EDUTAINMENT

In brief

A type of hybrid educational entertainment, designed to – as the word itself says – both educate and entertain. Edutainment educates through tools that usually used to focus on the recreational element, as a part of moments inserted within different forms of entertainment.

What is it?

Edutainment combines the words educational and entertainment. This recreational-educational principle is very important for addressing ongoing digital mutation; multimedia and the web lend themselves to providing a ground where also training and didactics can be light hearted, entertaining and interactive.

What is it for?

- learning while having fun
- guaranteeing informality, multimedia support and interactivity
- encouraging active participation and involvement
- making extensive use of Web 2.0 tools