

Digital
Champions.

TOOLKIT

STUDENT-FACULTY-STAFF PARTNERSHIPS IN LEARNING



Open
FOR
CREATIVITY

Organise & Launch

YOUR OWN
DIGITAL
CHAMPIONS/
AMBASSADORS
SCHEME

ENGAGEMENT TOOLKIT

7 FULL
WORKSHOP
SESSION
PLANS

BE CONFIDENT, BE CREATIVE

For each of us to flourish in this increasingly digital world, it is crucial that we have the skills and confidence to use technologies appropriately, understand their limitations as well as their strengths, and to feel in control, rather than letting the robots march over us!

DigiChamps is one way in which you and your peers, friends, and colleagues can develop such confidence, by getting actively involved in shaping your own learning, and having some fun and a sense of achievement in the process.

DigiChamps offers scope for students and staff in educational institutions to work together in a partnership project around building knowledge and skills, becoming confident and creative. Of course, it is also possible that groups of students (or local students' unions) can develop a scheme on their own, but we suggest that it's definitely worth thinking about the benefits of learning together in mixed groups open to staff and students, recognising that we're all learners when it comes to technology.

DigiChamps aims to be a remedy to more formal, structured training courses and qualifications – injecting a bit more life into things, giving learners control over what to focus on, and demystifying all that geeky jargon. It can be run alongside a formal course, as a complement, or completely as a standalone activity – it's completely up to you.

**"We're all
capable of
learning
anything
we put our
minds to."**

WHO WE ARE AND WHAT WE WANT TO SHARE

Digital Champions (DigiChamps) and its sister project, *Digital Ambassadors*, spun out of the national 'All Aboard!' project to support digital skills in higher education across Ireland. Pilot activities took place in NUI Galway, UCD, UL, and MIC – each with their own distinctive local flavour. The 'Champs' model focused on being student-led and run in a 'campaign-style'. The 'Ambassadors' model also added in aspects of placements and internships in a range of university services. Both were popular with students (and those with whom they worked) and we'd love to see the ideas spread.

So, we're going to share with you what we've learned about what works well, ideas for specific activities, and a list of resources and materials that you can use to get your own local scheme up and running.

WHY WOULD YOU WANT TO GET INVOLVED?

Well, it's great fun! And to be fair, that's a big factor in all of this for us. When else do we get the chance to plan out our own learning in this way – organising events, bringing in fascinating speakers, running 'hands-on' workshops, and eating pizza!?

Apart from that, the whole purpose is for us all to learn more about technology and what we can do with it. It's about making sense of the digital world we're immersed in, and recognising and dealing with issues around privacy, safety and well-being. It's about feeling less anxious about 'crashing the computer', realising that making mistakes is part of learning, and that learning often works best when we do it together with friends and colleagues, each helping one another – oh, and with no marks or exams!!!!!!

Those who have participated in the past also are enthusiastic and wish that there were more schemes like this. Take it from them – it's definitely worthwhile..

WHAT'S IT BASED ON?

Trying to make sense of all the technologies that surround us, and that are reaching deeper into every aspect of our lives, is a challenge. But technology is invented by people. Inventors and developers often learn for themselves about what works and what doesn't. We're all capable of learning anything that we put our mind to. Just because we can't see how something works when it's new to us, shouldn't mean that we can't figure it out. Most of those people working in software development today weren't born with innate coding skills – they learned it, and some didn't learn it till well after they left formal education. It sometimes suits technology companies to think of us as consumers, content to just use whatever is fed to us (as long as we pay for it of course!), and not to worry too much about what's actually going on. But, actually, if we're prepared to try new things, prepared to ask questions, and not let ourselves get dazzled by techno-jargon, then we will feel much more empowered. That's important because it means we can make choices for ourselves. It means we can use technologies to suit our own purposes and goals. It means we've also got more chance of being creative, imaginative, and insightful about 'the digital'.

That's been the philosophy that underpins 'All Aboard!' and in that project we tried to make sense of the world of technology by thinking about learning being like a journey. We came up with our 'Metro Map' way of thinking about digital skills. It has stations, lines, connections, all corresponding to different topics and ideas and all that can be mixed together by anyone with a travelcard and time to explore! You can stick to one line at a time if you want – but who explores any city like that? We've got lots of different suggested routes to help people get started, and if you pop into a station you'll find lots of resources including short interactive online lessons, links to videos and websites, downloadable materials, and relevant news articles. Oh, and if you think you've learned the basics – you can test yourself to earn a digital badge!

In the Digital Champions scheme at NUI Galway, we decided from the outset to create a positive and fun environment that welcomed anyone in the institution to participate. We took advantage of a scheme which the university has had in place for a number of years now which encourages students and staff (lecturers, administrators, technicians, anyone) to come up with joint, innovative proposals - the *Explore* programme. Explore provided some small-scale funding, but more importantly encouraged collaboration and provided training and support to organisers. If your institution doesn't have a similar scheme, don't worry! There's still a lot you can do and we'd definitely emphasise the value of developing a partnership model.



PARTNERS

STUDENTS' UNION

The Students' Union is an excellent partner for such initiatives and has considerable organisational and promotional experience that really helped get Digital Champions off the ground, including having venues which we could use to host some of our initial events. Because our ethos is one of empowerment and it's about building skills and confidence, then the SU were very supportive. Their expertise in leading campaigns was also great to learn from.

LIBRARY

Most HE institution libraries play an important role in digital literacies, and many offer their own courses and training events. Their staff have knowledge, skills, and experience that is really useful and Digital Champions was able to make use of some library colleagues as facilitators and trainers for our events. Our library also has a 'Maker Space' which itself featured as one of our events, giving people the chance to try out 3D printers, microprocessor kits, and much more.

TEACHING & LEARNING CENTRE

All Aboard, of course, originated as a collaboration between a number of Teaching Centres (and a Library!), but this type of work is different to that which such centres normally engage in, since often they are focused on staff development and training, or on formal programme design. However, Digital Champions provides an opportunity to not only work with students and non-academic staff, it also was a great chance to try something very different to a seminar or training programme - to be part of a campaign, with posters, social media presence, and a campus-wide buzz! Teaching Centres also are often where Learning Technologists are based - key experts that have a lot of useful skills to share.

MARKETING & COMMUNICATIONS OFFICE

Marketing and communications offices these days have a big focus on social media and digital marketing, whether it be for courses, events, or other news about the institution. In Digital Champions, we had great involvement from the University's communications team and many of the DigiChamps themselves went on to work with them, helping to manage social media profiles, etc.

CONFERENCE OFFICE

Similarly, with multiple conferences and major events taking place across campus, skilled DigiChamps were also employed to provide the social media side of major conferences, running the Twitter hashtag, taking photos, providing running commentaries on keynote presentations, etc. All great ways for students to demonstrate the skills that they picked up and to get experience working to a high professional standard.

"It gives an opportunity for students and staff to share knowledge and learn more about their skills together."

AMBASSADORS

The Digital Ambassadors model is slightly different in that, once trained up, the students were allocated to various, services, units, or departments on an internship type basis. This is worth considering, to see what scope there might be in your institution.

ORGANISE!

PLANNING

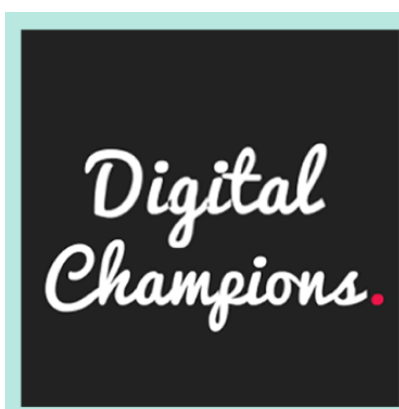
Some say that the art of good planning, is to make it look like everything is well-organised - even if it isn't!! For us, that's too risky! Organise and plan as much as is possible. It's important to do a good job at this side of things since you will be using people's time and energies, so they'll want to know that you've taken things seriously and planned out how things are going to work. Have a programme of events scheduled across the Semester - not too many, but not too few, and be in a position to have confirmed the facilitators and any speakers before you advertise the programme. A proper scheduled series of events allows people to start signing up right away.



CAMPAIGN/RECRUITMENT

It's crucial to get as many participants signed up as possible. That requires a lot of preparatory work but also active promotion and recruitment, taking advantage of any ongoing events such as 'Societies Day' or Volunteering Fairs. Those events also lend an energy and excitement. We used SU newsletters, eye-catching posters and lots of social media tools to generate a buzz and to set the tone.

Quick surveys asking folk about their interests, about skills they'd like to develop, and about the technologies they have access to can also be really useful.



STYLE

Getting an appropriate graphic design/style can be really powerful at getting your message across and setting just the right tone for the people you want to attract. As professional looking a design as possible is what you should aim for. The Digital Champions logo, for example, is simple and readily used across print and social media.

EVENTS

Using a tool such as eventbrite.ie for participants to register gives it a sense of an event as well as providing really useful contact information and the details needed to issue digital badges. Using the 'check-in' feature was important to complete this process so that follow-up communications could be properly targeted.

For each of our scheduled events, we followed the same general pattern/structure so that it was clear what to expect. The organisers would give a brief introduction to the session and whoever the facilitators/speakers were and clarify the aims and approach.



Because the most convenient time-slot for people to attend sessions was generally lunchtime, we made sure that we provided plenty of food, whether that be sandwiches or, more popularly, pizza! Learning can be hungry work!



Try to arrange the furniture in little clusters ('cafe-style') so that people sit in groups and get a chance to chat to each other whilst working through the session. It's great to make sure the tables are mixed with staff and students and not just groups of friends

WORKSHOPS

PLANNING

The workshop sessions are at the core of DigiChamps. It's ideal to hold them in the same venue, in the same time-slot, and get the schedule out early so everyone can mark their diaries! Lunchtime has served us well – especially in terms of the lure of free food. Typically our sessions are scheduled for 2 hours in length, but we recognise that some participants might only be able to be present for an hour and are happy for people to come and go.

One of the things that keeps our workshops fresh is the use of external speakers. With some research, it's possible to find experts to come in and bring their enthusiasm with them! Also, it helps to make things seem less like a traditional course. On a bustling campus, you're bound to find a few willing such facilitators/speakers! You might also source some external speakers that will require a fee, but it can be worth the investment to find passionate experts that will motivate and inspire all involved.

The goal of these workshops is to build digital confidence in a setting that is playful and collaborative, and the incentive isn't just pizza! Attendees do receive *digital badges*. We also encourage our DigiChamps to pursue their own activities. After all, our goal is to spark creativity and pique interest! We've offered additional 'bonus badges' for those who have developed and strengthened their skills and experience. Many DigiChamps have gone on to manage and develop social media for events or groups, or to have produced videos, or learning materials. We encourage participants to build up a portfolio of examples of their work which can be useful in securing internships or employment.

Some of the participants end up contributing to the evolution of the DigiChamps scheme, by developing new materials, managing the website, blogging about events, and encouraging others to join in.

PRESENTERS/FACILITATORS

Choosing presenters for your workshops can depend on many considerations, from availability to budget constraints. As we've said, there may be plenty of local people willing to share their expertise, or you may want to invite someone in from outside the institution who might have particular expertise or work in an appropriate organisation or company.

Given that the ethos of DigiChamps is about passion, enthusiasm, and confidence building, then try to make sure that those you engage as presenters, speakers, or facilitators both understand this and can enthuse and engage the participants. Do a bit of research to make sure before you make any final agreement. The best presenters will have a wealth of knowledge, but also be engaging, playful, and passionate.

If you are seeking external presenters where costs might be involved, you might wish to partner with another group on campus to fund the visit. When you're planning your events, have your budget in mind. You might be able to afford your 'big' event if you are savvy in planning other sessions.

The workshops should have a lasting impact on your DigiChamps. They might ignite an interest in further learning, help participants connect with like-minded others, or spark a new hobby.

"Authenticity is an important theme that should be prevalent throughout. The regular coordinators and the guest presenters should be passionate and engaged."



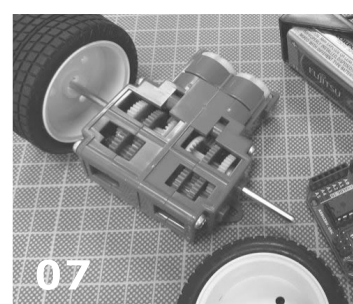
sessions

speakers/ topics

01 Apps & Tools
to Enhance
& Manage College
Life



02 Running an Online
Campaign



03 An Introduction to
Design



04 Visitors & Residents

05 Social Media & Digital
Identity



06 Digital Video

07 Emerging Tech &
MakerSpaces



ideas

Some example presenters and session themes that proved popular in the NUI Galway DigiChamps programme.

These may give you some ideas of the kinds of speakers you might invite to your DigiChamps sessions.

Workshop Plans

SOME EXAMPLE TOPICS/THEMES

In the next several pages, we'll provide you with some examples of topics/themes that we have found work really well for workshop sessions. All of them have run multiple times and all have generated a great buzz and lots of creativity.

At the end of the toolkit, we've also bundled together lists of resources and links that might be useful for each topic.

Don't forget also to have a look at the various 'stations' on the All Aboard website for online lessons, additional links, and news! <http://www.allaboardhe.ie/>



SOCIAL MEDIA & YOUR DIGITAL IDENTITY

How much are you aware of what others can learn about you from your online presence or activities? How do you use social media and what kind of image do you reveal on each? Do you know about the various security settings? How can we make online media more 'pro-social' and less 'anti-social'?



1

ARE YOU A VISITOR OR A RESIDENT?

We all use online tools and services differently, depending on our intent. For some, we engage actively and openly, registering our account and leaving a visible trace. For others, we flit through, or use for a single purpose without staying.

In this part of the workshop/session we'll use David White and colleagues' idea of 'Visitors & Residents' to explore our online habits and presence. By sharing and discussing with others, we'll learn a lot more about attitudes, concerns, and indeed techniques we have for engaging with online services.

2

GOOGLE YOURSELF!

Have you recently tried to find out just how much information is out there about you? Or how your identity might be mixed with others of a similar name? How can we be led astray by simplistic searches about people, organisations, and events?

3

SAFETY & SECURITY

Sadly, some people use online and social media for bullying, harassment, or other illegal activities - sometimes with tragic consequences. We'll have a look at some of the best ways of protecting your safety and digital wellbeing and how you can help protect others.

We'll also go over the various security settings that you should know about on different media as well as how to protect yourself against cybercrime.

4

WHAT'S IN IT FOR THEM?

It's worth spending a little time finding out what the business model is for the various sites and tools that we use, particularly those which are 'free'. By understanding the nature of the contract we accept when we engage with these sites, we will learn the importance of protecting our personal information and of making a conscious choice about just how much we are prepared to use social media tools.

Activities

For workshop sessions on these topics, we suggest you include:

V&R Mapping - plenty of paper and coloured markers! Use the free toolkit on this topic to see exactly what it entails. It gets a lot of lively discussion going.

Think, pair, share - or not just a pair, but a small group clustered around a table.

Google yourself - or, if you are brave and it's a totally non-threatening, supportive group, perhaps let others google you and see what they find!

Online Audit - get participants to check security and privacy settings for online profiles.



Related Badges
- for follow up or pre-workshop

PODCASTS - THE POWER OF THE SPOKEN WORD

We often underestimate the impact of the spoken word. Interviews, conversations, and carefully crafted documentaries, are just some of the formats popular in the educational application of digital audio. Podcasts are effectively, on-demand radio shows and we can learn much about what makes a compelling and effective programme from our experience of radio.



1

FINDING & SUBSCRIBING

Although iTunes was the source of most early podcasts, there are now several sources, and tools which can be used to search for, and subscribe to podcasts. Most national radio stations also provide podcast versions of many of their programmes, particularly documentaries.

Podcasts are typically released as episodes and you can download one at a time, or subscribe using a tool which will download every new episode as it is published.

It's fascinating to look at the various providers and search for topics of interest.

2

PLANNING A PROGRAMME

A successful podcast episode or series, requires a bit of forethought and planning. You need to think about who your audience is, perhaps also the context in which they might be listening (eg whilst commuting to work or study), and what tone and style to use. Think about formats such as interviews, short news items, or single themes, and of course structure, overall length and frequency of publication.

3

TECHNOLOGY

One of the attractive aspects of podcasting is that you no longer need expensive, state-of-the-art equipment to produce your own show. Much of the necessary software is available freely, or at low cost. Of course, you do need to pay attention to the quality of the recording and it is worth ensuring that you at least have a good quality microphone or audio recorder.

4

EDITING & PUBLISHING

Learning how to edit sound files can be a lot of fun, but also it's important to know what finishing touches can lead to a programme sounding really professional - and what errors to avoid. You also need to give serious consideration to copyright issues, particularly if you are intending on including music. Finally, no-one is going to listen if you haven't published and so selecting an appropriate hosting option is important.

Activities

For workshop sessions on these topics, we suggest you include:

Collating - search, download, and subscribe to podcasts on a number of different platforms.

Play with the technology - learn how to connect and set up microphones, apps, or other software. Experimenting with different settings, trying to be creative, is a great way to build confidence.

Record & Edit - make a podcast, including editing different components together. This is a great exercise to do in pairs or small groups, supporting each other's learning.



Badges:

Take the online lesson pre-workshop and earn the second badge by completing the workshop.

LIGHTS, CAMERA, ACTION - DIGITAL VIDEO

Digital video is ubiquitous in our lives. We shoot and consume video for so many reasons – documenting a moment, entertainment, or for learning something new. Videos help to build rapport and convey contrasting messages where audio or static content cannot. It's now easier than ever to become video creators, but for good quality materials, we should take time and care, and learn some of the pitfalls too!



1

EQUIPMENT

Whether we're going to be filming on a high-end digital video camera or just using our smartphone, it's important for us to feel comfortable with all the various options and settings that we have available - and to know when to use and when not to use some of these 'features'.

One really important aspect, that new film-makers often forget, is the quality of the sound. Often, the inbuilt microphone on your phone or camcorder really isn't good enough to capture a strong, clear audio signal. Having an external microphone, or even recording sound separately can make a huge difference to the final quality

2

PLANNING & STORYBOARDING

It's crucial, before you start shooting, that you think carefully about the different types of shot/scene that you are going to need and how to set these up, as well as how they will be edited together. 'Storyboarding' is a key skill and a crucial stage in planning any video production.

3

EDITING

There are free, inexpensive, and professional level tools available for digital video editing and it is worthwhile finding which you might have access to in your institution. But even if you have to rely on free or low-cost software, there is so much you will be able to do. Even simple things such as titles, transitions, and trimming make a huge difference to the quality of any video whether it's for personal or professional use. So learning editing techniques is vital - and there's no better way to do so other than playing around and experimenting!

4

STUDIO TECHNIQUES

Not all of us have access to a recording studio (although many educational institutions have rooms set aside for this purpose). But techniques such as shot types, lighting, and even 'green screen' are all important to get to grips with and indeed can all be handled with even the simplest of cameras and editing packages. Part of the trick, of course, is not to overdo things, but to appreciate how such approaches optimise the story you are telling rather than distract the audience!

Activities

For workshop sessions on these topics, we suggest you include:

Storyboarding - Using a storyboard template, try to map out your video. The pre-production process will help you organise your ideas and make easier decisions during production.

Practice - Once you create a storyboard, jump in and try your hand at filming. There are plenty of apps and packages you can use to stitch together either a walk-through of your storyboard or a fully edited finished product.

Studio visit - To really get a feel for what the professionals do, it can be useful to visit a studio or at least get your hands on some equipment.



Pre or Post workshop activity
Complete the All Aboard lesson and earn the digital badge on *Digital Video*.

APPS TO HELP ORGANISE YOUR STUDY & WORK

There are so many apps out there that claim to help us organise our lives, whether it be handling schedules, shopping lists, travel plans, paying bills, and even analysing our moods. In this session we'll park the hype but look at some possible apps that many people have found useful and give you the confidence to have a look at what's out there and decide whether or not just to stick with your pen and paper!



1

GETTING ORGANISED



Simple Project Management tools, such as Trello, can be really useful at helping plan out and monitor your effort. Combining with a Calendar tool, To Do lists and shared storage space (Dropbox, OneDrive, Google Drive, etc) will make you a real power user!

2

COLLABORATE & COMMUNICATE



Aside from all the usual Social Media, there are other communication tools which are perfect for project teams or study groups. Some of these include Slack - which also has lots of nifty add-ons- and Google's Hangouts - which lets you have video chats and share screens.

3

RANSACKING



The Web, of course, is full of information, and when you're doing some research for a project or an assignment then it's great to have tools that you can use to grab snapshots, remember links, and help you keep all the interesting stuff you uncover together. Apps such as OneNote, Evernote, Pocket, all let you do this and can link to browser based versions so you can access your information on your mobile, laptop, desktop, or tablet. Find something interesting in one of those 'book' things? Even there, you can do a quick snapshot/scan using these types of apps and others that link to them (eg Office Lens).

TED



And, if you're looking beyond Wikipedia for info, don't forget things like TED talks, or some of the MOOCs such as Coursera, edX, Futurelearn - they even have mobile apps too!

4

GET DOWN TO STUDY



Procrastinating? Mind wandering off track? We all suffer from this, but now there are even apps to help keep us focused and on task, blocking use of social media, or even jamming our phone for a fixed time, or just helping us work in short bursts. Apps such as Beeminder, Forrest - there are lots out there!

To help remember key information, and to test yourself, try a 'flashcard' app such as Anki (or AnkiDroid).

Dealing with complicated maths? Then consider Wolfram Alpha - it's amazing what it can do.

Activities

For workshop sessions, we suggest you include:

Overview of Apps: Not everyone will be entirely comfortable with downloading and installing apps, or even of understanding how to find and assess them. Spend a little bit of time going over the basics.

Demo: Give some demonstrations of some of the apps in practice. This can be especially useful for the ones that link to shared files or can also be accessed via a browser.

Apply: Get small groups (or pairs) to work on a mini-task using some of the apps and share the results with the rest of the group. It might involve making and sharing a OneNote notebook, or communicating in a group.



Pre or Post workshop activity
Complete the All Aboard digital badges on *Smartphones* & *Learning Tools*

PRESENTATION TOOLS & SKILLS



Even the most experienced presenter or lecturer experiences a flutter of nerves before a presentation, and some anxiety over whether their key message will get across to the audience, and whether the media/tools being used will help communicate and convince rather than distract or confuse. Here we'll look at some of the tools, techniques, and skills that can be used to communicate effectively in any type of presentation or talk.

1

PLAN, PREPARE, PRACTISE

It always sounds obvious, but equally it's obvious to an audience if a presenter has missed out any of these key stages. Take your time, make sure you are clear about what it is that you are trying to convey, learn a little about your audience and how they might respond to your message, think about the venue and technology that you are going to use, practice giving your presentation as many times as you can preferably with feedback from a friend or colleague - these are all important!

Being confident in the selection of features and knowing what aspects might be risky in different contexts (eg running the files on someone else's computer) is also very important and there's no substitute for experimenting and getting feedback from others.

Tools such as Haiku Deck and Prezi offer alternatives to the usual packages, so have a look at these and others, but always think of the audience experience!

2

STORY, STRUCTURE, SCOPE

There are many different types of presentation style and format. Some, such as Pecha Kucha (20 slides, each shown for 20 seconds) are great for developing your skills. Others are more appropriate for particular purposes/intents and of course you usually have to conform to a set format. It is worth learning more about the art of storytelling, of communication, and of the art of persuasion. Nancy Duarte, for example, has developed interesting approaches to these using lots of examples.

3

TECHNOLOGY

For ages now, PowerPoint has dominated in the world of presentations, with Apple's Keynote perhaps running alongside as an alternative. We all have experienced the classic 'death by PowerPoint' of inappropriate use of this powerful tool - too much text, awful designs, and speakers who use the slides as a script. Developing an effective presentation, as we have said, needs careful planning, practice, and critique, but it is also important to explore what is possible, what is actually effective, and what are the drawbacks of presentation packages and their range of features.

Activities

For workshop sessions, we suggest you include:

Crash & Burn: Show some examples of really bad presentations and get the group to critique them and make suggestions as to how they might have been more effective.

Structure & Design: Look at Duarte's timeline approach and story-telling models, with small groups analysing recorded presentations in this way. Ask participants to plan out a short presentation on a topic about which they are knowledgeable.

Pecha Kucha/20x20: There's a lot of fun to be had in a group when everyone is asked to try such a presentation - it often goes awry, but that's where the learning happens. Make sure the atmosphere is friendly and supportive.

Walk the talk: And of course, give it a go. Get people to make presentations and give constructive feedback. A standard feedback listing can be a help.



Pre/Post workshop:

Try the All Aboard lesson & badge on *Presentation Skills*.

ELEMENTS OF DESIGN



Have you ever felt reasonably confident about a presentation that you have to give but just a bit 'meh' about how it looks? Too much clip-art and naff graphics? Or what about designing a poster - is that something that gets you a bit anxious? Not everyone can be a fabulous graphic designer, but there are some key elements that we can all learn and which can help us spare our audiences from nausea!

1

DESIGN BASICS

The basic fundamentals of design include aspects such as: line, shape, form, texture, visual balance, colour theory, typography, and images. At this stage, it proves useful to pick up some dos and don'ts, like how to curate and properly attribute images, diagrams, and other materials; Fonts to use and avoid; colours and displays. We'll also look at tools such as the Pantone Matching System, which can help you pick a colour palette. Gaining a better understanding of the basics can help improve your design habits and shape your future work/endeavours.

2

DESIGN THINKING

Design Thinking is all the rage these days, and being applied to lots of different types of project work. However, for designing itself, understanding and using the design thinking process will help you to create more thoughtful, effective pieces. Gathering information, conducting research, setting goals and looking for external inspiration, prototyping and experimenting, are all parts of the design process.

3

PRACTISE

Once you have a chance to plan your design, it's time to try it out using some of the basic principles you've learned. One of the easiest tools to begin working with is Canva, which facilitates drag-and-drop graphic design for free. At the end of the workshop, you will have a piece to share, or at least to build on.

Activities

For workshop sessions on these topics, we suggest you include:

Mini-project: - As you begin, choose a project to work on during the workshop. You might have your own idea, such as a poster for a society, or a presentation that you've been working on, or you might choose from some sample prompts. These could include: a fundraiser for charity, a society's event, or an upcoming conference.

Design Process - Take some time to research, conceptualise, prototype, focus, and design your work. You might choose to plan using pencil and paper first. In doing so, you might discover crucial information omitted, or information that should be prioritised in the hierarchy.

Create a poster/add/presentation - Start designing your work in Canva, while applying principles that you've learned throughout the workshop. Share your ideas and your output with others in the group and review each other's work.

Pre or Post workshop activity

Complete the All Aboard lesson and earn the digital badges on *Graphic Design*, *Digital Images*, and *Design Thinking* and the additional lesson on *Academic Poster Design*.



RUNNING AN ONLINE CAMPAIGN

How can we effectively communicate a message about events, organisations, or issues close to our hearts through digital, online media? What are the key strategies, the best tools available, how can we get folk to show their support?

Digital marketing presents lots of challenges, some of which are also ethical and require consideration of privacy, avoiding spamming, and being very careful with regards legal requirements.



1 TECHNIQUES & ANALYTICS

There is a huge range of tools and packages now available to help with digital marketing and campaigning amongst which are those which can provide really interesting data on the reach of your materials: who is accessing it, where they are from, demographic information, etc. Some of this can be obtained through Google analytics, website logs, and using a number of commercial products. Knowing a little about how search engines work can also help us to 'optimise' the chances of our intended target audience finding our sites and materials. We can of course pay for Ads online via Google, Facebook and other sites., combined with effective use of social media and generating 'viral' content. If organising an event, then think about Eventbrite or similar tools. If we're campaigning for a cause then look at the available petitioning sites.

Tools such as MailChimp can also help us manage emails and get back data on how well our communications are reaching our audience, providing insights into how to develop posts that have an impact. Twitter, and other social media, are increasingly making available (free or at a fee) key statistics on 'impressions' and 'impact'.

2 BE CONSIDERATE, BE ETHICAL

Let's be absolutely clear: we need to treat others with respect and care. This means ensuring that whatever we are campaigning for, or promoting, is itself ethical and truthful as should be our claims and assertions. We also need to ensure that any 'targeting' we use is itself ethical and makes use only of information people have freely given for the purpose for which we are using it. There are very strong legal requirements here in terms of the truthfulness of claims, libel, harassment, and data protection. You have to be very scrupulous about how you gather, store, and use information about people and systems should comply with the latest requirements such as the General Data Protection Regulation (look it up!).

3 PLANNING & DESIGN

It's probably rather obvious to emphasise the importance of planning, scheduling, organising, before you actually launch your activities, but it is all true! Think carefully about your message, your audience, your timing, and consider a range of tools that might be helpful with project or event planning. Designing new materials, whether graphics, video, or text all need forethought and the perspective of a 'critical friend' or, even better, representatives of your target audience.

In terms of graphics such as posters, leaflets, web ads, etc, then if you are on a tight budget consider free tools such as Canva.com which was used to produce this toolkit!

Activities

For workshop sessions, we suggest:

Examples: - Gather examples of effective campaigns from advertising, event promotion, to causes and discuss them in groups to identify what works. Look at known examples that backfired too, or where ethics were breached, so that we are clear about what to avoid.

Practice: Build a mini-campaign, playing with the various tools and, if there is time, have a prize for the best design/approach developed amongst the groups.



Useful Badges:
Graphic Design and
Design Thinking.

ALL ABOARD

DIGITAL SKILLS IN HIGHER EDUCATION

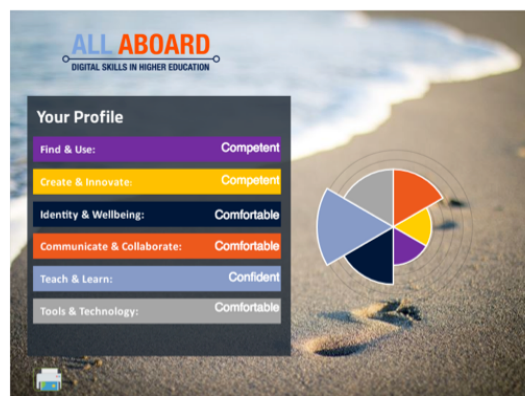


BADGE IT!

YOUR DIGITAL PROFILE

The All Aboard project has produced a very simple tool that aims to let you take stock of your current level of confidence in the use of digital technologies for either teaching or learning. It only takes a few minutes to complete, and is a great starting point for anyone who is about to embark on a digital skills journey.

Try it! Encourage others to use it too, and make it one of the features of your Digital Champions scheme.



LESSONS & BADGES

All Aboard has also produced a series of short, online lessons covering the basics of key topics in digital skills. Most of these lessons have 'digital badges' associated with them. Digital Badges are an effective way of recognising achievement and they can be posted on social media sites, portfolio tools, and more. In All Aboard, there are also suggested collections of badges ('travelcards') that fit together well.

For DigiChamps and Digital Ambassadors, we also provided badges related to the workshops, intern work and other experience and issued these on completion of the sessions/activities.



DESIGN/ISSUE YOUR OWN

The All Aboard BadgePack has lots more information about how to design, issue, and use digital badges, but there are lots of relatively simple options available if you want to produce badges for your own scheme, many of which are free for limited numbers of participants.

Have a look at the BadgePack and other info on the main website:

<http://www.allaboardhe.ie/digital-badges/>

Other services for badge issuing include Credly, Digitalme, Open Badge Factory. Look them up on your favourite Web Browser!





FURTHER RESOURCES

Search



Lights, Camera, Action! - Digital Video

YouTube's 'Creator Academy', online lessons, examples, short-courses:

<https://creatoracademy.youtube.com/page/education>

Tom Antos (filmmaker) tutorials: <http://tomantosfilms.com/tutorials/>

Rocket Jump Video School – Intro to Storyboarding: <https://youtu.be/RQsvhq28sOI>

Social Media & Your Digital Identity

Wikipedia entry: https://en.wikipedia.org/wiki/Digital_Visitor_and_Resident

David White & Alison Le Cornu's original paper:

<http://firstmonday.org/ojs/index.php/fm/article/view/3171/3049>

Using the V&R framework to evaluate digital services (including a detailed summary of research methods): <http://repository.jisc.ac.uk/6220/1/Evaluating-digital-services-%E2%80%93-research-methods-i1.pdf>

David White's blog: <http://daveowhite.com/>

Donna Lanclos – an anthropological perspective: <http://www.donnalanclos.com/?p=570>

Apps to Help Organise Your Study & Work

Top 15 Time Management Apps and Tools: <https://www.lifehack.org/articles/technology/top-15-time-management-apps-and-tools.html>

10 best study apps for students: <https://info.lse.ac.uk/current-students/Assets/Articles/10-best-apps-for-students>

Collaborative Editing | Docs, Sheets, Slides: <https://www.youtube.com/watch?v=ekn-jXNQcqc>



Search

FURTHER RESOURCES

Podcasts – The Power of the Spoken Word

Educause’s “7 things you should know about....Podcasting:

<https://library.educause.edu/resources/2005/6/7-things-you-should-know-about-podcasting>

Educause’s “7 things you should know about....RSS”:

<https://library.educause.edu/resources/2007/4/7-things-you-should-know-about-rss>

Vanderbilt University, Center for Teaching: General Resources on Podcasting:

<https://cft.vanderbilt.edu/guides-sub-pages/podcasting/>

Audacity – Open Source software for multi-track recording & editing:

<http://www.audacityteam.org/>

Elements of Design

Design Thinking Toolkit for Educators: <https://designthinkingforeducators.com/>

A Virtual ‘Crash Course’ in Design Thinking, Stanford d.school:

<https://dschool.stanford.edu/resources-collections/a-virtual-crash-course-in-design-thinking>

Tim Brown, TED Talk, “Designers – think big!”:

https://www.ted.com/talks/tim_brown_urges_designers_to_think_big

‘Using Design Thinking in Higher Education’, Greg Warman, Educause Review (2015):

<http://er.educause.edu/articles/2015/1/using-design-thinking-in-higher-education>

Canva Design School – choose from a wide selection of teaching materials provided by

Canva: <https://designschool.canva.com/teaching-materials/>

GCF LearnFree.org video tutorials – learn the fundamentals from this range of video tutorials:

<https://www.gcflearnfree.org/beginning-graphic-design/>

Adobe Education Exchange – download the full syllabus for ‘Introduction to Graphic Design:

<https://edex.adobe.com/en/syllabus/f5b7bd38>

Beginner’s Guide to Graphic Design: <http://www.tastytuts.com/beginners-guide-to-graphic-design.html>



FURTHER RESOURCES

Running an Online Campaign

SEO for startups in under 10 minutes: <https://www.youtube.com/watch?v=El3IZFGERbM&t=47s>

7 tools to supercharge your digital marketing efforts: <https://digitalskillsacademy.com/blog/7-tools-to-supercharge-your-digital-marketing-efforts>

Create an Email Campaign using MailChimp: Create a Regular Email Campaign:
<http://eepurl.com/c5dKGD>

Rob Farrell Talks Digital Marketing Trends 2017: <https://www.youtube.com/watch?v=Atfs5sUyes4>

Presentations Tools and Skills

‘The secret structure of great talks’, Nancy Duarte’s TED talk :
https://www.ted.com/talks/nancy_duarte_the_secret_structure_of_great_talks

‘Resonate’ and ‘Slide:ology’ by Nancy Duarte:

<http://www.duarte.com/book/resonate-legacy/>

<https://www.duarte.com/slideology/>

Some presentation tools :

Haiku Deck: <https://www.haikudeck.com/>

Prezi: <https://prezi.com/>

Keynote: <http://www.apple.com/lae/keynote/>

PowerPoint Online: <https://office.live.com/start/PowerPoint.aspx>

Google Slides: <https://www.google.com/slides/about/>

Microsoft Sway: <https://sway.com/>

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