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1. INTRODUCTION

The preservation of the heritage of traditional crafts knowledge and design is in introducing training to the new generation and is pounded by introducing this vast knowledge to academic curricula, which is needed to the academic and professional bodies in Jordan and Syria. It's a chance for the high proportion of young people in the region and in Jordan and Syria particularly working in these traditional crafts towards the overall development, progress and enhancement of their productive power through the development of their craft (vocational) abilities.

The application of craft to teaching process will have great prospects for new style in learning/teaching process as working with craft masters will provides them with the skills, experience and knowledge of a distinct crafts that has a market demand. Craft will be an influential factor that will create an educational opportunity in these countries to transfer this vast craft experience and knowledge into academic vocational training courses in high education in collaboration with these masters. And this will help to preserve and develop these traditions from being lost. By that academic institutions in Jordan and Syria are challenged by these craft vast knowledge and must adopt appropriate strategies to house the innovative craft process in educational institutions and preserve it from being lost. It also will provide a suitable environment for design and manufacturing process that aims at reducing time and cost and to improve the quality and usability of traditional and new products. The recognised technique in Art education is the use of studio and workshop demonstrations to enhance the student's practical knowledge. Studio based teaching in Art courses are designed to improve the student ability to investigate and solve problems with appropriate levels of independent thought and creativity.

Although Jordanian and Syrian universities provide excellent theoretical based education, Jordanian students and graduates have major deficiencies in skills and competencies needed by the market. Providing them with such skills will makes the graduates more competitive in regional and global markets.

Craft design and vocational education and training are an important element of the nation's education system. Among its priorities; thus, to acquire graduates with major efficiencies in skills and competencies that are needed in the market. A thorough analysis of the current status of craft vocational training in Jordan and Syria shows a Lack of a unified vision of the challenges facing craft education and training systems; a lack of studies about the realistic and integrated status and the requirements of the labor markets, both in the short and Long term.

There is a lack of attention to the continuous training of academic staff for achieving the means of the applications and applying the methods of modern education and training.

Thus, the higher education in these universities does not lead to solving the problem of young people through the provision of employment opportunities for them but leads in most cases to increase their suffering by taking part in the unemployment queue.

There is no alternative to this situation but to adopt a policy of Craft vocational training, rehabilitation and qualitative high level of vocational education by linking them with average university higher education, to identify specialties that can be linked and to develop the mechanisms and the conditions necessary for success.

HANDS, is an EU funded project through Erasmus+ Project, that concentrates on providing Jordanian and Syrian students with competencies and skills needed by the market. The project aims at institutionalizing craft vocational training within the universities so that it becomes main component of students' life at the university. The project aims, and objectives will be achieved via establishing two craft vocational training centers, one in Al-Zaytoonah University of Jordan (ZUJ) for Jordanian Universities and the other in Tishreen University (TU) for the Syrian Universities. The centers will help implant and further develop students' skills and competencies that are needed by the market.

The EU experience is a major component in the success of the HANDS project. The EU countries in this project, such as, Italy, Germany, and Spain, have an excellent experience in the fields of innovation, design, training and marketing in vocational skills training. These countries managed similar projects in other regions, and thus, they can transfer the experience to Jordan and Syria.

2. OPERATION PLAN

HANDS, is an EU funded project through Erasmus+ Project, that concentrates on providing Jordanian and Syrian students with competencies and skills needed by the market. The project aims at institutionalizing craft vocational training within the universities so that it becomes the main component of students' life at the university. The project aims and objectives will be achieved via establishing two craft vocational training centers, one in ZUJ for Jordanian Universities and the other one in TU for the Syrian Universities. The centers will help implant and further develop students' skills and competencies that are needed by the market.

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Operation plan for the skills and guidance sector of the traditional crafts programs and vocational training center was prepared in cooperation with: master craftsmen, universities and craft society in order to identify craft vocational skills and competencies.

For an effective operational of HANDSs project, it is important to precisely represent strategy, methodology, mechanism, form and means of innovation and training activities of the study courses and training centers in ZUJ and TU. Given that as a general context, this project activity's objective was to transform the knowledge from European experience, craft society and other organizations. Additionally, as one of the most efficient ways to achievement of the project's objective is the establishment of two centers in ZUJ and TU in Syria, it will be important to train HANDS staff, giving them a precise representation of strategy, methodology, mechanism, form and means of innovation and training activities of the European Centers.

As a part of the project (WP5), there will be several training workshops organized by the EU-partners for JO and SY institutions, and also craft society in both countries will contribute to some training workshops activities. In regard of the WP2 outcomes – assessment studies for the student needs (generic and specifics skills), this will be done through the following steps:

- 1) Study plan – requirement analysis (WP2)
- 2) Implementing /development in EU - best practices/tools
 - a. Training in TH OWL (Germany) and evaluation,
 - b. Training in UNIFI (Italy) and evaluation,
 - c. Training in USGM (Italy) and evaluation,
- 3) Implementing/developing in JO and SY – EU exchange experience
 - a. TH OWL, UNIFI, and USGM training JO and SY universities, and evaluation.
- 4) Develop of training material from JO and SY partners and evaluate

Each EU partner hosts a one-week training to support Jordanian and Syrian crafts vocational training centers to become more innovative and help future professionals' trainers. These training workshops will allow participants to gain skills on vocational competencies methodologies, techniques and best practices for university teachers and staff members. It includes case-studies discussion, infrastructures guided visits, group interaction, as each participant, have different profile, role and scientific area to be covered. Also, based on each EU partner core knowledge areas, it also intent to provide specific skills sessions. With the combination of training expertise, scientific competencies and steady European academic programs (based on Bologna process and Framework of Qualifications for the European Higher

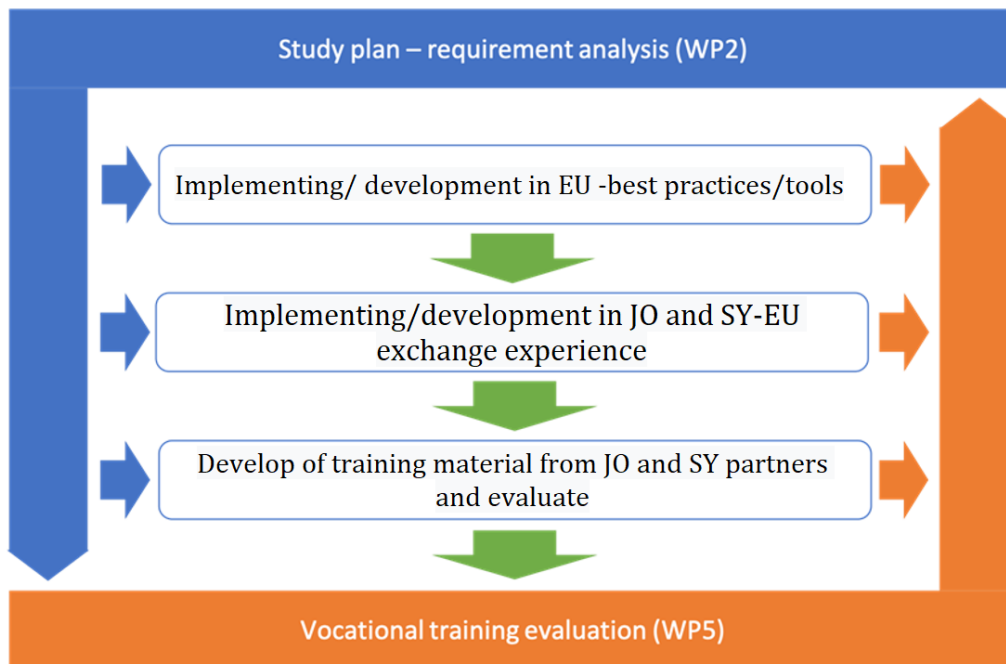
Education Area (EQF) recommendations), JO and SY universities will gain tools and methodologies of vocational transfer knowledge to adapt in the centers.

Secondly, partner countries' stakeholders (advisory board) will contribute to training sessions and workshops for students, trainers, and staff members. Again, the main goal, is to share new training methodologies, and to reduce the gap between academic and labor-market. Also, the opportunity to plan, and evaluate the vocational courses offered in the centers.

The EU partners will share their vision and knowledge about vocational training for undergraduate students, adapted to the JO and SY partner universities requirements. We can also assume an indirect purpose, that it will contribute to the project dissemination to the academic community.

Each JO and SY university partner will organize a training sessions/workshops, employing the best practices aiming at competencies enhancement for graduate students.

This report constitutes an analysis of the WP1 of the " Traditional Craft Heritage Training, Design and Marketing in Jordan and Syria"; an Erasmus+ project, which aimed at identifying the skills and guidance sector of the traditional crafts programs and vocational training center that will be established at each university, and the two main training centers at ZUJ for Jordanian Universities and at TU for Syrian Universities. Based on the surveys of the market needs and graduates benchmark study, and the based on the current study programs and courses at educational institutes, and the involvement and consultations of the advisory board and stakeholders (institutions, companies and craft society) to propose the role of craft impact in the academic study. The aim is to identify the importance of the suggested skills, competencies, and attitudes. These skills and competencies were characterized either as general or specific. Specific skills were identified for the different sectors/disciplines: Architecture, Interior design, and applied arts.



Topics and issues of traditional craft activities were identified to find out which traditional crafts are the most popular (attracting the greatest interest) in partner countries. Traditional craft skills for sustainable development were identified.

The most notable vocational skills and competencies needed for JO and SY are preserving the heritage of traditional crafts knowledge and design in introducing training to the new generation, which is pounded by introducing this vast knowledge to academic curricula. It's a chance for the high proportion of young people in the region and in Jordan and Syria particularly working in these traditional crafts towards the overall development, progress and enhancement of their productive power through developing their craft (vocational) abilities.

The application of craft to teaching process will have great prospects for new style in learning/teaching process as working with craft masters will provides them with the skills, experience and knowledge of a distinct crafts that has a market demand. Craft will be an influential factor creating an educational opportunity in partner countries to transfer this vast craft experience and knowledge into academic vocational training courses in high education in collaboration with these masters. And this will help to preserve and develop these traditions from being lost. This craft's vast knowledge challenges academic institutions in Jordan and Syria. It must adopt appropriate strategies to house the innovative craft process in educational institutions and preserve it from being lost. It also will provide a suitable environment for the design and manufacturing process that aims to reduce time and cost and improve the quality and usability of traditional and new products. The recognized technique in Art education is using studio and workshop demonstrations to enhance the students' practical knowledge.



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Studio based teaching in Art courses are designed to improve the student ability to investigate and solve problems with appropriate levels of independent thought and creativity.

Although Jordanian and Syrian universities provide excellent theoretical-based education, Jordanian students and graduates have major deficiencies in skills and competencies needed by the market. Providing them with such skills will make the graduates more competitive in regional and global markets.