Frameworking Remote Multimedia Assignments for Success

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Digital ACT Studio

• Multiliteracy Center (along with Speaking and Writing Centers)
• Consultations
• Workshops
• digitalactstudio.uncg.edu
• digitalacts@uncg.edu
DACTS Consultations

• Book online at digitalactstudio.uncg.edu/appt

• Anything composed, presented, or designed digitally (e.g. podcasts, videos, PowerPoints, infographics, posters, websites)

• Individual or Group

• At any point in design process from brainstorming to finishing touches
DACTS Workshops

- Book online at digitalactstudio.uncg.edu/workshops
- Support class assignments with genre and media training
- Delivered live online, recorded for asynchronous distribution, or hybrid of recorded presentation with live Q&A
- Can deliver ready-made or custom workshops to meet your needs
Current Issues

• Emergency Remote Teaching Favors Papers
• Multimedia Projects Seen as Difficult
• Differing Tech Access
• Varying Digital Literacy
Remote-ness

• Must account for home
• Available tech impacts quality
• Can reinforce inequitable technological access
Two Key Frameworks

- Production Phases
- Instructional Resources
Today’s Structure

- Conceiving
- Implementing
- Evaluating

- Question stop at end of each section
Learning Outcomes

- Conceive of different phases of media production for student projects
- Select software and platforms with greater intentionality
- Craft multiple deliverables to ensure success
- Understand evaluation trouble spots to minimize remote issues
Conceiving of Assignments
Intentional Design

• What are your goals?
• Why this media?
• How does this assignment achieve those goals?
• Do you want a low-intensity or high-intensity technical assignment?
Platforms and Software

• Determine skill level required before choosing platform/software
  • What is a reasonable expectation of your students’ skill set?
  • Can you build in time for software training?
• Recognize disparate technology access
Online Platforms

Podcasting: Anchor.fm, Zencastr, Soundtrap

Video: Adobe Spark, Vimeo Create

Posters/Flyers/Docs: Google Slides, Canva

Infographics: Easel.ly, Infogr.am, Google Slides

Citrix: Windows Desktop + Portable Audacity (Podcasts) and Portable Shotcut (Video)
Phases of Production

• Pre-Production
  • Establish goals and means

• Production
  • Create all materials needed

• Post-Production
  • Edit, tweak, and combine any produced materials for final deliverable
Timing

• Don’t skip production phases
• 1-2 weeks pre-production
• 2 weeks production
• 1-2 weeks post-production
Review

• Define your goals
• Select software, platforms, and tools carefully
• Understand phases of production
• Give sufficient time
Framework for Instruction

• Genre Instruction
• Tech Training
• In-Process Feedback
  • Check-in points
  • Opportunity to address issues throughout
Support for You

- Workshops
- Consultations
- Faculty Support
- Digital ACT Studio
Multiple Deliverables

• Pre-Production:
  • Storyboard, Interview Question, Script, Wireframe, User Flow, Background Research, Inspiration Board

• Production:
  • Video Files Filmed and Organized, Rough Cut, Audio Recorded and Cleaned

• Post-Production:
  • Final Cuts, Process/Change Papers, Accompanying Interpretation
Deliverable Best Practices

• Avoid completion percentages
  • “Have 50% of your podcast done by Oct. 10.”

• Use deliverables as opportunity to address issues

• Attend to building both content and media deliverables
Ex: Infographic Project

• 4 weeks
• 1-page infographic on UNCG’s sustainability initiatives with 5 contextualized UNCG-based statistics
Ex: Infographic Project

• Deliverable 1 (week 2): Annotated Bibliography
• Deliverable 2 (week 3): Statistics/Text for Infographic
• Deliverable 3 (week 4): Infographic
Ex: Infographic Project

• One week to become expert on infographics
• Blend delivery of content and media knowledge
Ex: Infographic Project

• Revised Deliverable 1: Annotated bibliography with screenshot of 1 data viz from those articles that was particularly helpful.
Ex: Infographic Project

- Revised Deliverable 2: Wireframe of 1-page infographic with blocks for text and reserved space for data viz, including description of visualization.
Ex: Infographic Project

• Revised Deliverable 3: Final infographic submitted as a PDF and PNG on Canvas.
Ex: Infographic Project

- Week 1: DACTS workshop on infographics and data design
- Week 3: DMC workshop on software/platform
- Week 4: DACTS consultations with individuals
Review

• Framework for Student Prep
  • Genre instruction
  • Technical training
  • In-Process feedback
• Multiple Deliverables
Evaluating Multimedia Projects
Nail Cabinet

• Garry Knox Bennett
• 1979
• 16d Nail in Front
• Image: www.craftinamerica.org/artist/garry-knox-bennett
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Student Labor

• Notice designer through flaws
• Can’t always correlate time invested and execution
• Equipment available impacts final deliverable
Assess Change

• Multiple deliverables establish change
• Emphasize active student choice
• Reward mitigation efforts
Penalizing Quality

• Assess quality on early deliverables and intervene
• Evaluate changes made to enhance quality
• Use categories that emphasize actions that would yield quality (like “editing”)
Contract Grading

• Provide exacting requirements
• Check off completion for full credit
• Combine with more qualitative rubric categories for content
Reflections

• Include short reflections on production
• Guide early interventions
Review

• Avoid flaw-based critical approaches
• Evaluate active student choices
• Minimize penalizing quality
• Reward mitigation
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