

Designing and Producing Media for Education**Enrollment: 19****Responses: 18****STUDENT LEARNING****1. What are the most valuable things you have gained from this course?**

(Possibilities may range from acquisition of very concrete skills or knowledge to changes in perspective or ways of thinking.)

As an APSP student with no production experience, I learned so much in this course. Of most value to me was the process of designing and producing quality media as well as the exposure to the various media projects of other students in the course. I can take these skills and this exposure with me to any future job as they will allow me to be an active participant in conversations or projects that are used to meet other goals of the agency, etc.

Production/development of educational media experience. The process of formative evaluation. The ways to make my product closer/fitter to my audience. How to get valuable feedback.

Development of production skills; learning resources in the Boston/Cambridge community; better understanding of standard production processes (pitch, development, evaluation, etc.).

Guidelines for educational media; video, iMovie, project management; how to look at educational media in process or complete.

Learning from Joe! He's brilliant. Learning from other experts and peers!

Web design skills, my first formative evaluation experience and a better understanding of the work and thought that goes into quality design and production.

Video production skills; how to critically evaluate educational media of all sorts.

I have learned skills in this course that I can really use in the outside world. It is so nice to have an actually tangible product and skill – rather than just an essay that I may never read again. Every class started with me feeling like it would be a LONG three hours – but every class flew by. This was my favorite course at HGSE.

I don't know where to begin! I've learned more about educational media this semester than I ever thought possible! I've learned how to use iMovie, how to use a minidv camcorder and all the gadgets, how to use video to get a clear message through, and, well...I could go on forever.

I have learned so much about the minute details that go into production. Going through the process of my own project and getting feedback from others, as well as seeing classmates go through the process have provided the best hands-on learning experience.

This course is a reason to come to Harvard. Joe is amazing in his breadth and depth of knowledge, organization, and flow. The course covers practical skills necessary for media production as well as theoretical foundations needed for designing and producing educational media. The course is complete in that it covers concept, production, formative evaluation and post production.

I've learned so much in this course it's hard to list them all! Technology skills in creating media projects, and all the minute details that go into a single project. I will no longer take these small details for granted.

Increased knowledge about the educational media production process and a greater appreciation for all of the work and behind-the-scenes effort involved in web design and film projects! In-depth knowledge of Dreamweaver software.

1. Exposure to many different and dynamic media resources that were brought to my attention by Joe and my classmates. 2. A collegial style of critique that improved my product and focused my educational goals. 3. Guest speakers who brought professional insights and connections.

The primary insight was gained via readings and guest speakers which modeled not only how to capture the particular vision for your project but to move forward with implementation that was open-ended yet focused.

How to put theory into practice; how to think and follow through on my educational goals.

I learned very concrete skills of shooting film and editing it in iMovie. I've wanted to learn about this for a long time and I was very happy this course provided me with the opportunity to experiment in a very supportive environment. I also learned a great deal about informational design (Tufte) as well as educational media.

Excellent introduction to media design. I now feel relatively well-oriented in a field that was new to me at the beginning of the semester.

This course taught me technology skills and was an opportunity to engage in a process that was extremely educational. This course taught me that technology really does have the potential to allow people to communicate ideas, and particularly large quantities of information in ways that can be more understandable for viewers.

COURSE ACTIVITIES**2. What specific course activities and materials did you find most valuable?**

(Consider lectures, section discussions, case studies, guest speakers, readings, field activities, written assignments, feedback from the instructor(s), etc.)

How did these activities or materials help you to learn?

I loved the guest speakers – they brought so much additional learning and opportunities to integrate our individual processes with the media. I especially liked learning about the educational websites that each student presented.

Getting feedback and giving suggestions. Readings were very good, not too long but very valuable content. Guest speakers were also great!

Peer evaluations – different set of eyes/ears to help develop production. Guest speakers – reality is the best teaching tool. Production – not in class, but a case of practice makes (near) perfect.

Guest speakers very valuable! Hampe and Siegel were good choices for the readings. Loved doing the project! Peer-to-peer feedback helped me with my project. It also helped me learn how to evaluate others' projects and give constructive suggestions.

Project extremely valuable and very useful for future careers.

The formative evaluation an expert review brought new insights to my work. The guest speakers were the first industry professionals I have engaged with in a small group setting.

Feedback from the instructor and classmates were particularly valuable.

The media training – evaluations from other students – getting different perspective, this was very helpful.

Class and instructor feedback, organized class time, and most importantly, the time we got to spend in the media center with classmates working on our projects. We only did it once, but it was an extremely useful class! The guest speakers were also great.

The guest lectures, the readings, Joe's expert advice, and the group discussions about projects were all invaluable sources of information as we went through the production process.

We had many great guest speakers, class discussions are always lively and informed. The readings can be voluminous, but are always relevant, and always useful and on topic, feedback from the class, instructor and TF help students revise their projects.

Individual media presentations – I learned so much about different projects, organizations, topics, and design issues. Guest speakers were also very interesting and provided great perspectives.

I really enjoyed the guest speakers, class discussions, and especially the opportunities for peer review throughout the course.

Collective critiques at mid-semester and student presentations of educational products and resources. It was helpful to have a variety of products presented by my classmates. Joe did a terrific job moderating conversations and encouraging a variety of perspectives. The guest lecturers were all so different and I found value in studying their products.

Biggest value: course readings and especially guest lectures from pros in the field.

Well organized; PowerPoint presentations; course website; speakers were all interesting.

I liked the Tufte book a lot, I liked the guest speakers, especially Lisa Hanamaka from Tom Snyder productions, the women who showed us part of “Eye on the Prize” and the woman from the arts show on WGBH. These viewpoints helped broaden my perspective about the role and production of media.

All of the avenues for feedback from classmates. Guest speakers gave me a good idea of what to expect from a career in the field.

I really got the most out of the “online” course session. It was extremely valuable to get people’s comments on my design down in written format. I felt people in the class put the most thought into this session/experience.

2b. In what ways does this course introduce and encourage consideration of diversity and/or diverse perspectives? (Consider content and process.)

This course considers diversity in several ways. There is diversity of media used (websites, photographs, video, etc.) and there was diversity in styles, concepts and presentation. The class was very diverse with students from various programs who had various interests. Additionally, we discussed diverse issues of sexuality, race and income as we attempted to design and produce media sensitive to various groups.

To improve my project, I had to get voices from diverse peoples. There were also a set of readings about how to design media for diverse learners.

Peer evals and discussions brought in most varied viewpoints.

The class members were diverse, as were the projects.

Lots of readings on diversity and a speaker.

I enjoyed the week on diversity and felt the course integrated this work well.

The projects that people undertook had a very wide range of diversity.

It was an integral part of the class – creating “multiple culture” media.

Since it was limited enrollment, I think Joe was careful to pick projects that would reflect a range of media and backgrounds.

We spent significant amount of time discussing issues of diversity and how we could incorporate diverse perspectives into our projects.

We spent an entire lecture/class focused on diversity. The material from that day was incorporated into every class after.

We explicitly consider the role of diversity in the design development and production process.

Very pro-diversity – modeled in suggestions not only by professor but also from the students.

We had a class on diversity and were encouraged to include different perspectives in our work.

Andrea Taylor from EDC offered interesting insights on representing minorities in the media. The varied media projects we all produced for the class also encouraged diverse thinking and opinions.

The diversity of student projects was great. As well, feedback from classmates – coming from different backgrounds – was an important part of the course.

I think the class in itself was diverse, and the final projects resemble an array of interests, perspectives, and talents. I’m proud to be part of this group!

INSTRUCTOR(S)

3a. In what ways was the instructor most effective and why?

Joe is phenomenal! He’s patient and energetic. He takes time with students to discuss projects and anything else we like (i.e. future career interests). He’s very knowledgeable about this field and is a wealth of information.

Joe is very organized, well planned, but not overwhelming, making the atmosphere very exciting, funny, engaging, childlike...very clear direction on assignments. PowerPoint presentation was very concise and helpful. Very approachable; office hours were very helpful. I was really impressed by the fact that he offered office hours from his side first.

Access to professionals and experience in the field; enthusiasm for topic.

The class did not drag, that's for sure! Joe kept us moving, but as a result we covered a lot of material. He had great contacts that he managed to convince to give up hours of their time to come talk to us. He offered encouragement and constructive criticism. He was fun! And so was the class.

GREAT. He's a fabulously engaging instructor – very funny, extremely helpful and motivating! Way to go!!

Joe is so engaging and enthusiastic. Learning new, technical skills can be frustrating, but he made me feel like I could do anything.

SO enthusiastic and supportive...

Joe is incredibly efficient and an excellent teacher. He is organized in everything he does. He gets everyone in the class involved and makes you feel very welcome. His criticism of your work is very constructive and helpful. He shows an enormous amount of interest and courtesy for the hard work we do in this course.

Enthusiastic, interesting, knowledgeable, personable, etc. Joe makes an obvious effort to get to know each student individually and is always available to meet, even on his busiest days.

Joe is great at giving supportive constructive criticism. He really makes learning fun, and he is always so prepared for class. It's clear he really takes time to plan effective class sessions. Somehow, he made 3 hours of class seem short.

Joe is amazing. His comments are always informative, concise and dead on. His presentation is always smooth and polished. He is the master of making the most out of a class session.

Joe is great! He is energetic, passionate and genuinely interested in each project and our ideas. He also has great experience in the field which is a tremendous asset. There was also a lot of information to cover in a short amount of time – Joe did a great job at keeping discussions and lectures on track and on time.

Joe is extremely friendly, knowledgeable, approachable, and enthusiastic. He is always positive but also gives excellent constructive criticism. He goes out of his way to greet each student at every class and is accessible out of class as well.

Joe has a knack for timing. This 3-hour weekly section went by much faster than many of my 1-hour sections. The material was carefully selected and presented leaving time for ample discussion. Joe directed conversations without dominating them.

Joe was extremely positive and upbeat helping people move from idea/concept to implementation.

Very encouraging and motivating; highly organized and used time well. Encouraged us to get a lot out of each other's experiences. Created a good environment in the classroom.

Joe is an excellent professor! I really appreciated how organized the course was. It was laid out with a very clear progression and trajectory that helped us design, evaluate, and revise our projects while broadening our thinking about many other types of educational media along the way. Joe was very helpful in brainstorming about the structure of my video project with me during his office hours.

Joe was great in making valuable resources available to us (e.g. guest speakers, web links, feedback from himself and classmates). We did a lot of theory but he always kept us oriented towards the practical side of it all.

Joe is extremely personable and a dedicated teacher! I found him to be reliable and consistent as an educator. I really appreciated how he was thoughtful of using our time wisely. He is also a great listener and asks good questions.

INSTRUCTOR(S) continued

3b. What recommendations would you make to the instructor to strengthen his or her teaching and/or make the course more valuable? (Consider content, materials, activities, assignments that should be dropped or added, grading procedures, amount and kind of feedback, utilization of TFs, as well as changes in instructor behavior.)

The course could be more valuable if there was more class time spent in the lab.

I wish I could have had a chance to do some research on the contents of my project and on the existing products in the market.

Break down the reading – some of it was interesting but not relevant to our projects. Perhaps allow for student additions to the syllabus.

Maybe one class (or part of one class) where we could share struggles, challenges, successes with our projects? Not necessarily even taking time to show them, but just to talk. Even half an hour would be good...

N/A. Well actually, would be interested to learn more about his prior and current work!

Feedback was excellent. The readings could have been optional for individual media – someone designing for the web had little use for the video book.

I would have liked to have time to consult with all the other people who were working with the same medium as I was (video).

Maybe try not to pack so many things into each class session. There was always not enough time – but it wasn't really a big deal if we didn't get to everything. Class needs to actually have a lab time. If we could all work on our projects for an hour each week with Joe and Jessica reaming and helping this really would have been an excellent addition.

More in-class lab time would be very useful, and maybe a little more flex in the schedule. Sometimes I felt the structure held back some good discussions

It was great – can't really think of anything...

The only thing that could be better would be to make the course a two semester sequence with a focus on design first and a semester for production.

Nothing – I just wish we had more time!

I would love to have had even more opportunities for peer feedback over the duration of the course. This could be done online, during class, or in small “focus groups” during section. I enjoyed everyone's educational media demonstration but I think that time might be better used for small group discussions and/or technical work sessions.

Either to assign fewer readings and discuss them more deeply/frequently or to recognize the readings as something supplemental to be discussed on icommons.

I'd strongly suggest you limit the use of student media presentations. While this was a nice side to the class I felt it was incredibly time-intensive and I would've preferred using that time to really discuss the readings in a group format. Use the online board for people to post links to personal resources. Then, based on individual interests, students can dig through those resources on their time.

I really thought he did an excellent job overall.

I had the impression from the syllabus that the 6-7 pm hour would be used as group or lab time – specific time set aside each week to work on our projects. I would have preferred this and much more scaffolding and support for using all of the filming and editing equipment. I spent many frustrating hours trying to figure things out on my own with the assistance of the guys in the media lab. I would

have gotten more out of the course if I could have had more interaction with classmates in the production process during classtime.

Maybe streamline the readings – so those of us going into one area of design don't have to spend so much time reading about other areas. Perhaps assign different readings to students using different media.

I think the collaborative/peer feedback is great. Perhaps next year if people need to miss class to do international travel for their project, for example, it might not make sense to have them come back to present their work-in-progress. Especially for websites, it may make sense to have the class view these from home etc initially and follow up later face-to-face with the feedback.

ADVICE TO STUDENTS

4. To help prospective students choose wisely, what advice would you give to students who are thinking of taking this course (about its level, the amount of work required, any prior training needed, ways to get the most out of the course, etc.)?

The readings and assignments are very reasonable. I would, however, recommend that you make sure your schedule allows ample time outside of class to work on your projects because they will take a lot of work. This is especially true if your project involves other people/subjects that you must meet with during specific times. Sometimes, logistics and travel can be the biggest nightmare.

Very good learning experience, especially about video type media. Videotyping, editing, using effects, making your opinion sound/look more powerful, which you'll definitely need later.

Have a basic understanding of the medium you wish to work with or be prepared to train yourself on machines/software. PLAN AHEAD – budget time and start early.

Take it! Come in with a project idea, but don't be afraid of joining another project or changing your own. Doing the projects took a lot of work, but they were so fun I didn't mind. (In fact, I procrastinated on work for other classes...)

Take this course if you want a rewarding technology course where you are able to create a product. Start early and work HARD.

Some understanding of basic techniques would be helpful, but is not necessary. This is a lot of work, but a good break from massive amounts of reading and papers.

You get out what you put in...it's a great course if you have a project that you are really into.

Do a project that you are very interested in. This class is a huge time suck – but you don't mind it if you love what you are doing.

Make sure you have enough time to devote to it, and then plan on learning a lot! Also, make sure you back up all of your data – if you don't know how to do this, ask someone for help! Learn from my mistake!

What you put into this course is what you will get out of it. If you have a project you are passionate about producing, this course provides a very supportive environment to help your vision become a reality. I highly recommend it.

Be prepared! Have an idea before even shopping the class and be ready to start work right away and work till the end.

You get out what you put in. If you have a passion for a particular subject and you're able to work independently throughout the semester then definitely take this course.

No prior knowledge is necessary for this course. You will get out of it whatever you put into it and it's best to put a LOT into it. Take this course if you have a desire to produce a specific type of educational media and/or to learn production skills. It is a lot of fun! Use peers, Joe, and the TF for support throughout the process.

If you are very directed, have production experience and know exactly what you want to produce then consider an independent study course. If you are open to feedback and need technical and content development support then this class will help you immensely.

If you are interested in actually creating a project as opposed to a paper, then this is the class for you.

The one thing is that there is little in-class support for learning technical skills. If you haven't used video before, for example, you will need to look for resources outside the class to help you get started. It's good, though, if you want to focus more on the creation of media for education, rather than just the creation of media, to have technical training prior to the class.

This is an excellent course for students wanting to try their hand at producing media for education. Realistically, I'd recommend coming in with some experience with using a video camera, using a film editing program, or producing web sites.

A lot of freedom to take the course in directions that interest you. A good opportunity to pick up some tech skills. Most of all, great prep for people going into media design.

In all honesty, T-530 was the class at HGSE that I gained the most from during my time here. If you want to leave HGSE with some solid technology skills and also a pedagogical framework to go along with the skills – T-530 is a great choice. My technology skills are still relatively low, but at least now I can build a basic website and feel as though I have a base from which to continue improving.