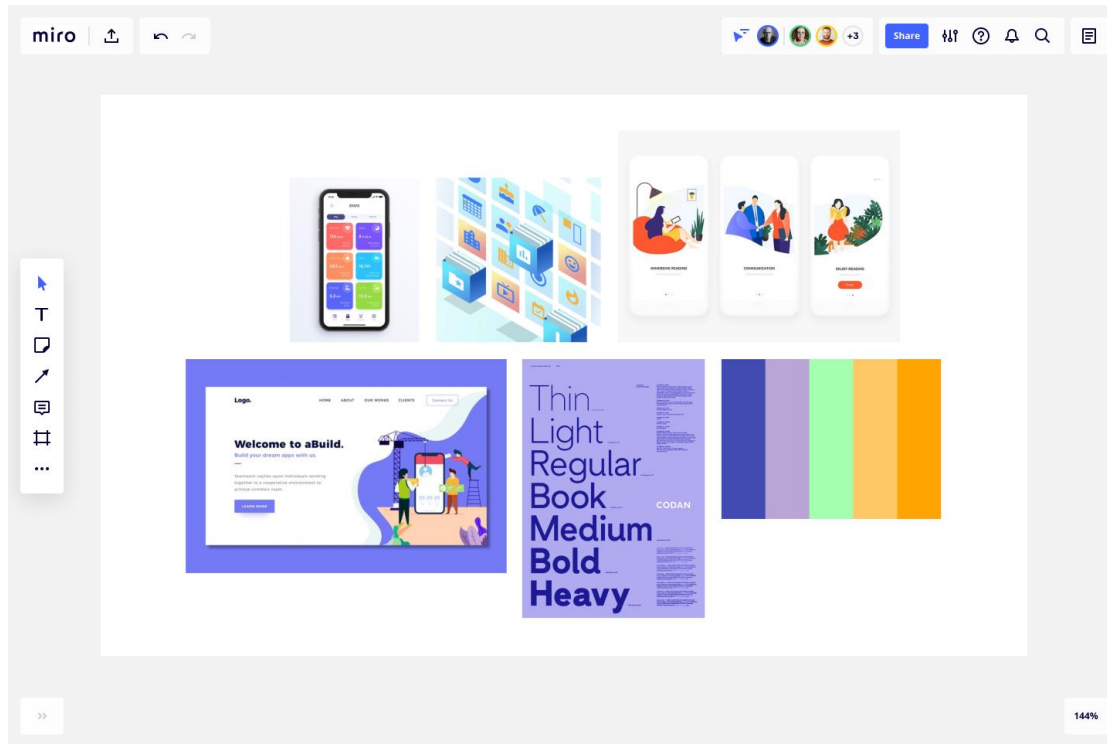
obrázky

farby

fíčury

ikony

templaty



10. Objednajte doménu a hosting



WebSupport

HEADÁME
KOLEGOV!

DOMÉNY

WEBSTRÁNKY

HOSTINGY

SERVERY

O NÁS

PODPORA

JURAJ KOVAC



0,00 €



www.

supernazov.sk

OVERIŤ ZNOVA

✓ SUPER, DOMÉNA JE VOĽNÁ

Kým vy tu váhate, na svete sa už zaregistrovalo 167 nových domén. Zaregistrujte si pre istotu hneď viacero alternatív, aby vám ich neskôr niekto nevyfúkol.



POKRAČOVAŤ ĎALEJ >

supernazov

.sk

12,30 €

+ Pridať



Využite akciový balíček a ušetríte na .eu doméne 20%

supernazov

.sk + .eu

24,20 €
20,20 €

+ Pridať

VYSKÚŠAJTE NOVÉ DOMÉNY

.COFFEE .BUSINESS .DIAMONDS .GURU



VŠETKY



SLUŽBY A PRODUKTY

supernazov
.eu

11,90 €
9,95 €

+ Pridať



webové DESATORO

1. Web nie je grafika
2. Dobrý web má ciele
3. Bez hodnotovej ponuky to nejde
4. Nevymýšľaj *ujoviny
5. Na začiatok stačí šablóna
6. Mysli na responzivitu
7. Priprav poriadne zadanie
8. Prelustruj grafika/kódera
9. Založ si moodboard
10. Objednaj doménu a hosting

PUZZLE:



Vyskladaj predajný web

Pätoro copywritingu

prehrešky a cnosti pri písaní textov



copywritingové PÄTORO

1. Zameraj sa na zákazníka
2. Píš ako človek
3. Text má dobre vyzerat'
4. Prioritizuj nadpisy
5. Použi reverzné inžinierstvo

1. ZAMERAJ SA NA ZÁKAZNÍKA



spotlight na tebe

1. ZAMERAJ SA NA ZÁKAZNÍKA



spotlight na zákazníkov

2. PÍŠ AKO ČLOVEK



3. TEXT MÁ DOBRE VYZERAŤ



[About Us](#)
[General Information](#)
[Executive Biographies](#)
[Advertising and
Branding](#)
[Boeing International](#)
[Culture](#)
[Diversity](#)
[Education](#)
[Environment](#)
[Corporate Citizenship](#)
[Government Operations](#)
[Safety and Health at
Work](#)
[History](#)
[Research Assistance](#)
[Tours](#)

About Us

Executive Biographies

[W. James \(Jim\) McNerney, Jr.](#) Chairman and Chief Executive Officer, The Boeing Company

Executive Council

[Christopher M. Chadwick](#) Executive Vice President, The Boeing Company
President and Chief Executive Officer, Boeing Defense, Space & Security

[Raymond L. Conner](#) Vice Chairman, The Boeing Company
President, and Chief Executive Officer, Boeing Commercial Airplanes

[Thomas J. Downey](#) Senior Vice President, Communications, The Boeing Company

[Shepherd W. Hill](#) President, Boeing International
Senior Vice President, Business Development and Strategy, The Boeing Company

[Timothy Keating](#) Senior Vice President, Government Operations, The Boeing Company

[J. Michael Luftig](#) Executive Vice President, General Counsel, The Boeing Company

[Dennis A. Mullenburg](#) Vice Chairman, President and Chief Operating Officer, The Boeing Company

[Tony Parasida](#) Senior Vice President, Human Resources and Administration, The Boeing Company

[Diana Sands](#) Senior Vice President, Office of Internal Governance, The Boeing Company

[Greg Smith](#) Executive Vice President, The Boeing Company
Chief Financial Officer, The Boeing Company

[John J. Tracy](#) Chief Technology Officer, The Boeing Company
Senior Vice President, Engineering, Operations & Technology

Capital Corporation

[Bertrand-Marc \(Marc\) Allen](#) President, Boeing Capital Corporation

Commercial Airplanes

[Raymond L. Conner](#) Vice Chairman, The Boeing Company
President, and Chief Executive Officer, Boeing Commercial Airplanes

[Stanley A. Deal](#) Senior Vice President, Commercial Aviation Services, Boeing Commercial Airplanes

[Michael P. Delaney](#) Vice President, Engineering, Commercial Airplanes

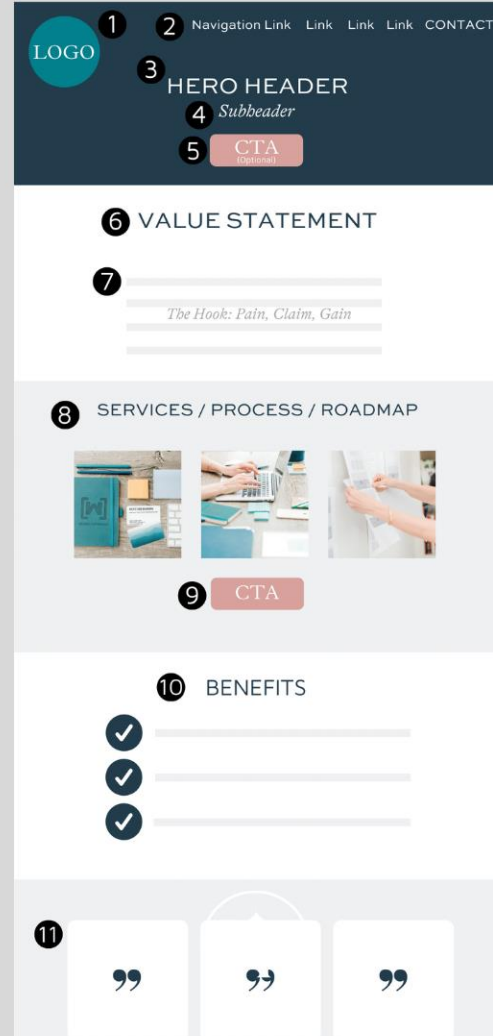
[Scott Fancher](#) Vice President and General Manager of Airplane Development, Commercial Airplanes

[Kris Fellrath](#) Vice President - Business Operations, Commercial Airplanes

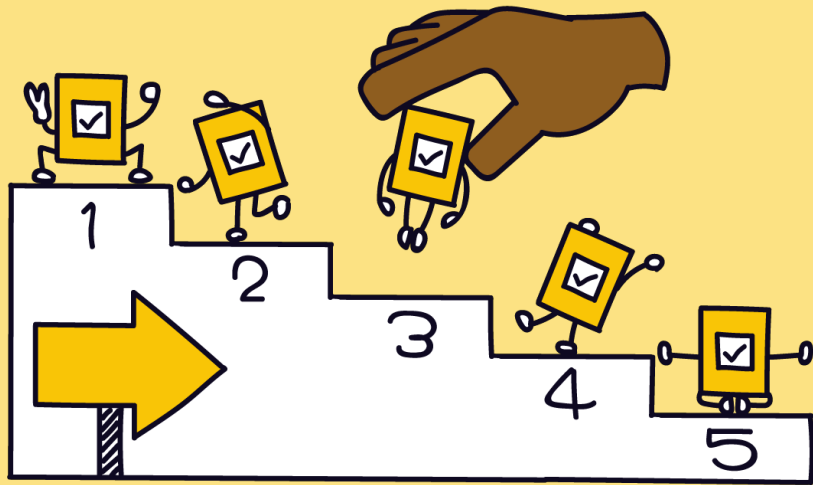
[Mark G. Hooper](#) Vice President, Communications, Commercial Airplanes

Homepage Copywriting Template

+ GOOGLE DOC OUTLINE



4. Prioritizuj nadpisy



DOBŘÝ NADPIS

- ✓ Odhalí benefit
- ✓ Komunikuje jednu vec
- ✓ Je špecifický
- ✓ Upúta pozornosť
- ✓ Zvyčajne obsahuje sloveso
- ✓ Má 25 variánt 😊



Filip Struhárik

@filip_struharik

Sledovať



Obama hovoril o všetkom. #titulokdna via @mdubeci



Strašné! Hrozné! Príšerné! Na Spiši výbuch devastačne zranil dve deti

Nešťastie sa stalo na letisku.



TAKTO ROBÍ STÁŽE DÁNSKA AKADEMIA.

BERME SI PŘÍKLAD





The illustration shows a man with a frustrated expression, his hand on his forehead. He is wearing a dark blue t-shirt and light blue pants. To his left, several dark blue UI elements (a circle, a rectangle, and a rounded rectangle) are floating in the air with motion lines, suggesting they are being ignored or dismissed. The background is a solid yellow color.

Ignorujú návštevníci vaše reklamné bannery?

Prinášame návod, ako to zmeniť.

Znížte bounce rate!

9 tipov pre copywriterov, ktoré naozaj fungujú



5. Použi reverzné inžinierstvo



Založte si účet z mobilu na pár ťuknutí

Stačí si stáhnout aplikaci My Air a na pobočku
nemusíte.

JAK NA TO



Discover a better way of working

Web based email, calendar and documents that let you work from anywhere.

Start Free Trial



 marketingexperiments

FREE EXCLUSIVE TRAFFIC TIPS

Enter your email below to get access to my
proven SEO and traffic tips



Sign Up



WRAP-UP:



Zhodnotenie prvého dňa

WRAP-UP:



Čo sa mi (ne)páčilo & AHA-momenty

WRAP-UP:



Prehliadka cvičných webov



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KĽUČKO

Zážitkové školenia
kľúčových kompetencií

PLAGÁT:



Odpromuj školskú akciu

LATE AT THE LITTLE PRESENTS

A little COMEDY

10 APRIL • 8PM
THE LITTLE THEATRE

ALAN COMMITTIE
KURT SCHOONRAAD
KG • SCHALK BEZUIDENHOUT
R100 AT THE DOOR (CASH) • BOOKINGS: alittlecomedy@gmail.com



ALAN
COMMITTIE



KURT
SCHOONRAAD



KG



SCHALK
BEZUIDENHOUT

MIRACLE
THEATRE

A PERFECT WORLD

MIRACLE 1979 - 2019
40 YEARS
OPEN AIR THEATRE



A Rollicking
Adventure
Touring the
Great Outdoors

8 JUNE - 24 AUGUST 2019
miracletheatre.co.uk

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CORNWALL
COUNCIL

Supported by



Dales

COMEDY NIGHT

FRIDAY 11TH OCT
AT TOWCESTRIANS SPORTS CLUB



HOWARD REID

"It's impossible not to be won over
by this extraordinarily inventive,
spectacularly silly show"
Mark Warshaw, The Mail On Sunday



JUNIOR SIMPSON

"My highlight was Junior
Simpson. A vigorous raconteur
and vibrant mimic with lots to
say. Watch that Man!" The Guardian



DAVE WOODWARD

"Danielle has a keen eye
for observational comedy
and genuine funny bones."
BBC.co.uk

TICKETS £12

DOORS OPEN FROM 7PM
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Greens Norton Rd, Towcester, Northamptonshire, NN12 8AW



TOWCESTRIANS
SPORTS CLUB

Grafické desatoro

prehřešky a cnosti pri tvorbe grafiky

1. Dobrý kontrast je základ



grafické
DESATORO

HELLO



HELLO





grafické DESATORO

1. **Dobrý kontrast je základ**
2. **Whitespace pre čitateľnosť**

← THIS IS WHITE SPACE →

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum

Bad Design

The following excerpt is from *Eyes on the Prize*, the companion guide to the public television series on America's civil rights struggle.

During the 1930s National Association for the Advancement of Colored People (NAACP) attorneys Charles H. Houston, William H. Hastie, Thurgood Marshall devised a legal strategy designed to end segregation in education. They developed a series of legal cases challenging segregation in Houston believed that the courts would be the best way to end segregation. After establishing a series of favorable legal precedents in higher education, NAACP attorneys planned to launch an all-out attack on the separate-but-equal doctrine in primary and secondary schools. The strategy proved successful. In four major United States Supreme Court decisions precedents were established that would enable the NAACP to construct a solid legal foundation upon which the Brown case could rest. *Murray v. United States* (1935), *Regents of the University of Missouri v. Natividad* (1938), *Spaul v. Board of Regents of the University of Oklahoma* (1943), *McLaurin v. Oklahoma State Board of Higher Education* (1950), and *Swann v. Board of Education* (1951).

In the *Oklahoma* case, the Supreme Court held that the plaintiff was entitled to enroll in the university. The Oklahoma Board responded by expelling black and white students to separate and classrooms. The 1950 *McLaurin* decision ruled that such racial segregation was unconstitutional.

In the *Swann* ruling, delivered on the same day, the Supreme Court held that the segregation of separate but schools for whites and blacks was unconstitutional. A year after *Houston* Board ordered the University of Texas law school, desegregation cases were filed in the states of Kansas, South Carolina, Virginia, and Delaware, and in the District of Columbia asking the courts to apply the qualitative test of the *Swann* case to the elementary and secondary schools and to declare the separate-but-equal doctrine invalid in the case of public education.

The 1954 *Brown v. Board of Education* decision declared that a classification based solely on race violated the 14th Amendment to the United States Constitution. The decision reversed the 1896 *Plessy v. Ferguson* ruling that had established the separate-but-equal doctrine. The *Brown* decision was more than any other case launched the "equalization revolution" in American jurisprudence and signaled the emerging primacy of equality as a guide to constitutional decisions. Nevertheless, the decision did not end state-sanctioned segregation.



Good Design

THE FOLLOWING EXCERPT IS FROM *EYES ON THE PRIZE*, THE COMPANION GUIDE TO THE PUBLIC TELEVISION SERIES ON AMERICA'S CIVIL RIGHTS STRUGGLE.



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grafické DESATORO

1. **Dobrý kontrast je základ**
2. **Whitespace pre čitateľnosť**
3. **Menej fontov je viac**

USING

Too MANY

Fonts is

confusing to the

READER IN

TYPOGRAPHY

WHEN USED DAILY FOR 8 WEEKS...



100% OF USERS



OF SENEPLEX COMPLEX

51.9%
INCREASED FIRMNESS

23.3% INCREASE IN
CELL RENEWAL!

SEE



54.2%
INCREASED
MOISTURE
& HYDRATION

168% INCREASED
COLLAGEN SYNTHESIS

25% DECREASED
SAGGING

48.7% INCREASED

LUMINOSITY



55.7% REDUCTION
OF FINE LINES
& WRINKLES





grafické DESATORO

1. **Dobrý kontrast je základ**
2. **Whitespace pre čitateľnosť**
3. **Menej fontov je viac**
4. **Harmonická farebná paleta**

Do you feel safe on campus?

Center for
Residence Life
RIT



Want to?

Friday April 2nd
SAU 1500 Alumni Room
12:00 PM

Free Food
& Prizes

Learn to keep yourself safe
& talk about crime prevention with
Public Safety & Presenter Tony Yasback.





grafické DESATORO

1. **Dobrý kontrast je základ**
2. **Whitespace pre čitateľnosť**
3. **Menej fontov je viac**
4. **Harmonická farebná paleta**
5. **Moodboard je veľká pomoc**

COLOR PALETTE







grafické DESATORO

1. **Dobrý kontrast je základ**
2. **Whitespace pre čitateľnosť**
3. **Menej fontov je viac**
4. **Harmonická farebná paleta**
5. **Moodboard je veľká pomoc**
6. **Vyhýbam sa vizuálnemu smogu**

Save

IT'S NOT JUST WEB-PAGE
GONE TOTALLY
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HALF PRICE!**



ACT BEFORE THE
COFFIN CLOSES!

**ALL LOGOS
MUST GO! ✓
Outrageous!**

**PRINT DESIGN Crazy! ✓
PRICED TO MOVE!**

**No Way! ✓
ART DIRECTION SO LOW
WE'RE PRACTICALLY GIVING IT AWAY!!**

**EVEN THE MICE
ARE PACKING
THEIR BAGS!**



**MADE IN
THE USA**

MONKEYCLAN.COM



grafické DESATORO

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5. **Moodboard je veľká pomoc**
6. **Vyhýbam sa vizuálnemu smogu**
7. **Logo si treba poriadne preveriť**



mama's
baking



grafické DESATORO

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6. **Vyhýbam sa vizuálnemu smogu**
7. **Logo si treba poriadne preveriť**
8. **Aj ilustrácie si treba preveriť**



TESCO

BUTTERMILK
1 LITRE e

NEW
IMPROVED
RECIPE



100ml contain

Calories	Sugar	Fat	Saturates	Salt
60	4.8g	3.0g	1.9g	0.1g
3%	5%	4%	10%	2%

of your guideline daily amount

TESCO

BUTTERMILK
1 LITRE e

NEW
IMPROVED
RECIPE



100ml contain

Calories	Sugar	Fat	Saturates	Salt
60	4.8g	3.0g	1.9g	0.1g
3%	5%	4%	10%	2%

of your guideline daily amount

€1.89

€1.89 per litre

AVONMORE
PROTEIN MILK
1LITRE

NEW



79c



79c per litre

TESCO
BUTTERMILK
1 LITRE





grafické DESATORO

1. **Dobrý kontrast je základ**
2. **Whitespace pre čitateľnosť**
3. **Menej fontov je viac**
4. **Harmonická farebná paleta**
5. **Moodboard je veľká pomoc**
6. **Vyhýbam sa vizuálnemu smogu**
7. **Logo si treba poriadne preveriť**
8. **Aj ilustrácie si treba preveriť**
9. **Viem, ako ľudia čítajú text**



TŘÍDÍME

RÁDI

VŠICHNI

DĚTI

TŘÍDIT

UČÍME

TŘÍDÍME

RÁDI

VŠICHNI



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SALE

**BUY 3
GET 2***

BUY 2 GET 1*

TERMS & CONDITIONS APPLY*







BEZPEČNOST

na internete



NETIKETA



DIGITÁLNA ROVNOVÁHA