Boosting Student Achievement through Collaboration in Digital Arts

An Action Research Study by Erika Molyneux
Hello.

Erika Molyneux
Artist Educator

- Bachelor of Fine Arts - Print, Photo, Graphics
- Minor in Sociology
- Atelier-Trained in Observational Rendering
- M.Ed & COLT Candidate, LTEC
- 10-year Traditional and Digital Arts Teacher
- Current Lecturer at Leeward Community College
- Honolulu Printmakers and Gallery ‘Iolani
- Curator, Artist, Mom, Wife, Community Builder
- Lover of all Quirky Activities
Just WONDERING...

Poll:

How many of you have experience with **DIGITAL ART**?
Ponder THIS...

- What do you foresee as being a barrier to learning graphics academically?
- Go ahead and type right on the slide :)
Ponder **THIS**...

- What do you foresee as being a barrier to learning graphics academically?
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So, what seems to be the PROBLEM?

- Underachievement
- Intro-level Digital Art Course
- Leeward Community College
Let’s examine this a little closer...

Challenges to Learning:
- Course Requirements
- Logistics
- Learner Population
Doing the LEGWORK...

Research Suggests:

Social Remedies

- Collaboration
- Cooperation
- Competition
What's the POINT?!!!

Assess the impact of a Technology-facilitated Collaboration on student learning outcomes in a flipped-curriculum Art 112: Digital Art course at UNIVERSITY OF HAWAI’I LEeward Community College.
RIDDLE me this! How does collaboration influence student:

- satisfaction
- academic performance

in Art 112: Digital Art at University of Hawai‘i at Leeward Community College
When life hands you lemons...

Recipe for success:

- Theoretical Frameworks:
- Active Learning Strategies:
- Tools:
When life hands you lemons...

Recipe for success:

- Theoretical Frameworks:
  - Cognitivism
  - Experiential Learning

- Active Learning Strategies:
  - Problem-Based

- Tools:
  - Laulima LMS
  - Adobe Photoshop
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  - Scaffolding

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  - Collaboration
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- Tools:
  - Laulima LMS
  - Adobe Photoshop
  - Google Docs, Drive, & Forms
  - ScreenFlow & YouTube
  - Google Sites Module
and... **Action!**

**METHODS:**
- Backwards Planning

**INSTRUMENTATION:**
and... Action!

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- Backwards Planning
- Group Interaction Protocols
- ...
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**Methods:**
- Backwards Planning
- Group Interaction Protocols
- Forums & Discussions
- Exercises, Assignments, Project
- Competition as Review

**Instrumentation:**
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- Learner Needs Survey
- Pre-Post Retrospective Survey
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- Teacher Observation
- Student Learning Artifacts
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**INSTRUMENTATION:**
- Learner Needs Survey
- Pre-Post Retrospective Survey
- Teacher Observation
- Student Learning Artifacts
- Informal Interviews
Meet our **participants**!

**Characteristics**

**Technology use**
Meet our participants!

Characteristics
- 20 Participants per class

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**Technology Use**
- 94.1% Laulima LMS & Google Docs Comfort
- 88.2% Google Drive Comfort
- 64.7% Photoshop Amateurs
- 35.3% Lack Photoshop at Home
I have to work with WHO?!

POLL:
How would you classify your experience with group work?

- a) Couldn’t be better!
- b) Mixed bag.
- c) No thank you!
What makes for successful collaboration?
What makes for **successful collaboration**?

- Midsized groups
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- Goal & norm setting
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- Group roles
- Variety of Protocols
- Real World Problems
- Scaffolding
Collaborative Advertisement Project

For this project, you will be working as part of a design team tasked with creating an advertisement for one of the well-known companies below. The company representatives have supplied you with a logo and basic creative brief and giving basic background on the company and its goals for this advertisement. Read the linked creative briefs to better understand the needs of each client:

- Harley Davidson (logo)
- Kleenex (logo)
- Hawaiian Air (logo)
- Raisin Bran (logo)

See examples of past student work!

After reading the creative briefs above, decide on your top three choices of company, and the reasons you are interested in each. Post this information in the Company Choice Forum in Lauluma. You will be organized into groups based on your responses.

Technical Guidelines:

Size: 11” X 8.5” at 150 ppi resolution
Color mode: RGB
Format: flat JPG AND layered .TIF versions
*Note: Remember to organize and label your layers!

Required Elements:

*Most Important!!! Make sure you are answering the needs expressed in your company’s creative brief!
- Your own headline
- Tagline (included in creative brief) b. Who is your audience?
- Logo (provided above)
- Imagery supporting your concept
- Conscious use of the Elements of Art & Principles of Design ○ (click HERE for version on white background)
- Non-destructive editing, including masking and adjustment layers

Supporting Documents:

- Rough Sketches (3 per group member - saved as .jgp)
- Computer (Comp) Sketch (1 per group member - saved as .jpg - could be picture from selections)
- Digital Drafts (could be from in-progress critique, 1 per group member) - saved as layered .psd or .tiff files
- Individual Group Member Assessment (each group member fills this out individually and shares with instructor)
- Team Assessment (shared with group members and instructor)
- Group Design Brief Reflection
- Images Folder containing:
  - External (not made directly in Photoshop) Images
  - Works Cited stating the source of all external images
*Note: You may only use images that you are legally allowed to use.

Submitting Work:

On or before the posted deadline:
1. Place all documents in a Google Drive Folder labeled as “Groupname Ad” (e.g. RoughRiders Ad) and shared with all group members and erika@hawaii.edu (Erika Molnyneux, your instructor).
2. Use the same naming conventions for your project files “Groupname_A” (e.g. RoughRiders_A.tif)
3. Place all external images and your works cited (those not made directly in Photoshop) in a sub-folder titled “images.”
4. Place sketches and work from individual group members in sub-folders with their names.
5. Get a share link and post it in Lauluma > Submissions.

Grading Criteria (Total 50 points):

Group:
- Design Concepts (10 points)
- Technical Concepts/Application (10 points)
- Supporting Materials (10 points)
- Visual Communication/Effort (10 points)
- Individual Participation & Group Contributions (10 points)

Learning Objectives:

* Apply creative problem solving
* Demonstrate a basic understanding of image creation in Photoshop
* Demonstrate proficiency in working with layers of imagery
* Demonstrate the basic understanding of basic compositional elements and principles
* Demonstrate non-destructive editing
* Demonstrate the basic understanding of creating a pixel-based digital image
HAWAIIAN AIRLINES

Creative Brief

Project Summary:
Hawaiian Airlines is the largest local airlines in Hawaii since 1928. They serve 20 domestic and international destinations in the Pacific region. Currently they offer flights to the neighbor islands, Western Mainland United States and Ohio, Australia, South Korea, Thailand, Philippines, Samoa and Tahiti. It specializes in air transportation among the Hawaiian Islands and bringing visitors to Hawaii.

Target Audience:
Hawaiian Airline’s target audience is local Hawaii people. The typical age range of their customers is from 21 – 75 years old. These individuals are looking to Hawaiian Airlines for the best and reasonably priced airline tickets. These individuals are familiar with Hawaiian Airlines. Quality of service is an important factor in the decision-making process.

Perception/Tone/Guidelines:
Dynamic, experienced, contemporary, exciting, fun, communicative
Elegant, semi-corporate, high production value, high visibility

Communication Strategy:
Hawaiian continues to add routes and win traveler’s choice awards for the best airline serving Hawaii. It started its first-ever commercial service to Japan in 2010, adding approximately 100,000 new air seats annually to Hawaii from its second-largest tourism market. Adding to customer comfort and cutting-edge technology, Hawaiian is integrating 27 new, wide-body aircraft into the fleet by 2020. Additionally, Hawaiian leads North American airlines with an ontime arrival rate of 93.4%. The airline is also perhaps the only airline that still offers complimentary in-flight meals for trans-oceanic flights. For this add, the company would like to promote its standing as the consumers’ choice for flying to and from Hawaii.

Competitive Positioning:
Hawaiian Airlines is the not first airline to offer flights to Japan. Japan Airlines (JAL) and United Airlines currently offer flights to Japan.

Single-Minded Message: Explore the world in local style.

Tagline: “Only one airline is Hawaiian.”
Examples

SENDING SOME SUN YOUR WAY...

Release the BEAST...

A single-handed victory

More Than Just Breakfast

SPREADING ALOHA WHEREVER YOU GO

Korea

Australia

Las Vegas

Japan

Hawaiian Airlines

ONLY ONE AIRLINE IS HAWAIIAN

HELP MAKE a better life
Step by Step...
STEP by STEP...

1. Project Intro
**Step by Step...**

1. Project Intro
2. Group Formation
Step by Step...

1. Project Intro
2. Group Formation
3. Research & Development
Step by Step...

1. Project Intro
2. Group Formation
3. Research & Development
4. Sketching & Feedback
Step by Step...

1. Project Intro
2. Group Formation
3. Research & Development
4. Sketching & Feedback
5. Technical Skills
Step by Step...

1. Project Intro
2. Group Formation
3. Research & Development
4. Sketching & Feedback
5. Technical Skills
6. Composition Skills
Step by Step...

1. Project Intro
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3. Research & Development
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5. Technical Skills
6. Composition Skills
7. Copyright Law
**Step by Step...**

1. **Project Intro**
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4. **Sketching & Feedback**
5. **Technical Skills**
6. **Composition Skills**
7. **Copyright Law**
8. **Digital Drafting & Feedback**
Step by Step...

1. Project Intro
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7. Copyright Law
8. Digital Drafting & Feedback
9. Refinement
STEP by STEP...

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10. Presentation
Step by Step...

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4. Sketching & Feedback
5. Technical Skills
6. Composition Skills
7. Copyright Law
8. Digital Drafting & Feedback
9. Refinement
10. Presentation
11. Reflection
Step by Step...

1. Project Intro
2. Group Formation
3. Research & Development
4. Sketching & Feedback
5. Technical Skills
6. Composition Skills
7. Copyright Law
8. Digital Drafting & Feedback
9. Refinement
10. Presentation
11. Reflection
12. Debrief
Survey says!

Collaboration increased:

Academic outcomes

Student Satisfaction
Survey says!

Collaboration increased:

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- Grades up 2.58%

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**Student Satisfaction**
- Almost 100% engagement
Survey says!

Collaboration increased:

**Academic outcomes**
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**Student Satisfaction**
- Almost 100% engagement
- 90% motivated
Survey says!

Collaboration increased:

Academic outcomes
- Grades up 2.58%
- Helped Underachievers
- No Academic Dropouts

Student Satisfaction
- Almost 100% engagement
- 90% motivated
- 95% improved class culture
VISUALIZE

This!
Learner-Reported Impact of Collaborative Project

- Better Outcomes
- Teamwork
- Satisfaction
- Opinions

Positive:
- Academic Boost
- Scaffolding
- Art Appreciation
- Creativity
- Relevance
- Graphics Tools
- Group Dynamic

Neutral:
- Each Step is Important
- Learned Graphics Tools
- Set Course Expectations
- Encouraged Student Voice
- Boosted Creativity
- General Positive Remarks

Negative:
- Increased Group Comfort
- Motivation
- Class Culture
Project Debrief

Authentic learning involves struggle.

Together, we are more.

People skills are life skills.
Satisfaction with Instruction

**Strategies 95%**
- Responsive Reviews
- 1:1 Help
- Office Hours
- Seeks Student Input
- Clear Explanations
- Industry Standards
- Helps in Every Way Possible

**Resources 75%**
- Videos
- Written Directions
- Tutorials
- Slideshows
- Website
- Examples
- General Resources

**Attitude 20%**
- Passionate
- Positive
- Believes in Students Approachable

**Suggestions**
- No Change 50%
- Clarification Simplification 20%
- Enforce Deadlines More 1:1 Help 15%
- More Engaging More Personable 15%
Take-Aways:
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- Group work is messy
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- Trust & communication are key
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- Show you care, and so will your students.
**Take-Aways:**

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- Presenting & Reflecting work helps students realize learning.
Group work is messy
Trust & communication are key
Show you care, and so will your students.
Presenting & Reflecting work helps students realize learning.
Capacity for Community-Building
MOVING FORWARD
Moving Forward

+ individual accountability
Moving Forward

+ individual accountability
+ student voice
Moving FORWARD

+ individual accountability
+ student voice
+ group formation?
Moving Forward

- individual accountability
- student voice
- group formation?
- competition?
MOVING FORWARD

+ individual accountability
+ student voice

¿ group formation?

> competition?

+ scheduling
MOVING FORWARD

+ individual accountability
+ student voice
¿ group formation?
> competition?
+ scheduling
+ design
QUESTIONS?

erikaj@hawaii.edu