



# The challenge





Felix Baumgartner Record's Flight

By Chickenhawk72 ★ 2 favorites



**With the internet evolving rapidly from web 2.0 to web 3.0 academics face a battle integrating technology in the classroom.**

**A significant number of Universities, Charles Sturt included, are still attempting to address the impact of Web 2.0.**

**What I have attempted at a micro level is to give 'currency' to a subject that was gathering dust in the School of Communication and Creative Industries:, namely Digital Media, with both DE and IE running in parallel**

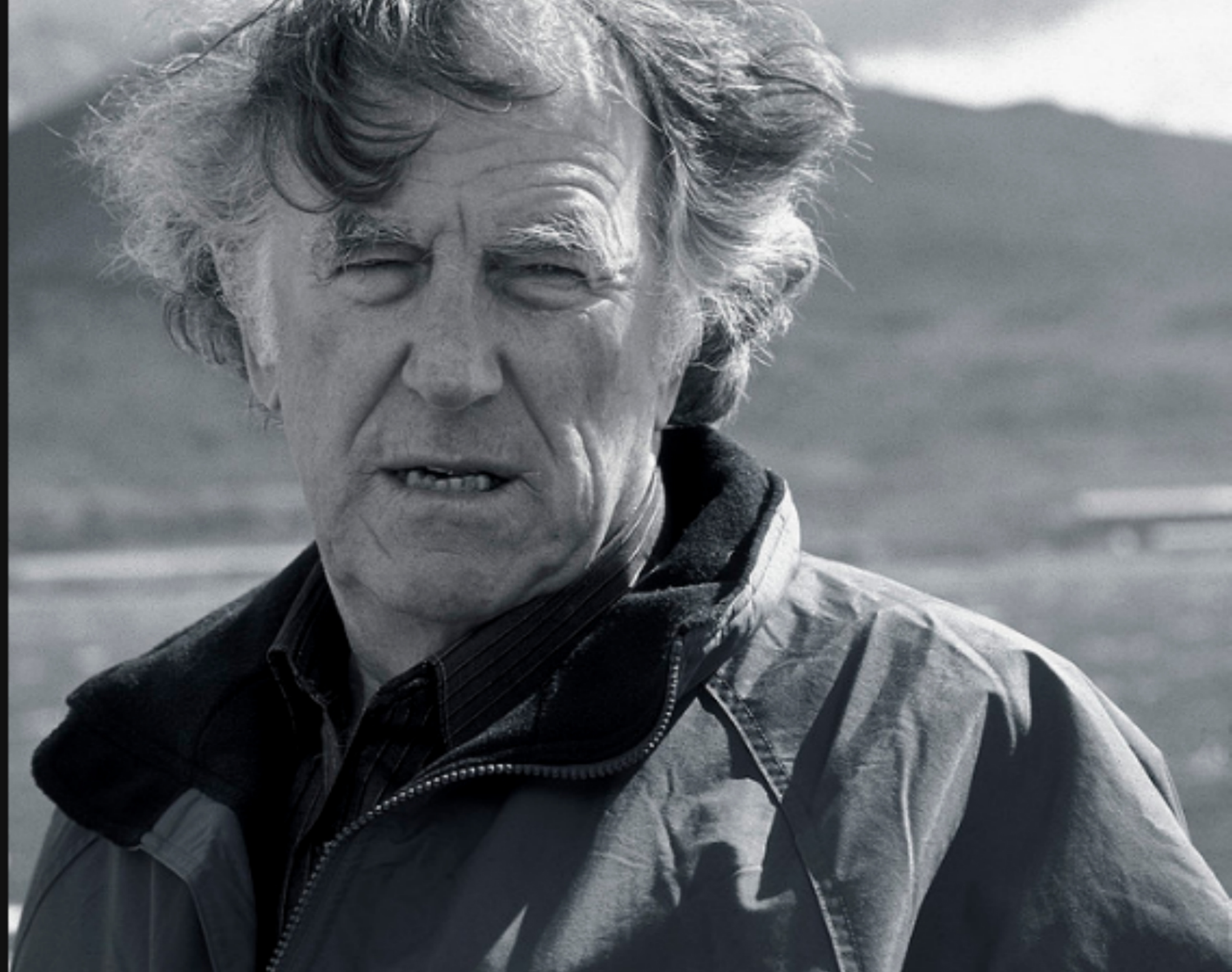






**My ambition**







**Update content drafted a decade ago, Teach 'Prosumer' level Digital Media knowledge, embrace 'mobile learning' (with the support of the mlearn team), embrace social media, offer immediacy of availability via a digital connected self – always on, always connected.**







**How to do this**





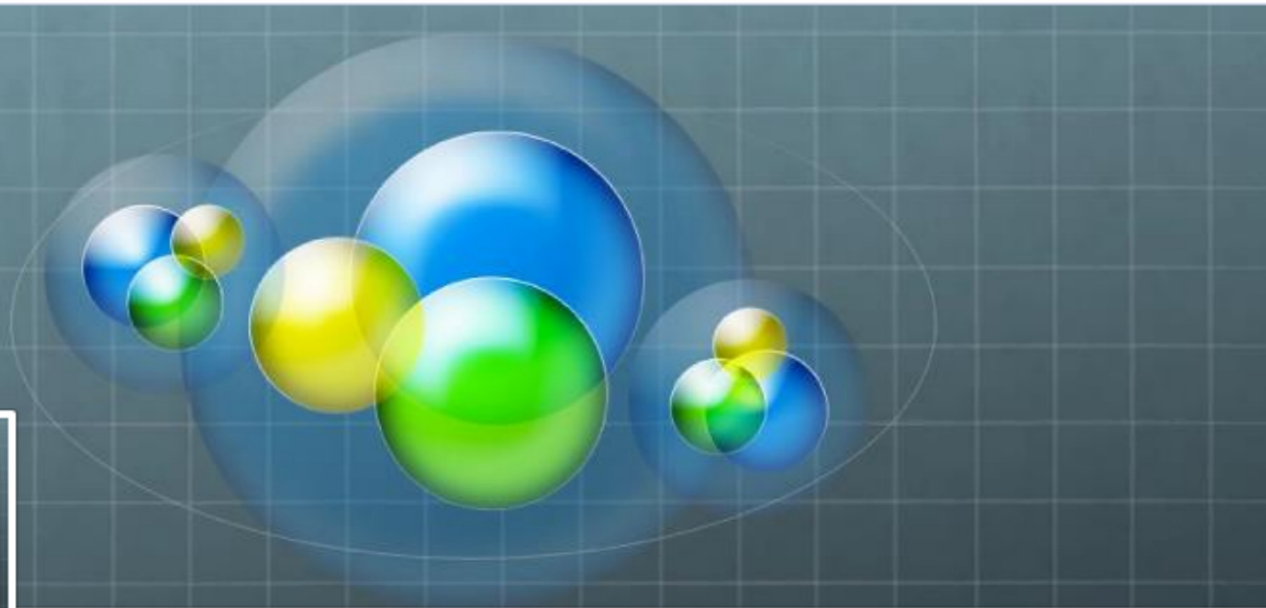
**Utilize the expertise of 'others'. Should I move beyond Interact (CSU's LMS)? Yes. Embrace Interact and also work beyond it. Manage engagement through a Facebook page, summarize key learning requirements through a Vimeo blog. Secure CSU support – mlearn, DLT video production team, CSU replay**





You are posting, commenting and liking as Charles Sturt University Com112 — [Change to David W Reid](#)

## Admin Panel

[Edit page](#) ▾[Build Audience](#) ▾[Help](#) ▾[Show](#)[Create Page](#)

## Charles Sturt University Com112

71 likes

Liked



## Education

This is a page for students of COM112 Digital Media (Internal and distance) at Charles Sturt University. Learn, engage, communicate, reflect.

[About](#)[Photos](#)[Likes](#)[SurveyMonkey](#)

## See Your Ad Here



33,930

Build your audience by advertising to friends of people who like your Page.

[Advertise Your Page](#)

Now

November

Joined Facebook

COM112 VBlog 270912  
Uploaded 2 months ago

COM112 VBlog 030912  
Uploaded 3 months ago

COM112 VBlog 170812  
Uploaded 3 months ago

Com112 Video Blog 06...  
Uploaded 3 months ago

COM112 Guest VBlog 3...  
Uploaded 4 months ago

Com112 VBlog 250712  
Uploaded 4 months ago

Com112 Video Blog 20...  
Uploaded 4 months ago

Com112 Video Blog 17...  
Uploaded 4 months ago

**vimeo**

Join

Log In

Create

Watch

Upload

Search

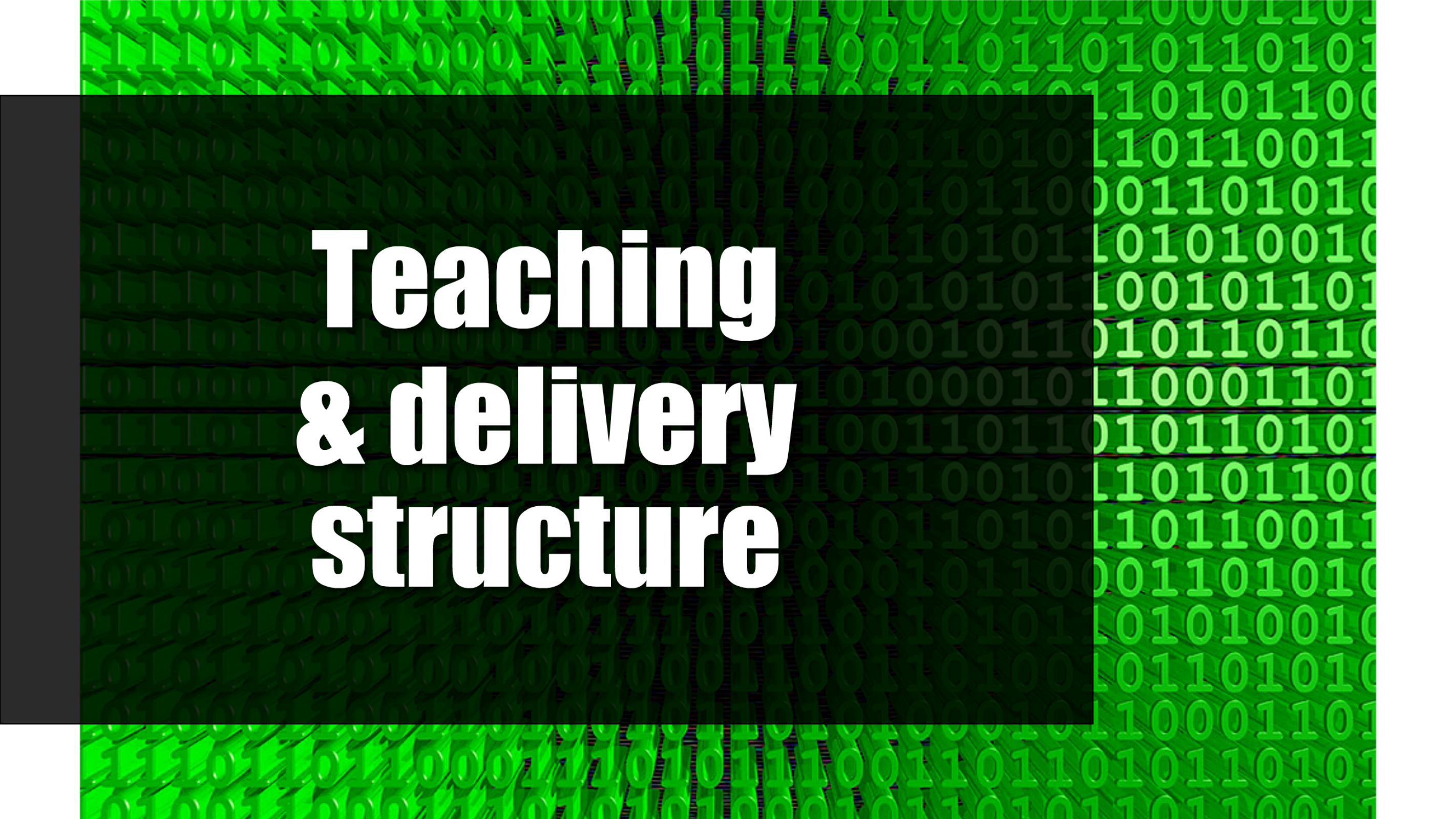


HIDE VIDEOS

## CSU Com112

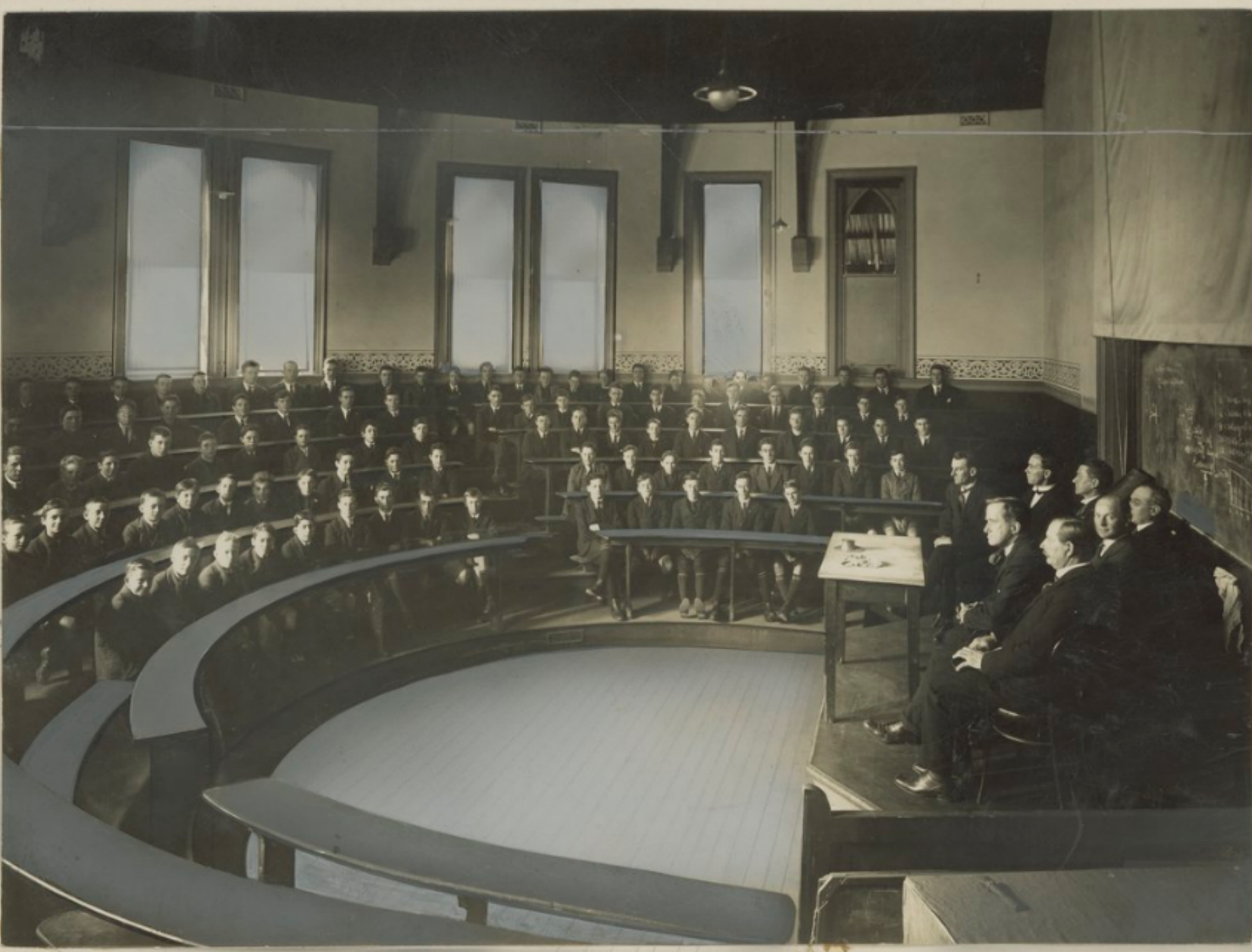




The slide features a background of green binary code (0s and 1s) with a dark green rectangular overlay in the center. The text "Teaching & delivery structure" is written in white, bold, sans-serif font within this overlay. A solid dark grey vertical bar is positioned on the far left side of the slide.

# Teaching & delivery structure







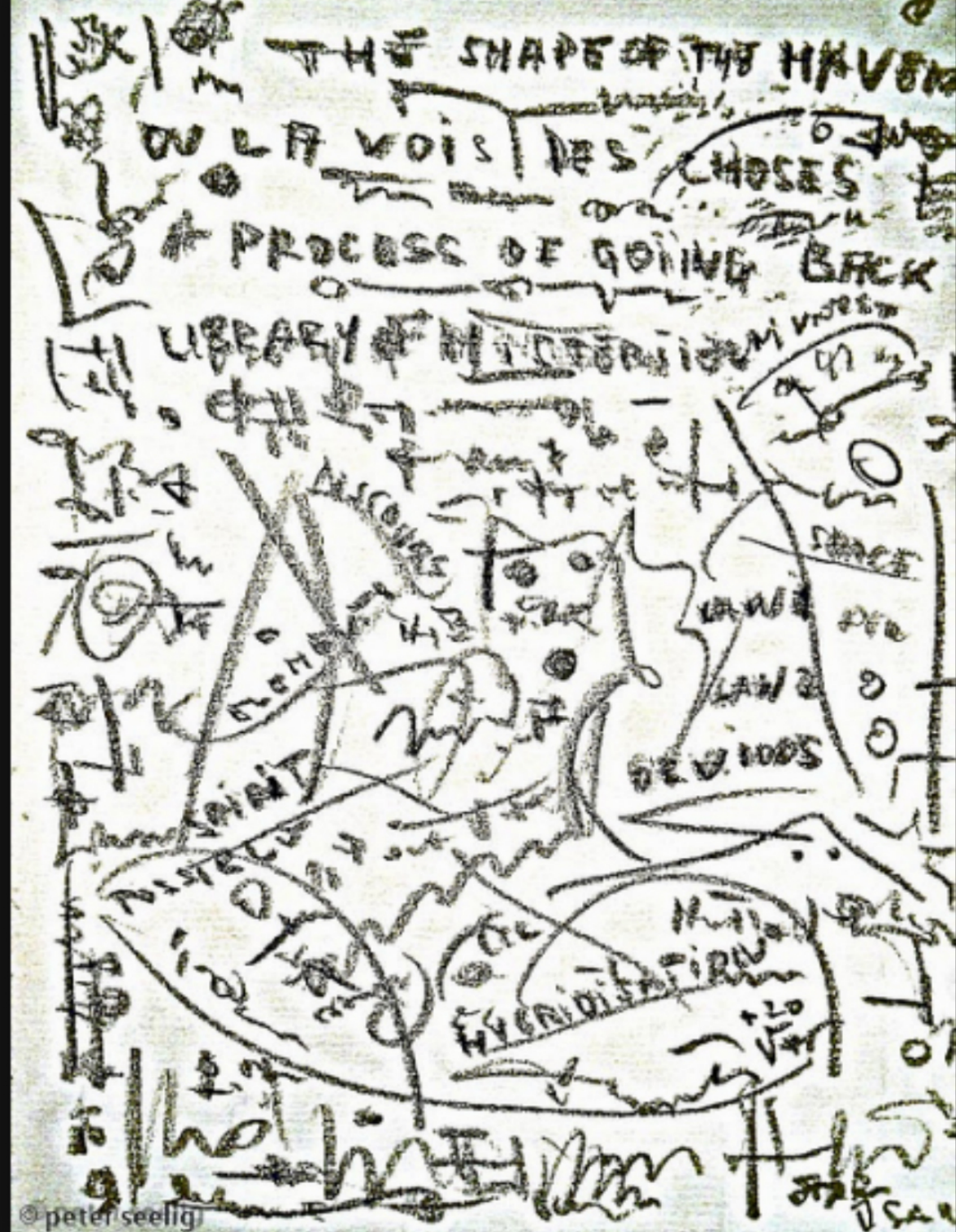
**Structure is important: 3 hour lectures, 3 hour workshops alternating fortnightly. Make available all internal content – lecture / workshop slides and video recordings for all DE students**



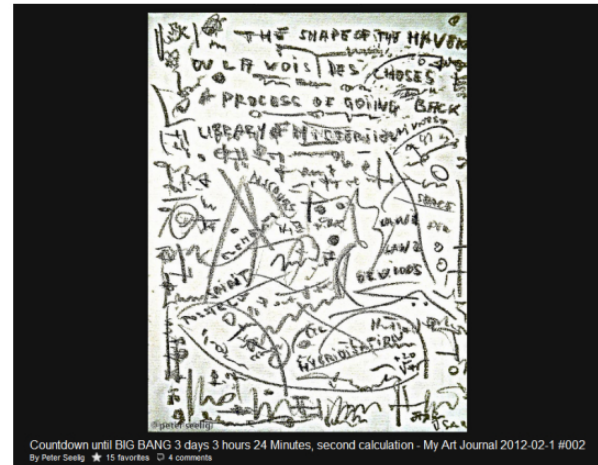


# Subject content





**Move away from Digital Media as an introduction to narrative technique. Require students to develop a more complex Digital Media Project, embrace the title / role of 'Prosumer', work for a client, use one of 3 medias; photography, video, audio. Require students to develop a Social Media Marketing solution to publish said content – and have a publication plan**



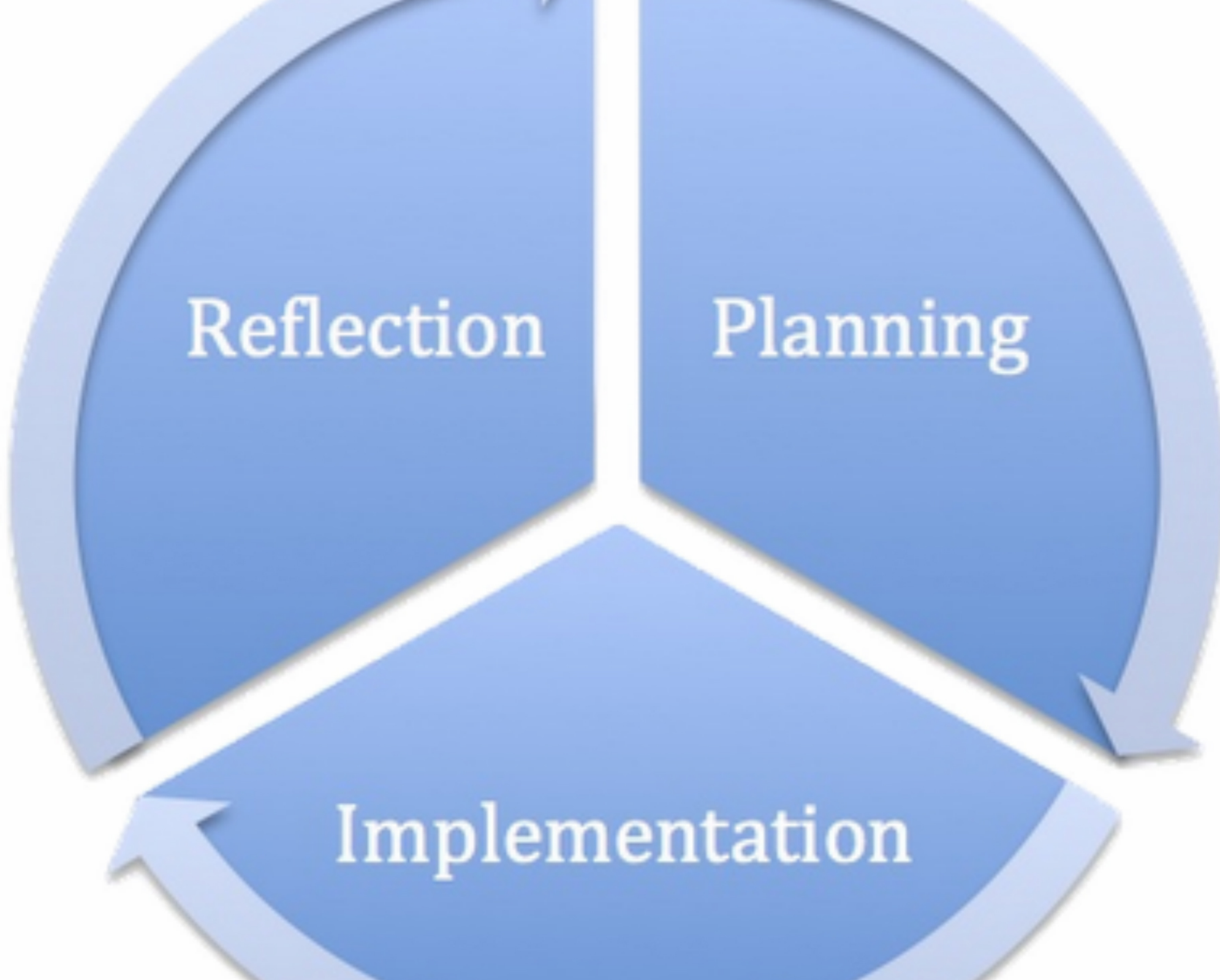
Countdown until BIG BANG 3 days 3 hours 24 Minutes, second calculation - My Art Journal 2012-02-1 #002  
By Peter Seelig ★ 15 favorites □ 4 comments



The background of the image is a vibrant green field filled with a dense, slightly blurred pattern of binary digits (0s and 1s). Overlaid on this is a large, dark green rectangular area that serves as a backdrop for the main text. On the far left edge of the image, there is a solid dark grey vertical bar.

# Assessment





The diagram consists of three blue, wedge-shaped segments arranged in a circle. Each segment contains a white text label. The segments are connected by curved arrows pointing in a clockwise direction, indicating a continuous cycle. The top-left segment is labeled 'Reflection', the top-right segment is labeled 'Planning', and the bottom segment is labeled 'Implementation'.

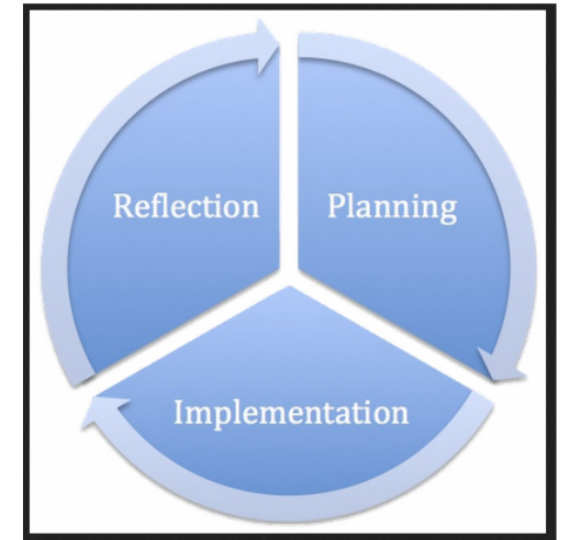
Reflection


Planning

Implementation



**This is a 1st year subject. I embraced the K.I.S.S. rule, and only 4 assignments were required. All submissions required to be digital: Proposal, Social Media Marketing Plan and Digital Media Project supported by Quizzes. Additionally sessional (external) staff with subject specific knowledge were brought in as markers.**



The background of the slide features a repeating pattern of green binary code (0s and 1s) on a black field. A large, dark green rectangle is positioned in the center, serving as a backdrop for the title text.

# Quality of submissions





**The Gradebook summary highlighted grades that were mostly average. Whilst some student work was of quality nothing was truly exceptional. Sadly 47% of students studying by DE failed – this can be partly attributed to attrition. It begs the question – was the return worth the effort?**







# Lessons learned







**Students are assessment driven – a common problem**  
**Lack of student engagement was disappointing**  
**Formative feedback is critical**  
**DE is immensely problematic**  
**Provided technology was under utilized**  
**Too much technology is problematic.**  
**BYOD was not clearly addressed**





The background of the slide features a repeating pattern of green binary code (0s and 1s) on a black field. A large, dark green rectangle is positioned in the center, serving as a backdrop for the title text.

# Student feedback





**I conducted a Subject Coordinator facilitated anonymous survey using Survey Monkey.**

**Results were in-different:**

**“more support and information to distance students”**

**“More interactive lectures. But it was really good I think.”**

**“I honestly hated the facebook page (sorry david). I just felt it was somewhat intrusive on my privacy”**





## Create Chart



How easy were the assignments in this subject?

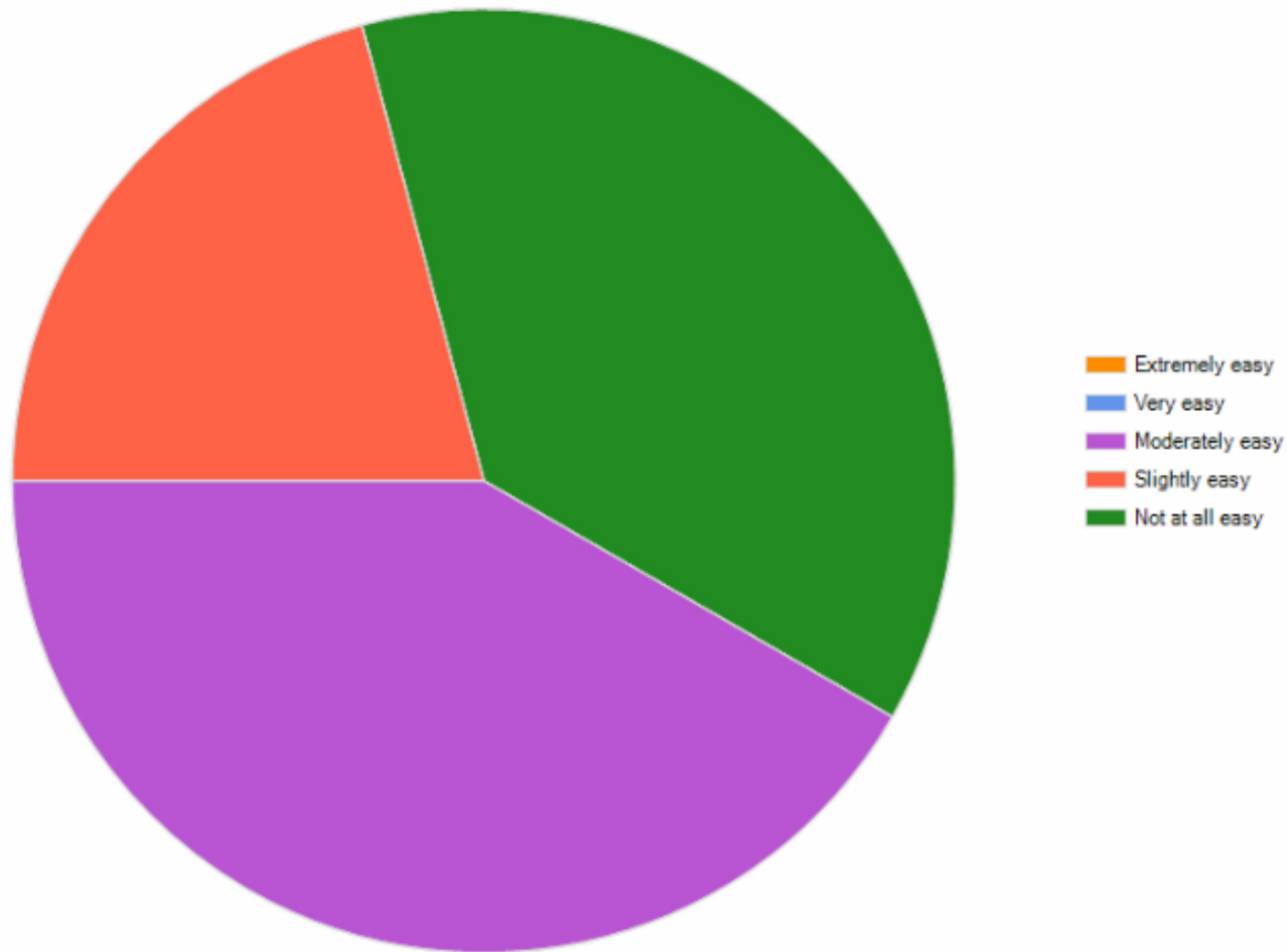


Chart Type: Pie Chart

Chart Settings

Download Chart

Slightly too many

20.8%

5

## Create Chart

Were you satisfied with the subject content, neither satisfied nor dissatisfied with it, or dissatisfied with it?



Chart Type: Pie Chart

Chart Settings

Download Chart





**The last hurrah**





Standing on the edge of forever

by Clintqb ★ 22 favorites 💬 16 comments



**2013 will see the last incarnation of this subject at Charles Sturt University.**

**As the result of a course review both Digital Media (and Social Media) are being dropped as individual subjects – such content will now to be integrated into all subjects.**

**Will all the Academics teaching our general communication subjects have the required knowledge?**





The background of the slide features a repeating pattern of binary code (0s and 1s) in a vibrant green color. A large, dark green rectangular area is positioned in the center, serving as a backdrop for the main text. On the far left, a vertical grey bar is visible. 

# Student exemplars



[Giga Rily](#) · [Sets](#)



## Opt for the Op Shop

[Thumbnails](#) | [Detail](#) | [Comments](#)

Slideshow

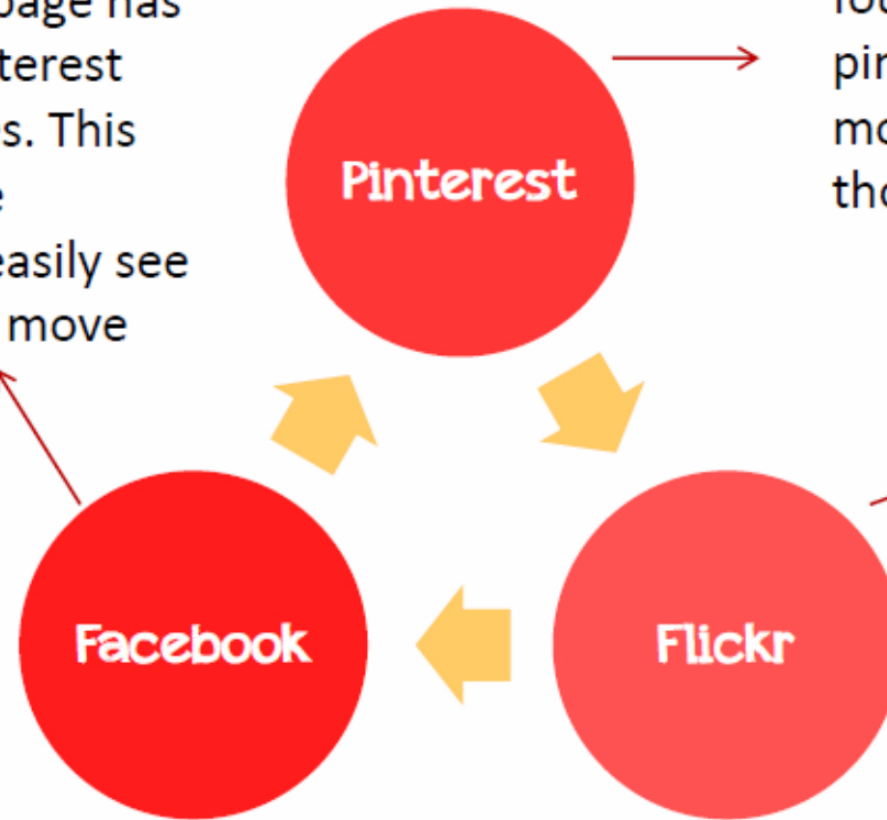


Share



In this Set are all the Products and Items that  
an Op Shop would love you to Donate

The Facebook page has links to the Pinterest and Flickr pages. This means that the Audience can easily see the others and move through them.



Once the consumer has found an image. They will pin it and maybe look for more or they may click through to the Flickr page.

Once on the Flickr page they will be able to see all the different images more clearly. You can then like the Flickr page which will pop up on Facebook

Also on the pages in information about where to find the store. What they spend there revenue on and times that the store is open.

**Op Shop**





0:00 / 1:14

⏮ 🔊 ⚙ ⌚ 📺 🖥 🗑

The Mezzanine Style Facebook page, @Mezzanines Twitter account and homepage mezzaninestyle.com play the major roles as marketing platforms to gain community interaction through advertising. Mezzanine also occasionally advertises offline in the local paper and writes messages on it's large windows. Mezzanine's existing online platforms will be utilised for distribution of video content.

The consumer journey will begin with established connections on the Facebook and Twitter accounts of Mezzanine Style where the video will be shared. The Mezzanine Style homepage will also provide direct embedding of the films. Mezzanine currently does not have it's own YouTube account.



# ONLINE PRESENCE OVERVIEW



**Contact:**

**Happy to connect via LinkedIn**

**dareid@csu.edu.au**

**Twitter @northeastkiwi**

**Skype: northeastkiwi**