

**Appendix I to the Act of Engagement**  
**Technical assignment**  
**Interactive online training courses on elections for voters –**  
**Basic Level and Advanced (local elections) Level**

***Background information***

Within the framework of the Council of Europe Action Plan for Ukraine 2018 - 2021, the Council of Europe is implementing the 2-phased project "Supporting the transparency, inclusiveness and integrity of electoral practice in Ukraine".

Project activities during its Phase 2 (from 1 April 2020 to 31 December 2021) are aimed at:

- (1) enhancing the efficiency and integrity of organization of electoral process and electoral cooperation due to modernized approach and gender mainstreamed election management;
- (2) enhancing public participation and inclusiveness of political and electoral processes;
- (3) increasing women participation in political and public life.

In December 2019, the Parliament of Ukraine adopted the Electoral Code of Ukraine which introduced new electoral systems for Parliamentary and Local Elections in Ukraine. Considering the complexity of electoral systems to be used during the upcoming 2020 Local Elections and the need to conduct large-scale public awareness raising campaigns on electoral and voting procedures, the Central Election Commission of Ukraine (CEC) requested the Council of Europe to support the development and production of respective online training courses on election for Ukrainian voters.

Within the framework of the project, the Council of Europe is going to support the development and production of two online training courses on elections for voters:

- basic level
- advanced level (on local elections).

***The concept and technical assignment for the CEC online training courses*** was developed by the Central Election Commission of Ukraine in cooperation and with the support of the Council of Europe local election experts and e-learning consultants.

***The Basic level online training course*** is aimed at providing Ukrainian voters with general election related information related to electoral rights and their legal and historical background, different types of existing electoral systems, main electoral procedures, as well as encouraging Ukrainian voters to learn more about elections in Ukraine, electoral process and procedures as foreseen in and by the Ukrainian electoral legislation.

***The Advanced level online training course on local elections*** is aimed at providing Ukrainian voters with specific information related to Ukrainian electoral legislation, procedures and process applicable during upcoming 2020 Local Elections in Ukraine. Prerequisite condition for enrolment to the Advanced level training course will be successful completion of the Basic level training course or the Final quiz of the Basic level training course.

In order to ensure that both online training courses encourage Ukrainian voters to learn more about elections, both online training courses shall be developed in a gamified format with the use of video explainers, interactive dialogs, educational and entertaining tests. Both online training courses on elections for voters are planned to be published/introduced into/run at the CEC online learning and awareness raising platform about elections.

***Partnership:*** The online training courses on elections for voters will be developed upon the request of the Central Election Commission with the support of the Council of Europe project "Supporting the transparency, inclusiveness and integrity of electoral practice in Ukraine".

***Period:*** The online training courses on elections for voters are planned to be developed and released as follows:

- Basic level online training course - by 15 September 2020

- Advanced level online training course - by 1 October 2020.

**Target group:** The CEC online courses are designed for wide range of audience represented by the following major groups:

1. Electorate. Those who can vote aged 18+
2. Future electorate. Those who are under 18 years and are still obtaining their school or university degree.
3. Subjects of the election process. Those who are directly engaged in the election process (members of election commissions, observers, political parties, candidates, etc).

The online training courses will be developed in Ukrainian and will be available for any Ukrainian.

**Methodology:**

Online training course on election for voters is designed to provide a user with educational information in an interactive and gamified way through the combination of messenger simulation, animated videos, educational and entertaining tests and quizzes. This combination will immerse users into the educational process together with the achievements system and edutainment focus of the training courses content.

A module of the Basic and Advanced level online training courses shall consist of the following elements:

1. *Video explainers*

Video explainer is a video which uses animation (motion graphic) to provide visual/verbal message and “voice over” statements to deliver an idea in a simple, engaging and direct way. See more at “*Various categories of important requirements*” block.

2. *Interactive dialogues (chats) with plot branching*

Interactive dialogue (ID) is a messenger simulation that allows to immerse a user into the dialogue with a lecturer and provide small pieces of information instead of massive chunks of content at once. The developed ID should support plot branching, so that content of a module’s section depends on the button that was previously clicked by a user.

3. *Educational and entertaining tests*

Educational and entertaining tests are quizzes integrated into the interactive dialogue (chat) in the following formats:

- Single choice quiz
- Multiple choice quiz

**Platform Inclusiveness:** Basic and Advanced online training courses shall be fully adapted for people with visual and hearing (production of Ukrainian subtitles on video products) impairments.

**Anticipated outcome:** Basic and Advanced CEC online courses are developed, operable and fully integrated into the CEC online platform starting from 15 September.

**Technical assignment** for online course brand book development, content pre-production and production and web-design is provided below.

## **Technical Assignment for the development and production of the Basic and Advanced online training courses on elections for voters**

### **A) Scope of work:**

The main goal of the project is to develop two CEC online courses (up to 43 modules):

1. Basic online course for voters on elections (28 modules, see part D))
2. Advanced online course for voters on local elections (up to 15 modules)

#### **1. Basic online course development shall include:**

1.1. Development of online course brand book:

- Adjustment of the online course visual identity according to the brand book and guidelines developed for the CEC online educational platform;

1.2. Production of online course content:

1.2.1. Production of educational video explainers (with duration up to 8 minutes) in accordance with the CEC online Platform brand book and visual identity of the online training course developed, which shall include but not be limited to:

- creation of slides and static graphic elements for video;
- static graphic elements animation;
- sound recording (soundtrack);
- audio processing;
- sound effects (sfx) adding;
- starting and ending of the video creation and montage;
- video and sound recording (footage and separate fragments) of lectures as needed;
- making two or three iterations of edits to the video explainer, if need be;

1.2.2. Production of design/layout for educational elements of the online training course which shall include but not be limited to:

- illustrations development for educational dialogues;
- layout of dialogues and their placement onto the educational online platform;
- design of icons (bubbles) of the user and the lecturer;
- layout of test and simulation tasks and their placement onto educational online platform;
- layout of additional materials and infographics for the online training course).
- making two or three iterations of edits to the developed design/layout of the educational elements, if need be;

#### **2. Advanced online course development shall include:**

2.1. Development of online course brand book:

- Adjustment of the online course visual identity according to the brand book and guidelines developed for the CEC online educational platform;

2.2. Pre-production of the online course content:

- methodological processing of information and theoretical content to be produced and developed by the Council of Europe local election experts;

- development of detailed scenarios for the training course modules containing gamified plans, dialogues, scripts and storyboards for video explainers, educative and entertaining tests, simulation exercises and their sequence;
- development of the progress achievements for the online course gamification plan (ideas of avatars, characters, bubbles, titles).

## 2.2. Production of online course content:

2.2.1. Production of educational video explainers (with duration up to 8 minutes) in accordance with the CEC online Platform brand book and visual identity of the online training course developed, which shall include but not be limited to:

- creation of slides and static graphic elements for video;
- static graphic elements animation;
- sound recording (soundtrack);
- audio processing;
- sound effects (sfx) adding;
- starting and ending of the video creation and montage;
- video and sound recording (footage and separate fragments) of lectures as needed;
- making two or three iterations of edits to the video explainer, if need be;

2.2.2. Production of design/layout for educational elements of the online training course:

- illustrations development for educational dialogues;
- layout of dialogues and their placement onto the educational online platform;
- design of icons (bubbles) of the user and the lecturer;
- layout of test and simulation tasks and their placement onto educational online platform;
- layout of additional materials and infographics for the online training course.
- making two or three iterations of edits to the developed design/layout of the educational elements, if need be;

## ***B) Various categories of important requirements***

### ***(1) Video explainer development***

Video explainer is a video which uses animation (motion graphic) to provide visual/verbal message and "voice over" statements to deliver an idea in a simple, engaging and direct way.

Video explainer format shall be:

1. MP4 (codec h.264; bitrate: 320 kbps, without computer graphics artefacts in the video).
2. Video resolution 1080 HD (1920\*1080).
3. Duration up to 8 min each.

The developed video explainers shall meet the following criteria:

- **Short in length:** Developed video explainers should be eligible for separation into smaller parts (up to three minutes each).
- **Strong call to action (CTA):** Video explainers should clearly state what they want their intended audience to do after watching.
- **Focused on solving a problem:** Developed video explainers shall be focused on addressing a specific problem and explaining the solution.

- **Match brand and audience:** Video explainers' style and tone of voice shall match that of the brand, as well as the customer they're trying to reach.
- **High quality:** Video explainers shall be of high quality, both in quality of production and quality of content, to effectively communicate a brand's value proposition.
- **Product Inclusiveness:** The program shall be fully adapted for blind individuals or with impaired vision and individuals with hearing impairment or deafness (subtitles).
- **Language:** Video explainers shall be developed in Ukrainian with Ukrainian subtitles.

**(2) A Module** shall be a course structural unit consisting of:

- video explainer(s) with overall duration up to 8 min;
- interactive dialogue (chat) with plot branching (at least 25 structural units (messages, pictures, video files, tests, simulations, stickers)
- up to 5 single/multiple choice quizzes;
- progress achievements system for module completion (avatars, characters, bubbles, titles).
- visual (graphic) elements for interactive dialogues, quizzes and progress achievements system.

**(3)** All online learning objects such as video explainers, interactive dialogues and single/multiple choice quizzes shall be developed in Ukrainian.

**(4)** Developed video explainers shall be applicable for TV format.

**(5)** The Provider shall place the final developed online learning courses on the CEC educational platform and transfer to the Council of Europe SCORM packages (Sharable Content Object Reference Model) or xAPI for each module for deployment on the online platform, including but not limited to all media files used in the online training courses developed (video, audio, pictures, scripts, text etc.) as well as the source code(s) used for developing the online training courses.

### C) Recommendations

Articulate Storyline 360, an e-learning authoring tool, is used for developing most e-learning modules at the Council of Europe. It is preferred that this tool, or other suggested by the Provider, is used rather than a bespoke web development. The Council of Europe is providing a Developer Toolkit <https://vdd.coe.int/>, which defines Norms and Standards as well as providing a set of document templates for deliverables. Graphics standards for web applications can be consulted on the following web-site: <http://static.coe.int/vdd/v1.3/index-site-en.html>

### D) List of Modules for the Basic online training course on elections for voters

- **Module 1:** Why do we need elections? The role of the choice in the person's life. The will ("I want") and the consciousness ("I know what I want") as components of the choice. Informed choice. Role of the elections in the life of the society;
- **Module 2:** What is democracy? Elections and democracy. Society without choice: why it is dangerous (historical examples). Responsible choice;
- **Module 3:** Who is elected by means of elections? (typical and atypical examples across the globe) – *national level* (top officials, members of collegial bodies; atypical examples – elective monarchies: Vatican, Malaysia, United Arab Emirates, how the Dalai Lama is chosen etc);
- **Module 4:** Who is elected by means of elections? – *regional level* (prefects, governors, regional authorities) and *local level* (judges, sheriffs, tribal leaders, local self-government, political parties);
- **Module 5:** Types of elections in terms of will expression modes and periodicity;

- **Module 6:** "I have the right to vote!" or active electoral right. Active electoral right as a product of 17<sup>th</sup> -19<sup>th</sup> centuries revolutions. What is citizenship and why the right to vote is linked to it;
- **Module 7:** Legality and legitimacy of power as a result of elections. Absenteeism and its manifestations. The right to vote: is it a right or an obligation (examples of different countries).
- **Module 8:** Who is a voter? Who cannot be a voter? What is electoral qualification? What other qualifications did exist and do exist across the globe (age qualification, capability qualification, residential qualification, gender qualification, religious qualification, nationality qualification, language qualification, property qualification, military service, imprisonment, connections to mafia groups as established by court decisions etc.);
- **Module 9:** Passive electoral right or "I want to be a candidate": why it is called passive? Who is a candidate? How have the requirements to the contestants for public office changed in the course of history (China in the time of Confucianism, Ancient Greece and Rome, the Polish-Lithuanian Commonwealth, hetmans and commanders of Cossack camps; modern examples – USA, Saudi Arabia, Iran, Vatican)?;
- **Module 10:** Principles of electoral right or "What are genuine elections?". Principles of electoral right: what is it? Legal embodiment of the principles of electoral right in international, European and national legal acts and regulations;
- **Module 11:** Principles of free elections. How is ensured and how to ensure a free choice? Choice without a choice: violations of the principle of free elections in authoritarian countries;
- **Module 12:** Principle of equal election. Are all the votes equal? Curial and quota elections (China, Pakistan, Ireland). Woman and man in electoral process. Ensuring equal participation in electoral process for women and men. Historical discourse of the issue.
- **Module 13:** Principle of secret ballot. Why do we need it and how to ensure it? What is the ballot's impact on the secrecy of voting. Secret ballot and electronic voting;
- **Module 14:** Principle of direct elections and its substance. Atypical examples: indirect (elections of the President of the USA) and multi-stage elections (China);
- **Module 15:** Electoral systems or "how we can vote". What is an electoral system? Structure of electoral system: magnitude of electoral district, structure of electoral ballot, voting method;
- **Module 16:** Majoritarian voting system: evolution and modern types;
- **Module 17:** Proportional voting system: evolution and modern types;
- **Module 18:** Mixed voting system: evolution and modern types;
- **Module 19:** Electoral system's impact on the parliament and the government
- **Module 20:** Territorial election organization. What is an electoral district? How it is connected to the principle of equal elections? What are the requirements to district electoral district? Gerrymandering or the senator who made it into history;
- **Module 21:** Voting station is a place where we vote. What are the requirements to voting stations across the globe?
- **Module 22:** Election commissions or "all elections people". Who organizes elections in the world?
- **Module 23:** Who is who during elections or who are the subjects of electoral process;
- **Module 24:** Components of elections or electoral process and its stages;
- **Module 25:** Election Day. How do people vote across the globe. Electronic voting;
- **Module 26:** Voting methods across the globe: categorical and preferential vote;
- **Module 27:** Voting methods that will surprise you: "latoisage" or negative vote, cumulative vote, evaluative or score voting, panachage or split voting, open list, fully open list, preferential block voting;
- **Module 28:** Methods of distributing deputies seats (D'Hondt formula, Sainte-Laguë etc). What is electoral quotient and its influence on the distribution of deputies seats.