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ERASMUS+ PROGRAMME Project Number: 610238-EPP-1-2019-1-JOEPPKA2-CBHE-JP

**Project Title:** traditional craft Heritage trAining, design and marketing in jorDan and Syria

**Report on:**

**HANDS – Workshop**

**ABU Meeting with the craftsmen (Stakeholders):**

**Traditional crafts for Courses and Vocational Training.**

<b>Event Type</b>	<b>HANDS – Workshop ABU Meeting with the craftsmen (Stakeholders): Traditional crafts for Courses and Vocational Training.</b>
<b>WP Number</b>	<b>WP 5</b>
<b>WP Leader</b>	<b>UNIFI</b>
<b>Event Date</b>	<b>19/7/2021</b>
<b>Number of Participants</b>	<b>331 310 Students + 13 Staff + 8 Stakeholders</b>
<b>Total number of pages</b>	<b>30</b>



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<p><b>Questioner for Students –HANDS ABU</b></p> <p>General information: The Faculty: Year: Department: Technical information:</p> <p><b>1- What are the traditional crafts that you want to include in the teaching courses? Use a yes or no X</b></p> <ul style="list-style-type: none"><li>o Clay workshop, sculpting tools. plaster.</li><li>o Metal casting, metal inlaying and press for metal printing.</li><li>o Hand glazing and decorative glazing.</li><li>o Wood engraving and hydraulic press for wood printing. Arabesque</li><li>o Embroidery and handloom. Brocade and Aghabani.</li><li>o Drawing, Arabic calligraphy, ornamentation and securitization (vegetal decoration)</li><li>o Handmade carpets, and silk threads.</li></ul> <p><b>2- In the field of vocational training in traditional crafts.</b></p> <ul style="list-style-type: none"><li>o Have you worked in one of the traditional crafts?</li><li>o Have you participated in a professional course in the field of traditional craft heritage?</li><li>o Would you like to follow training courses in traditional crafts</li></ul> <p><b>3- In the field of marketing:</b></p> <ul style="list-style-type: none"><li>o Are you familiar with the method of marketing for traditional crafts products?</li><li>o Is e-marketing - a website - sufficient for marketing.</li><li>o Is advertising and publishing enough, now to market traditional handicraft products?</li></ul> <p>Program coordinators: Prof.Dr. Adnan Ghata Prof.Dr. Nedal Satouf</p>	<p>استبيان للطلاب – تراث الحرف التقليدية</p> <p>المعلومات العامة: الكلية: السنة: القسم: المعلومات الفنية:</p> <p><b>1- ما هي الحرف التقليدية التي ترغب في ادخالها الى المقررات التدريسية. استخدم اشارة نعم او لا X</b></p> <ul style="list-style-type: none"><li>o ورشة الصلصال ، أدوات النحت . الجص . المعدنية.</li><li>o صب المعادن وتطعيم المعادن ومكبس للطباعة المعدنية.</li><li>o الزجاج اليدوي والزخرفة بالزجاج.</li><li>o الحفر على الخشب و المكبس الهيدروليكي للطباعة الخشبية .الأرابيسك</li><li>o التطريز والنول اليدوي. البروكار والأغباني.</li><li>o الرسم والخط العربي والزخرفة والتوريق (الزخرفة النباتية).</li><li>o السجاد اليدوي , وخبوط الحرير.</li></ul> <p><b>2- في مجال التدريب المهني على الحرف التقليدية.</b></p> <ul style="list-style-type: none"><li>o هل مارست العمل في احدى الحرف التقليدية .</li><li>o هل اشتركت في دورة مهنية في مجال تراث الحرف التقليدية.</li><li>o هل ترغب في اتباع دورات تدريبية في مجال الحرف التقليدية</li></ul> <p><b>3- في مجال التسويق:</b></p> <ul style="list-style-type: none"><li>o هل انت على اطلاع على طريقة التسويق لمنتجات الحرف التقليدية ؟</li><li>o هل التسويق الإلكتروني -موقع على الأنترنت- كاف للتسويق ؟</li><li>o هل الدعاية والنشر في الوضع الحالي كاف لتسويق المنتجات الحرفية التقليدية؟</li></ul> <p>منسقين البرنامج : أ.عدنان غاتا أ.دنال صطوف.</p>
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Questioner for Students –HANDS ABU

استبيان للطلاب – تراث الحرف التقليدية

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## I STUDENTS Questionnaire

### I – Chemical and Petroleum Engineering Faculty, Textile Department

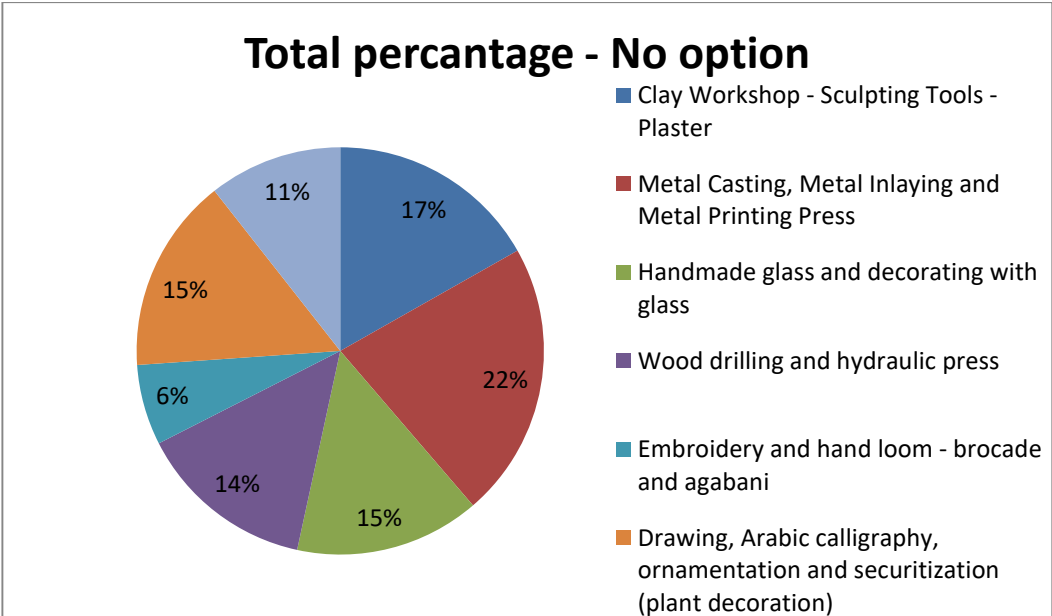
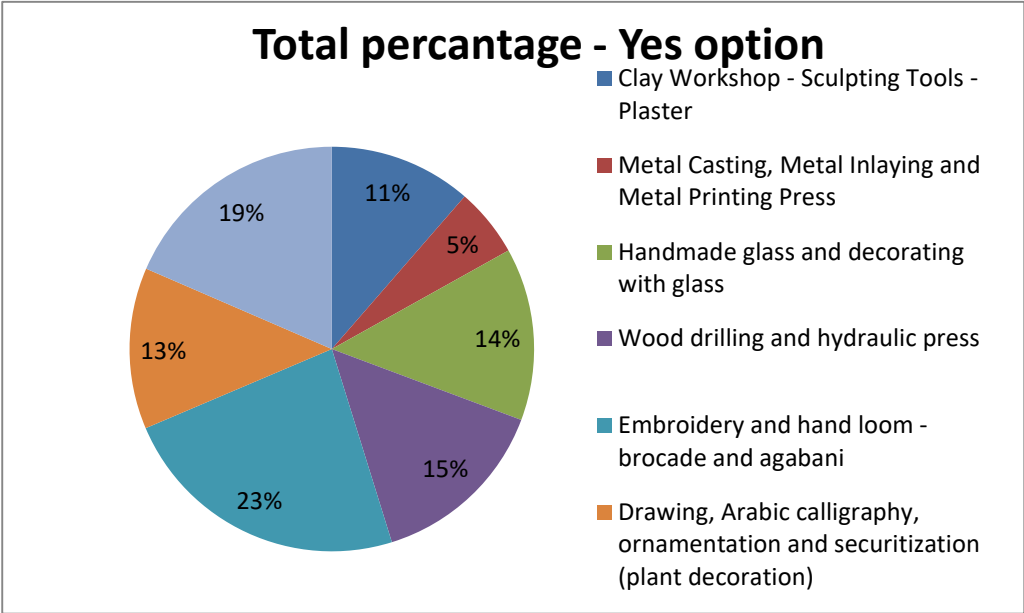
#### Hands Project

1-The first question: What are the traditional crafts that you want to introduce into the teaching courses?

Options	Total Number	Yes	No	percentage		Total percentage	
				yes	no	yes	no
Clay Workshop - Sculpting Tools – Plaster	38	14	24	37	63	11.4	16.8
Metal Casting, Metal Inlaying and Metal Printing Press	38	7	31	18	82	5.5	21.9
Handmade glass and decorating with glass	38	17	21	45	55	13.8	14.7
Wood drilling and hydraulic press	38	18	20	47	53	14.5	14.1
Embroidery and hand loom - brocade and agabani	38	29	9	76	24	23.4	6.4
Drawing, Arabic calligraphy, ornamentation and securitization (plant decoration)	38	16	22	42	58	12.9	15.5
Arabic carpets and silk threads	38	23	15	60	40	18.5	10.6

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RESULT: Yes.

- 1- Embroidery and hand loom - brocade and agabani. 23,4 %
- 2- Arabic carpets and silk threads. 18.5 %

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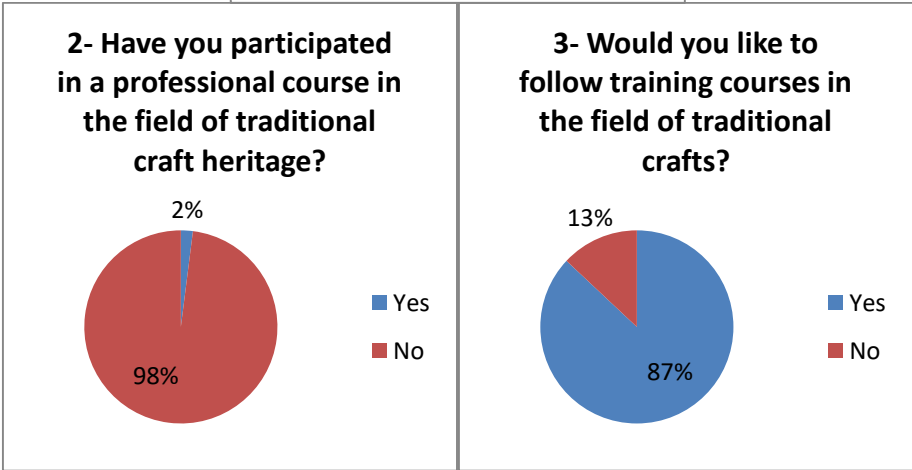
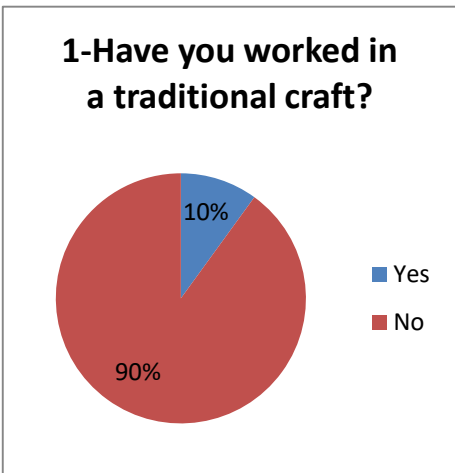


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- 3- Wood drilling and hydraulic press. 14.5 %
- 4- Handmade glass and decorating with glass. 13.8 %

**The second question:** In the field of vocational workshop training in traditional crafts.

Options	Total Number	Yes	No	Percentage	
				Yes	No
1- Have you worked in a traditional craft?	38	4	34	10	90
2- Have you participated in a professional course in the field of traditional craft heritage?	38	1	37	2	98
3- Would you like to follow training courses in the field of traditional crafts?	38	33	5	87	13



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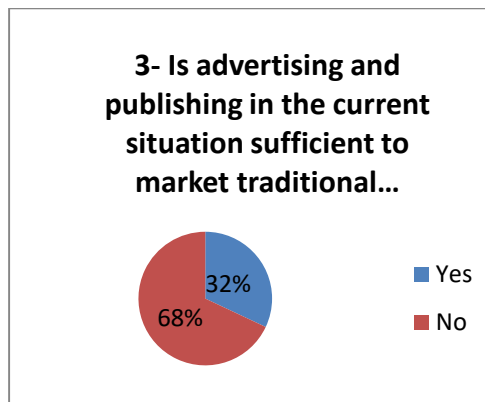
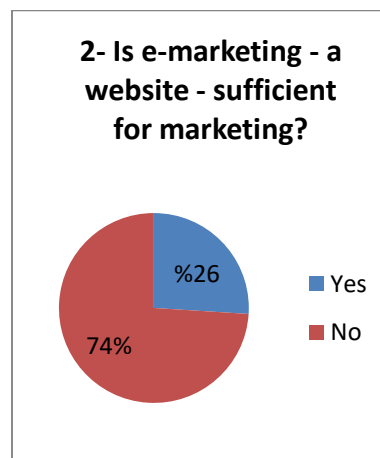
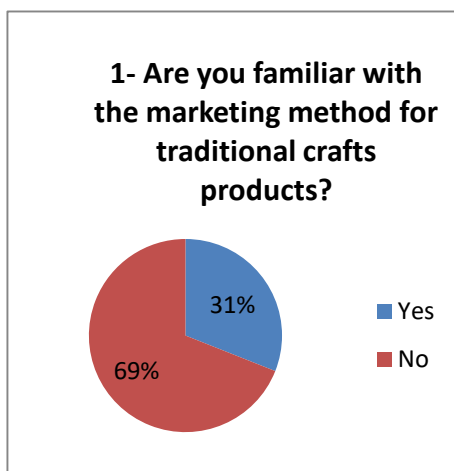
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**RESULT:**

- 1- Not practicing a traditional craft. 90%
- 2- Not participating in a training workshop for traditional crafts. 98%
- 3- I would like to follow training Workshop in the field of traditional crafts. 87%

**The third question: in the field of marketing.**

Options	Total Number	Yes	No	Percentage	
				Yes	No
1- Are you familiar with the marketing method for traditional crafts products?	38	12	26	31	69
2- Is e-marketing - a website - sufficient for marketing?	38	10	28	26	74
3- Is advertising and publishing in the current situation sufficient to market traditional handicraft products?	38	12	26	32	68





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## RESULT:

- 1- Are you familiar with the marketing method for traditional crafts products? No 69%
- 2- e-marketing - a website -Not sufficient for marketing. 74%
- 3- Is advertising and publishing in the current situation sufficient to market traditional handicraft products? No 68 %

## 2- College of Mechanical and Electrical Engineering

### Questionnaire Schedule - Hands Project - Fourth year

1-The first question: What are the traditional crafts that you want to introduce into the teaching courses?

Options	Total Number	Yes	No	percentage		Total percentage	
				yes	no	yes	no
Clay Workshop - Sculpting Tools - Plaster	149	57	92	38	62	10.8	17.9
Metal Casting, Metal Inlaying and Metal Printing Press	149	116	33	78	22	22	6.3
Handmade glass and decorating with glass	149	81	68	54	46	15.3	13.3
Wood drilling and hydraulic press	149	110	39	74	26	21	7.5
Embroidery and hand loom - brocade and agabani	149	47	102	32	68	9.1	19.6
Drawing, Arabic calligraphy, ornamentation and securitization (plant decoration)	149	67	82	45	55	12.7	15.8
Arabic carpets and silk threads	149	48	101	32	68	9.1	19.6

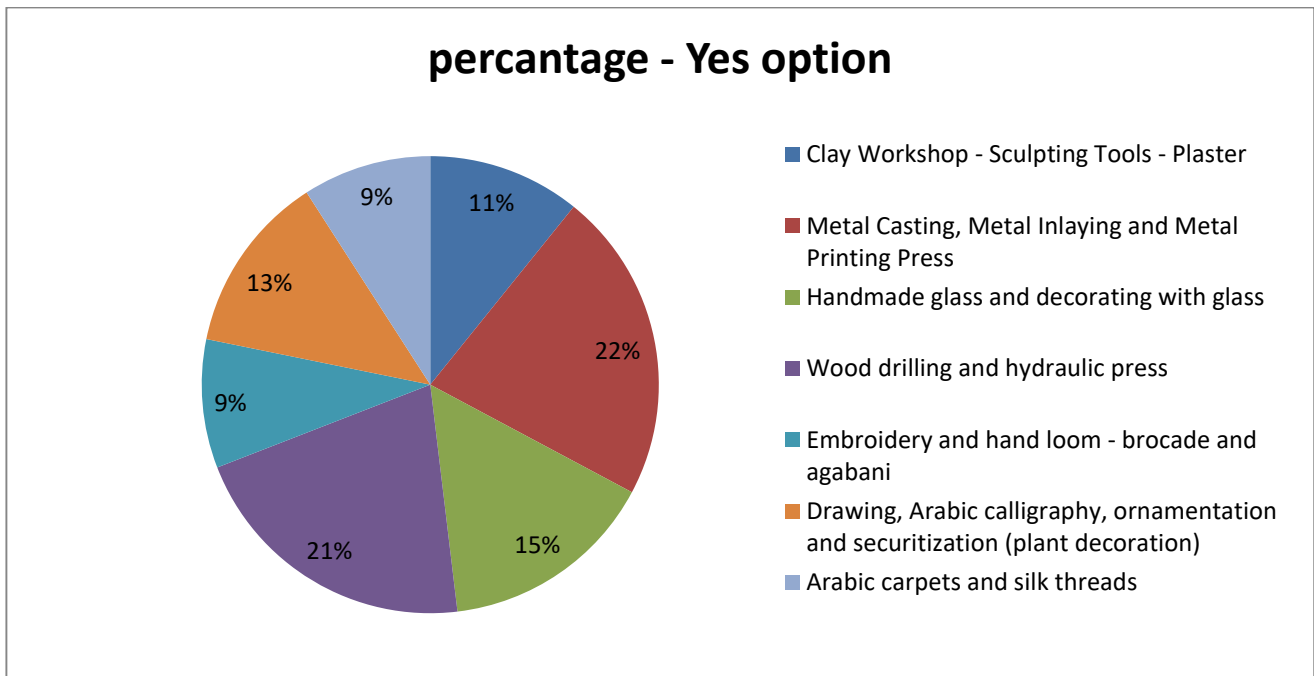
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**RESULT:**

- 1 Metal Casting, Metal Inlaying and Metal Printing Press. 22 %
- 2 Wood drilling and hydraulic press. 21 %
- 3 Handmade glass and decorating with glass. 15 %
- 3 Drawing, Arabic calligraphy, ornamentation and securitization (plant decoration).13%

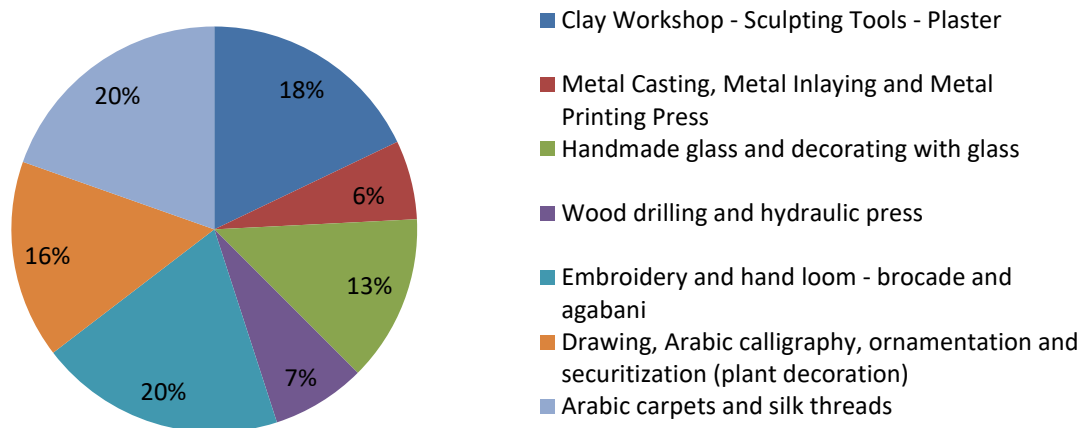


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### Total percentage - No option

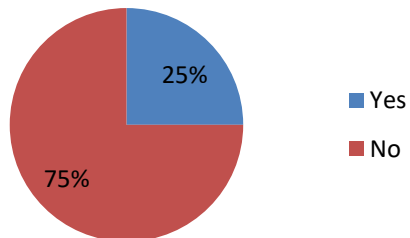


## 2-The second question: In the field of vocational training in traditional crafts.

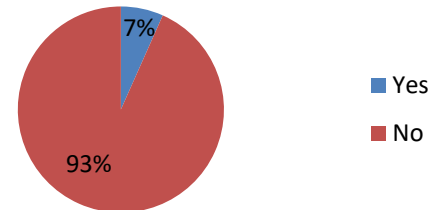
Options	Total Number	Yes	No	Percentage	
				Yes	No
1- Have you worked in a traditional craft?	149	37	112	25	75
2- Have you participated in a professional course in the field of traditional craft heritage?	149	11	138	7	93
3- Would you like to follow training courses in the field of traditional crafts?	149	136	13	92	8

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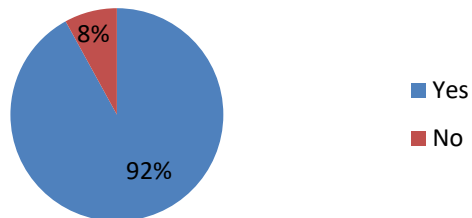
**1- Have you worked in a traditional craft?**



**2- Have you participated in a professional course in the field of traditional craft heritage?**



**3- Would you like to follow training courses in the field of traditional crafts?**



#### RESULT:

1- Not practicing a traditional craft.	75%
2- Not participating in a training workshop for traditional crafts.	93%
3- I would like to follow training Workshop in the field of traditional crafts.	92%

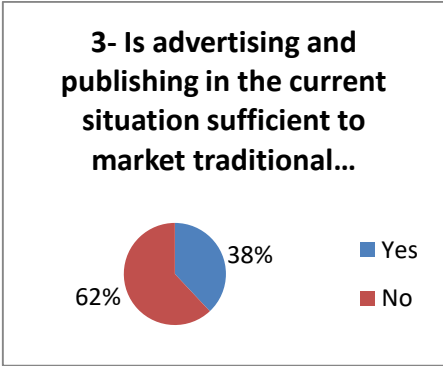
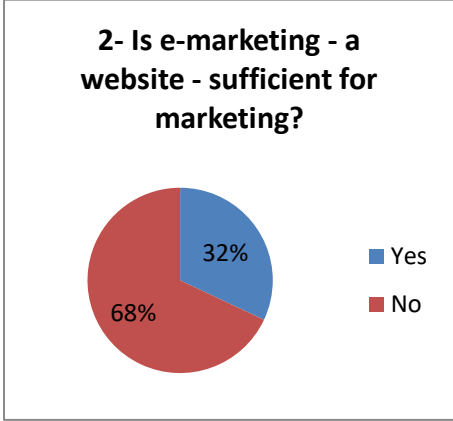
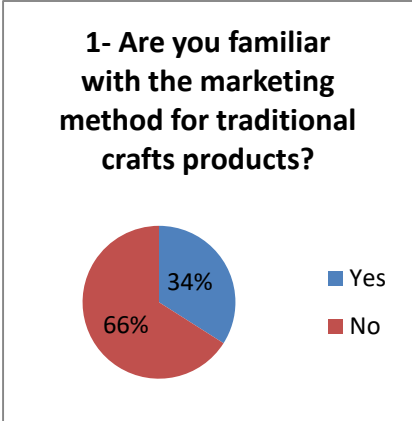
#### 3-The third question: in the field of marketing

Options	Total Number	Yes	No	Percentage	
				Yes	No
1- Are you familiar with the marketing method for traditional crafts products?	149	51	98	34	66
2- Is e- marketing - a website - sufficient for marketing?	149	48	101	32	68
3- Is advertising and publishing in the current situation sufficient to market traditional handicraft products?	149	56	93	38	62

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**RESULT:**

- 1- Are you familiar with the marketing method for traditional crafts products? No 66 %
- 2- E-marketing - a website -Not sufficient for marketing. 68 %
- 3- Is advertising and publishing in the current situation sufficient handicraft products? No 62 %

**3- College of Architecture Survey Schedule - Hands Project -(Fourth year)**

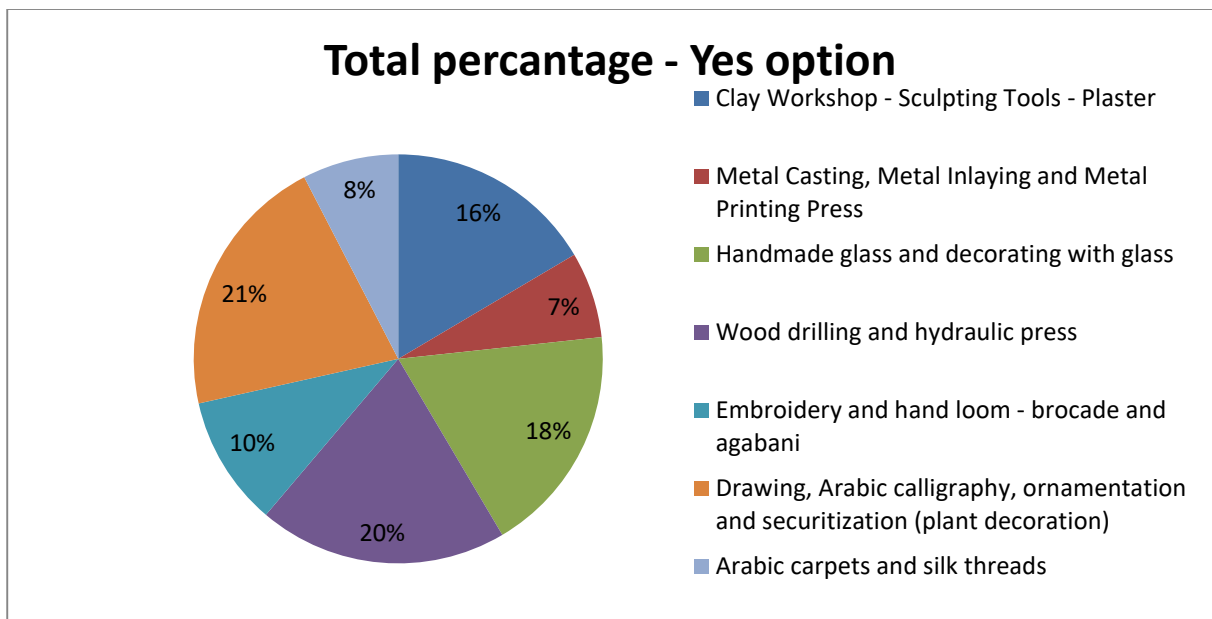
**1-The first question:** What are the traditional crafts that you want to introduce into the teaching courses?

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Options	Total Number	Yes	No	percentage		Total percentage	
				yes	no	yes	no
Clay Workshop - Sculpting Tools - Plaster	115	64	51	56	44	16.5	12.2
Metal Casting, Metal Inlaying and Metal Printing Press	115	26	89	23	77	6.8	21.4
Handmade glass and decorating with glass	115	71	44	62	38	18.2	10.5
Wood drilling and hydraulic press	115	77	38	67	33	19.7	9.2
Embroidery and hand loom - brocade and agabani	115	40	75	35	65	10.3	18.1
Drawing, Arabic calligraphy, ornamentation and securitization (plant decoration)	115	82	33	71	29	20.9	8.1
Arabic carpets and silk threads	115	30	85	26	74	7.6	20.5

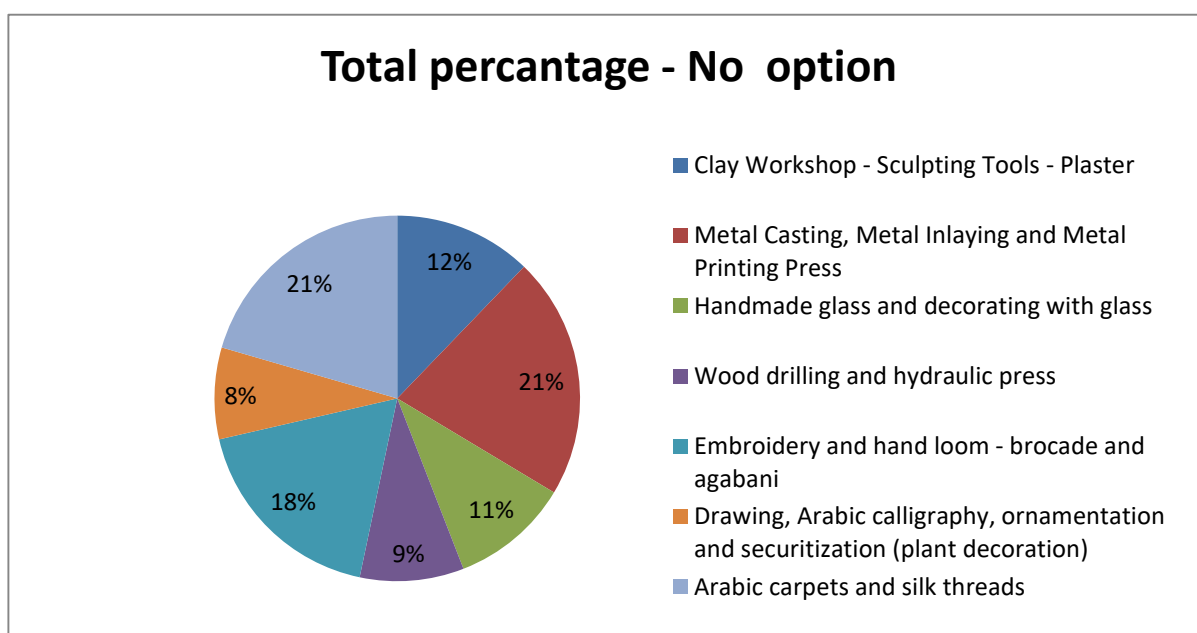


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## RESULT:

- |   |     |
|---|-----|
| 1 Drawing, Arabic calligraphy, ornamentation and securitization (plant decoration). | 21% |
| 2 Wood drilling and hydraulic press.  | 20% |
| 3 Handmade glass and decorating with glass.   | 18% |
| 4- Clay Workshop - Sculpting Tools – Plaster  | 16% |

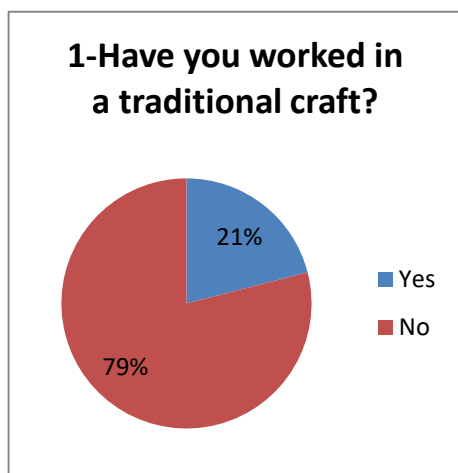


## 2-The second question: In the field of vocational training in traditional crafts.

Options	Total Number	Yes	No	Percentage	
				Yes	No
1- Have you worked in a traditional craft?	115	24	91	21	79
2- Have you participated in a professional course in the field of traditional craft heritage?	115	12	103	10	90
3- Would you like to follow training courses in the field of traditional crafts?	115	107	8	93	7

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## RESULT:

- 1- Not practicing a traditional craft. 79%
- 2-Not participating in a training workshop for traditional crafts. 90%
- 3- I would like to follow training Workshop in the field of traditional crafts. 93%
- 3-The third question: in the field of marketing.

Options	Total Number	Yes	No	Percentage	
				Yes	No
1- Are you familiar with the marketing method for traditional crafts products?	115	43	72	37	63
2- Is e-marketing - a website - sufficient for marketing?	115	58	57	50	50
3- Is advertising and publishing in the current situation sufficient to market traditional handicraft products?	115	50	65	43	57

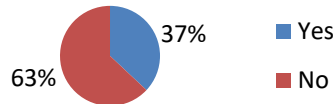


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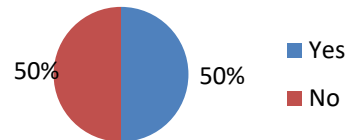


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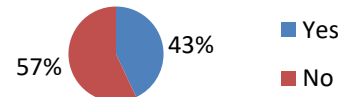
**1- Are you familiar with the marketing method for traditional crafts products?**



**2- Is e-marketing - a website - sufficient for marketing?**



**3- Is advertising and publishing in the current situation sufficient to market...**



## RESULT :

- |   |         |
|---|---------|
| 1- Are you familiar with the marketing method for traditional crafts products?                                  | No 63%  |
| 2-E-marketing - a website -Not sufficient for marketing.  | 50 %    |
| 3- Is advertising and publishing in the current situation sufficient to market traditional handicraft products? | No 57 % |

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## II - Vocational workshop training proposed by faculties members

### Al-Baath University

No.	Workshop title	Associated course
1	Types of Arabic calligraphy, and its uses in interior and exterior design.	-Interiors architecture. -Formation and Models - Architectural Design 1
2	Geometric and plant motifs, and their uses in interior and exterior design.	-Interiors architecture. -Formation and Models - Architectural Design 1
3	Engraving on wood and using metal	-Interior architecture -Formation and models -Metal Casting – Faculty of Mechanics
4	Types and techniques of glass painting art	-Interior architecture -Formation and models
5	The art of using straw and bamboo dishes	-Interior architecture -Formation and models
6	Design and manufacture of engineering models (mashrabiyyats - muqarnasat - ceilings..)	-Interiors architecture -Formation and Models - Architectural Design 1
7	manufacture of gypsum and Pottery, clay and ceramics	-Interior architecture -Formation and models
8	A Workshop in the use of hand looms (making carpets - fabrics)....	-Interior architecture -Textile Technology. Chemical-Engineering
9	Casting and sculpting training - plaster, wood and metal	-Interior architecture -Formation and models -Metal casting , Mechanical Engineering
10	Material properties and Metal tests for using in traditional crafts	- Metal Casting -Material properties

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### III- Choices of craftsmen to participate in vocational training workshops

The craftsmen were met more than once and questionnaires were distributed to determine the following:

- 1-The traditional crafts that they consider to be of high importance to be included in the course development programs.
- 2 -As well as the traditional crafts that they wish to participate in its establishment
- 3- The most important crafts in which they wish to build their capabilities and move from them to creativity, innovation, and development.

1	Painting on glass and ceramics	Ahmad al-Kurdi
2	Hand knitting silk with a handle loom	Sami Nadaf
3	Fine art and drawing on ceramics,.	Ahmad Ramadan Al-Ali
4	Carving wood and antique	Abdel Hafeez Ichwan.
5	Agbayani textile and embroidery	Shahrazad satele
6	Glass and Metals	Nidal Al-Hashimi
7	Drawing on wood	Muhammad Khalil
8	Metal casting	Rasem Serafe.

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IV- Photos from Meetings

1- At Chemical and Petroleum Engineering Faculty, Textile Department

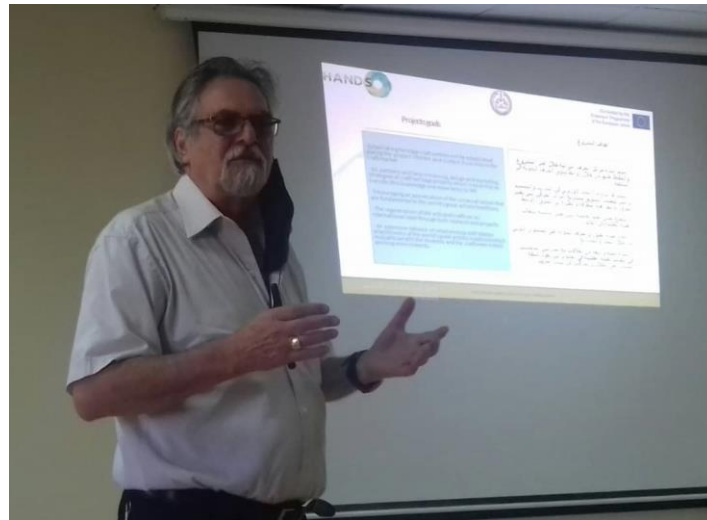


Photo No: 1,2,3 of Meeting at Chem. & Pet. Engineering Faculty

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## 2- Photos of the Meeting with students of Mechanical and Electrical Engineering Faculty - Hands Project -



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Photo No: 4,5,6,7,8,9 of Meeting at M & Elec. Engineering Faculty

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### 3- College of Architecture, Survey Schedule - Hands Project -(Fourth year)



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Photo No: 10,11,12,13 of Meeting at Architect Engineering Faculty

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III- Craftsmen meeting, Choices traditional crafts and to participate in vocational training workshops

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Photo No: 14,15,16,17,18,19,20 of Meeting with craftsmen and President of AlBaath University at Architect Engineering Faculty and Central Administration .



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### Final Results.

- 1- The meeting with students from the approved courses was useful to know their main desires about their favorite traditional crafts for later practice or training.
- 2- The meeting with the craftsmen was useful to know their favorite traditional crafts for later practice or training.
- 3- The opinions of the faculty members were also useful for guiding and developing the courses and enriching information about the basic traditional crafts that are on the way to disappearing.
- 4- The statistical study showed some common priorities in choosing crafts and some specialized priorities for each of the participating colleges . The opinions of the faculty members and the opinions of the craftsmen were similar, despite the craftsmen’s emphasis on their professional specialties.
- 5- The priorities are:

Priorities	Architects	Mechanical	Textile	Faculties	Craftsmen
1	<b>Drawing, Arabic calligraphy, ornamentation and securitization (plant decoration)</b>	Metal Casting, Metal Inlaying and Metal Printing Press	<b>Embroidery and hand loom - brocade and agabani</b>	<b>Types of Arabic calligraphy, and its uses in interior and exterior design</b>	Painting on glass and ceramics
2	Wood drilling and hydraulic press.	Wood drilling and hydraulic press.	Arabic carpets and silk threads	Geometric and plant motifs, and their uses in interior and	Fine art and drawing on ceramics

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				exterior design.	
3	Handmade glass and decorating with glass.	Handmade glass and decorating with glass.	Wood drilling and hydraulic press.	Casting and sculpting training - plaster, wood and metal	<b>Hand knitting silk with a handle loom</b>
4	Clay Workshop - Sculpting Tools – Plaster	<b>Drawing, Arabic calligraphy, ornamentation and securitization</b>	Handmade glass and decorating with glass	<b>use of hand looms (making carpets - fabrics)....</b>	Drawing on wood

- 6- The majority of students Are Not practicing a traditional craft.
- 7- The majority of students Are Not participating in a training workshop for traditional crafts.
- 8- The majority of students would like to follow training Workshops in the field of traditional crafts.
- 9- The most of students Are Not familiar with the marketing method for traditional crafts products,
- 10- E-marketing - a website – Are Not sufficient for marketing.
- 11- The advertising and publishing in the current situation Is Not sufficient to marketing traditional handicraft products.

AL BAATH UNIVERSITY

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