



The Power of IZZI Content - Competition Rules

Competition Organizer

The competition is organized by Profil Klett. The aim of the competition is to promote creativity, innovation, and skills in creating digital educational content for learning and teaching within the IZZI platform.

Eligibility: Open to IZZI clients, with a maximum of three (3) digital educational content (DEC) submissions per client. Content must be created in the IZZI tool between 2019 and the application deadline. DEC's can be in any language and script and created for any age category.

Application Process: All applications need to be submitted through the [online form](#), which includes:

- Client name
- Author's name and surname
- Editor's name and surname
- Subject
- Student's age
- Contact information (email and phone number)
- Short DEC description (max 500 characters)
- URL link to the DEC on the IZZI platform and URL links to three sample units jury should focus on

Each DEC must be submitted on a separate form if submitting multiple entries.

Deadline: Applications open on April 19, 2023, and close on May 2, 2023, at 12.00 pm (CET). Late submissions will not be considered.

Evaluation Criteria: DEC's will be evaluated based on:

- Creativity & Innovation in Design (5 points)
 - Interactivity (10 points)
 - Accessibility (10 points)
 - Adaptation to Target Age Group (5 points)
 - Quality & Originality of Content (10 points)
- Total Points: 40

a) Creativity and innovation in design (5 points)

This criterion evaluates the visual aspect of digital educational content, assessing the creativity, neatness, and appropriateness of DEC design.

- Design coherence: choice of illustrations, photographs, videos, and animations
- Readability of texts in presentation blocks
- Navigation through content
- Age appropriateness of blocks usage
- Stylistic uniformity of units
- Capturing and maintaining user attention, encouraging users to interact with content.

b) Interactivity (10 points)

This criterion evaluates how interactive and engaging the digital content is for the user.

- Variety of engagement elements (e.g. videos, animations, image galleries, games, etc)
- Variety of validation elements (e.g. quizzes, tests, games...)
- Links/interrelation to other parts of the content on the page or outside it

c) Accessibility and Inclusivity (10 points)

This criterion evaluates how accessible the digital content is to different users, including students with special educational needs or those with different cultural backgrounds.

- Variety of components that have different ways of presenting content (textual, visual, audio)
- Presence of inclusive content version
- Presence of alt descriptions of multimedia elements
- Proper usage of background colour contrasts, and clarity of visual elements used in blocks, readability of text in blocks.

d) Adaptation to the target age group (5 points)

This criterion evaluates how well the digital content is adapted to the target age group of the user. More points will be allocated to the content that is tailored to the interests, abilities, and age groups of the users.

- Level of language complexity in the content
- Appropriateness of images, videos, and animations that are appealing to the target age group
- Variety of appropriate interactions that are tailored to the target age group

e) Quality and originality of content (10 points)

- Quality of information in the content - precise, relevant, and up-to-date
- Variety of unique ideas presented in the content
- Innovativeness in structuring publication (usage of different content templates in IZZI – child page, test, experiment...) and structuring units.

Judging Panel: A total of 6 experts comprised of 5 experts in digital content creation, editing, inclusivity, authorship, and 1 independent expert.

Award Categories

- Award for most creative and innovative design
- Award for most interactive content
- Award for most inclusive content

- Award for the highest quality and original content

All winners will receive a digital quality badge that they can use on their website and on the awarded digital educational content. Profil Klett is eligible to participate in the competition but cannot receive any additional awards except for the digital badge.

Winner Obligations: Winners may be asked to provide additional information or participate in promotional activities related to the competition.

Disqualification: Submissions that don't adhere to these competition rules or have copyright issues will be disqualified.

Please note that the competition rules and regulations are subject to change without prior notice.

