



LEARN ENGLISH BETTER

A **Dauphine** English class project around the **MyCourse** Platform



MEET OUR CREW

We are the best & we will give our best

01 **Thibault Schleret** - aka Tbow

02 **Clément Richet** - aka Clemzou

03 **Axel Richier** - aka Axelus

04 **Elias Arfi** - aka Arféyyy

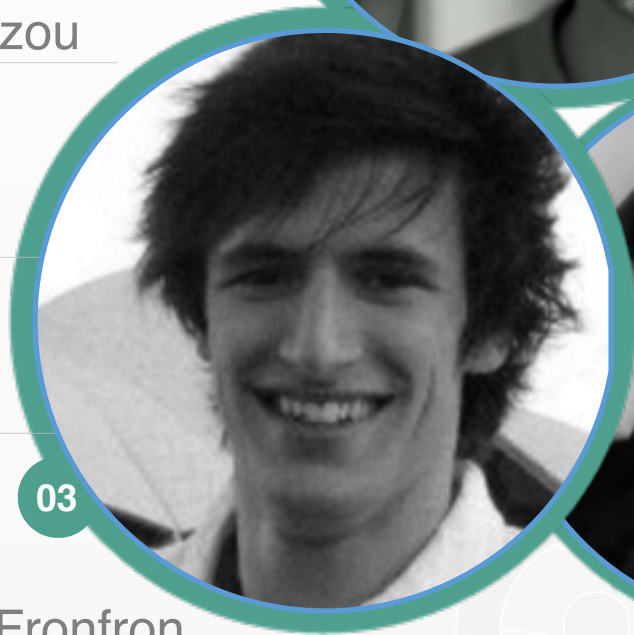
05 **Guillaume Fronczak** - aka Fronfron



01



04



03



05



02



Ajouter un module

Personnaliser la page



Catalogue des cours

- Foreign students / Etudiants en échange
- Par formation
- Ressources en libre accès (langue, bureautique...)
- Tutoriels et aides MyCourse

Navigation dans le catalogue des cours

Outils

Données personnelles
Chose another language

Liens directs vers :

- > La Bibliothèque Universitaire
- > L'ENT
- > Le site web de l'Université Paris Dauphine

Mes cours

Cours auquel vous êtes inscrit : Étudiant

Aide MyCourse – Etudiants / MyCourse help for students

M2 MIAGE ID IF SITN_2014-2015_Anglais

Annonces:

> Start up job fair in Paris, 28th March 2015

M2 MIAGE ID/IF/SITN_2014-2015_Espace Accueil

Modules de bureautique

Nouvelles

Chaque semaine, un nouveau tutoriel MyCourse en vidéo sur la plateforme.

Ces tutoriels sont réalisés par l'équipe des étudiants volontaires du CIP et sont à disposition de tous les étudiants Dauphinois.

Retrouvez également ces tutoriels sur la chaîne YouTube de l'Université Paris Dauphine.

Cette semaine

Tutoriel n°2



THE TRUTH ABOUT MYCOURSE

some facts
& opinions

MYCOURSE EXPECTATION vs REALITY

THEY PROMISED THE MOOOOOOOOON



MYCOURSE EXPECTATIONS

5



03 FOLLOW CLASSES

Find all the documents needed for a successful year !



07 MESSAGING

emailing, live chat to exchange both with teacher and students



02 SEARCH LESSONS

Search in the catalog of lessons



04 WORK TOGETHER

create wikis, virtual classrooms



05 MANAGE PROJECT

Share a calendar, a glossary...



06 SUBMIT HOMEWORK

Send your homework to your teacher directly from MyCourse and get your grades online !



01 SHARE IDEAS

Talk with students in forums
Create a blog



MYCOURSE REALITY

TRUE USER

Uses MyCourse often and submits content.

SUBSCRIBED ONLY

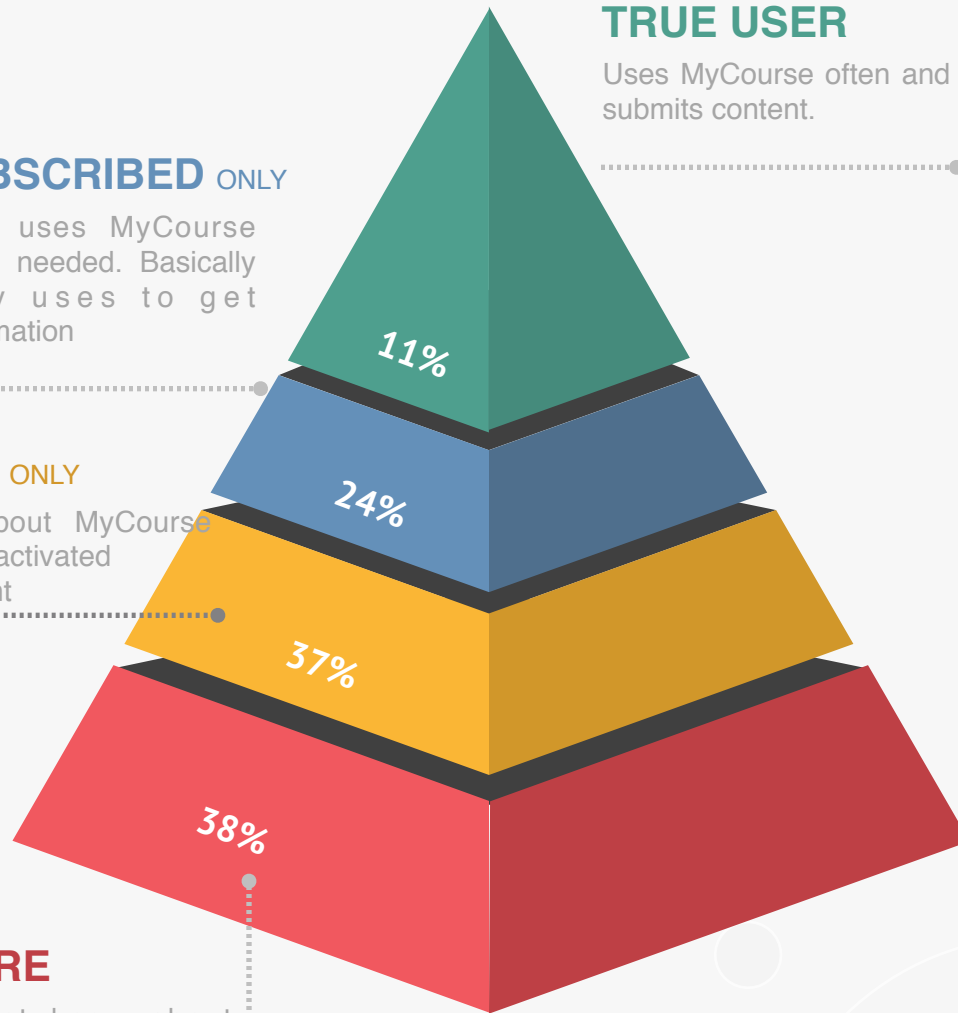
Only uses MyCourse when needed. Basically only uses to get information

KNOW ONLY

Knows about MyCourse but never activated his account

IGNORE

Does not know about MyCourse



OUR SURVEY

65 students from Dauphine
Google Docs Questionnaire
From L1 to M2
DEGEAD, MIDO, DEMI, MSI

Do you know MyCourse ?
Do you use it ?
Do you submit content ?

5 WORDS TO DESCRIBE MYCOURSE

The top 5 most-used words

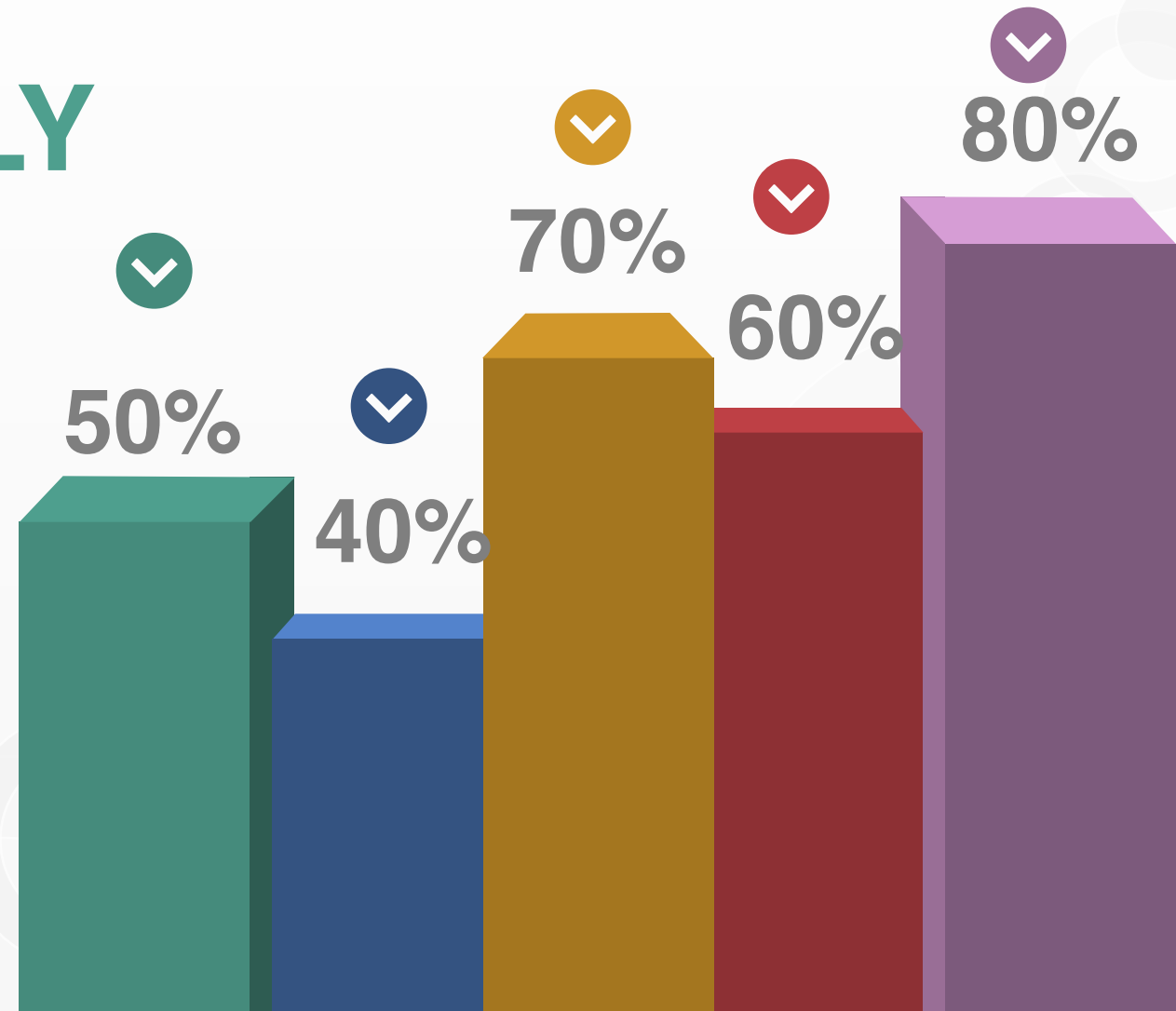
NOT USER-FRIENDLY

UGLY

SLOW

EMPTY/UNUSED

NO USERS



A POWERFUL TOOL BUT UNEXPLOITED

Great powers imply great responsibilities.



Inform

Get students to know MyCourse



Seduce

Get students to like MyCourse



Buzz

Get students to use talk a about *MyCourse*

Success is in the corner

If we could get more students to use MyCourse, they will quickly reveal its power. Our mission is to inform them & seduce them.

**MyCourse
can
develop
the full
potential
of every
student at
Dauphine
University**

PROJECT PROCESS

LET THERE BE LIGHT !



OUR IDEA

USE OUR EXPERIENCE IN **EMARKETING**
AND THE **DIVERSITY** OF OUR GROUP TO
CREATE THE PERFECT **PROMOTIONAL**
CONTENT FOR MYCOURSE.

BUZZ VIDEOS



ADVERTISING PROJECT STORY

Every saga has a beginning

Brainstorming Time !

Discuss together and find innovative ideas



Let's do a video

We wanted to do something very different from what we can be asked for in our Master MIAGE

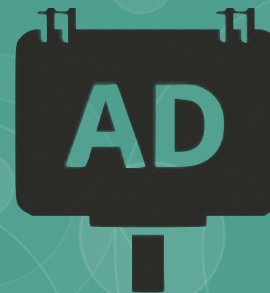
START

Oct



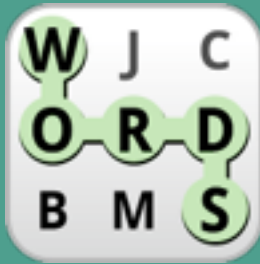
Team Building

Forming a group of 5 friends



What about an AD ?

What if we could promote the MyCourse Platform ?



Play on Words

Our central idea is to play on similar words and the low english level of French people

Finding Existing Videos

About famous french actors that eventually became world famous !



Assigning Roles

There are three main actors needed so we had to decide how to assign the different roles.



Writing Scenario

Decide what, who, how we will put in our ideas into our advertisings.



Finding a place to shoot

As we need to record ourselves, we had to decide where to shoot !



Silence, motor, ACTION !

Let the masterpiece begin !

Nov

Dec

Jan





Editing

Transform the videos into short clips of about 30-40 seconds.

Working on the Presentation

The presentation had to be as good as the masterpieces you are about to see.



Final touch

Adding color correction, sounds effects, special effects and subtitles to the videos

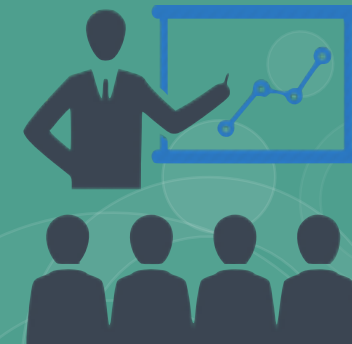
Feb

March

TODAY

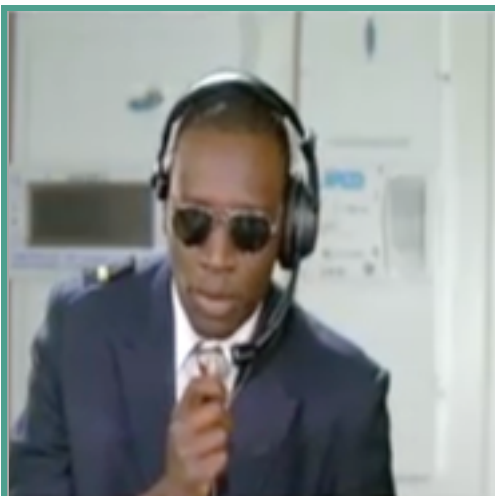
Keynote time !

Here we are now, in front of you guys !



FOUR **ADVERTISING** CLIPS

We are not the best, but we will give our best



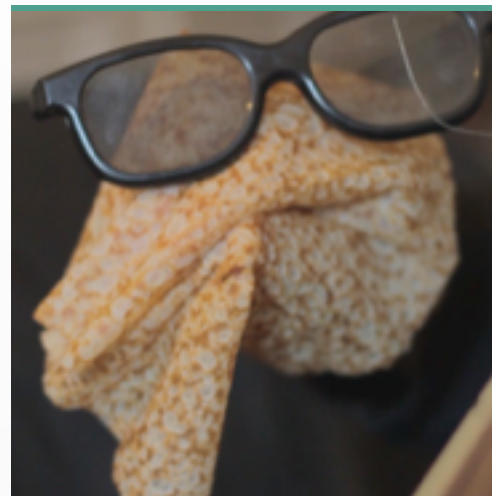
THE XMEN CHOCOLATE

The journey of an
unordinary pilot



WHAT ELSE ?

He couldn't buy
a hotel, but now
he can.



I AM A CREPE

A creepy crepe story.



TEA TIME



TEA TIME



I AM A CREPE



* I'm a weirdo *



WHAT ELSE ?



XMEN CHOCOLATE





WHAT'S NEXT

We would need to spread the videos on the web





IT'S QUESTION TIME !

BUT PLEASE BE KIND. GUILLAUME CAN BITE.





THANK YOU FOR YOUR ATTENTION

We know it is very early..! but we hope you enjoyed it !

