

Contemporary College Teaching and Learning: Integrating Digital, Media, and Global Literacy into Course Design



Dr. Heidi Hayes Jacobs
CICU- May 16, 2014
NYU Campus

Our Essential Question

How do we prepare our
learners for their future?



Our Agenda

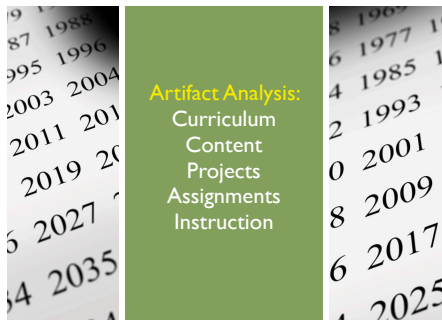
- Generating upgrades for courses, projects, and teaching approaches appropriate to higher education
- Examine the deliberate curriculum integration of the new literacies: digital, media, global
- Examining implications of the Common Core State Standards on contemporary college course design



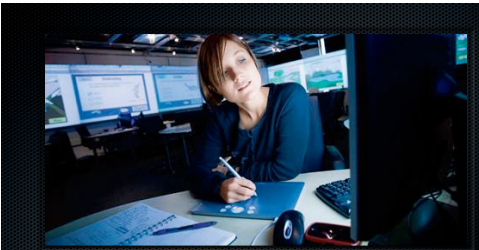
Approach today:

Log onto: *Today'sMeet.com/CICU*
Discussion Groups
Task Groups
Create: *LiveBinders.com*
Formal presentation
Higher Ed Clearinghouse tag

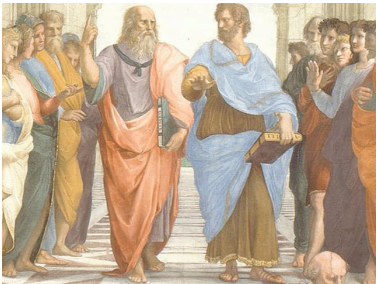




Learners Create and Share Knowledge Differently from Previous Generations



New Majors Emerging



Great Classical Teaching

Keeping the timeless



Interaction between
students

on campus



HOME | MEDICAL DEVICES | MEDICAL APPS | TRENDS | MEDICAL RESEARCH | PATIENTS | HEALTHY | EDUC | SPECIALTY | NEWS | JOURNAL

i-Med Student Blogs



HANGOUT LIVE-UP +

Tonight May 15th, 8 pm EST: "Robotic Cholecystectomy Hangout": Brian Smith MD, General Surgeon

by John Barnett MD May 12, 2014 May 15th, 2014 7pm EST LIVE Brian Smith...

May 15, 2014 7pm EST

Jay Widner MD, Cardiology Fellow from Mayo, May 15th 8 pm on this Website LIVE!

Re: John Barnett MD: The Mayo 15th...

Interaction between
students

Virtual campus

A New Kind of
Learner Needs:

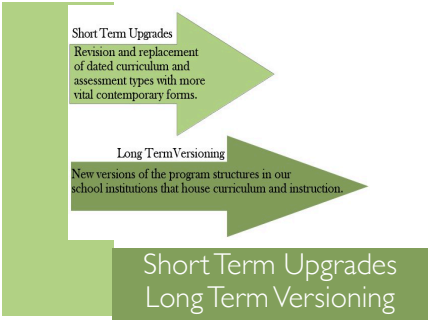
The best of CLASSICAL
teaching approaches and
Learning21 approaches.

Student as self-navigator and
collaborator in:

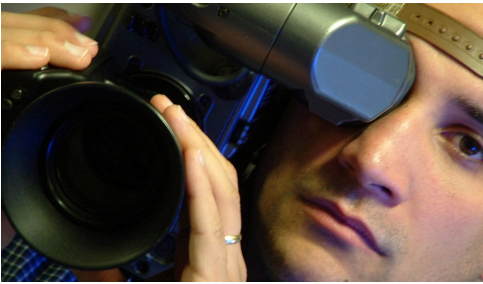
SPS= shared physical space
SVS=shared virtual space



STANDARDS ARE UPDATING GLOBALLY:
an opportunity to modernize



Literacy is communication. Literacy is accessing language and making meaning.



The new literacies :
DIGITAL
MEDIA
GLOBAL

↔ Digital Literacy

- ➔ Accessing Capability
- ➔ Selection Capability
- ➔ Curation Capability
- ➔ Creation Capability


**ACCESSING
CAPABILITY**

To develop
proficiency:

keyboarding fluency

touch and effect

voice activated



Selection Capability:

The strategic selection and TAGGING
of web 2.0 digital tools, applications, social media and
repository sites to match
research and development tasks.

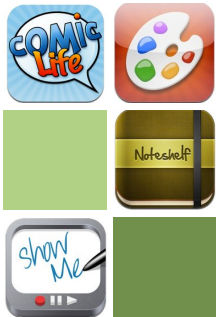




The days of the binder are over
replaced by the Clearinghouse

CREATION CAPABILITY

To render
new solutions and forms
as seen in generating an
original APP design or
new software platform.





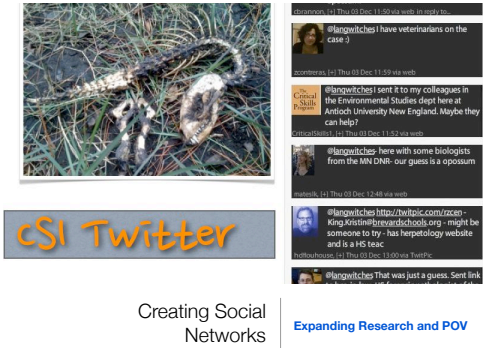
Student Design
webpages as a portfolio

[New, modern and dynamic assessment](#)



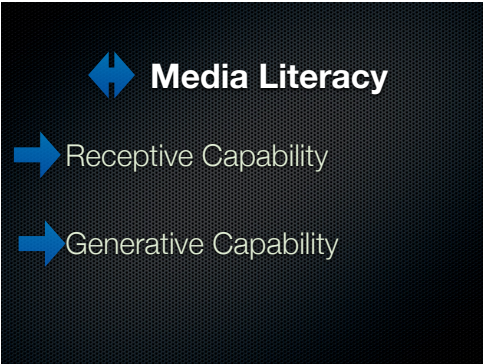
[Conduit App Maker](#)

Make APPS for your school



Creating Social
Networks


[Expanding Research and POV](#)



Media Literacy

→ Receptive Capability

→ Generative Capability




RECEPTIVE CAPABILITY

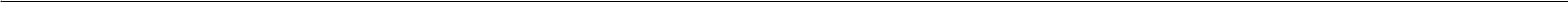
To make meaning from media formats.

To be an astute critique of the media.


To question sources.

To recognize bias in imagery, text, framing, and audio.





Problems with SEARCH and citations



Web

News

Images

Videos

Shopping

More ▾

Search tools

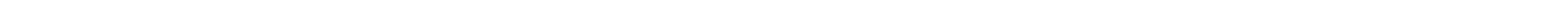
About 21,000,000 results (0.42 seconds)

Scholarly articles for impact of pharmaceutical industry
Physicians and the pharmaceutical industry: is a gift ... [Hesseler](#) - Cited by 1201
advantage in the US pharmaceutical industry: impact ... [Yash](#) - Cited by 315
Pharmaceutical industry sponsorship and research ... [Lewitler](#) - Cited by 1461

The Economic Impact of the Pharmaceutical Industry - PhR...
[www.phrma.org](#) ... * Pharmaceutical Research and Manufacturers of Amer... *
Pharmaceutical industry spending creates high-quality jobs for U.S. workers—and the resulting treatments lead to fewer sick days and improved productivity.

Obamacare Will Bring Drug Industry \$35 Billion In Profits ...
[www.huffpost.com](#) ... obamacare will bring drug industry \$5 billion ... * [Furber](#) -
May 20, 2013 - The pharmaceutical industry will reap between \$10 billion and \$35 billion ... and while a number of the changes will negatively impact pharma's ...

Environmental impact of pharmaceuticals and personal car...
[en.wikipedia.org](#) ... **Environmental impact of pharmaceutical** ... * [Wikipedia](#) -
The effects of these chemicals on humans and the environment are not yet known, ... In recent years, the proposition that pharmaceutical companies should be ...



The Film Canon Project

Recent Posts

Categories

Home

Files

Submit Film Title

About

Contact

Welcome to the Film Canon Project





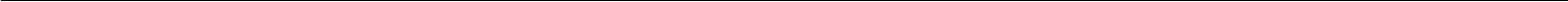
If you think our belief that film should be viewed, critically examined and discussed by learners in our classrooms is an integral part of the curriculum we encourage you to join the Film Canon Project.

Featured Film Trailer

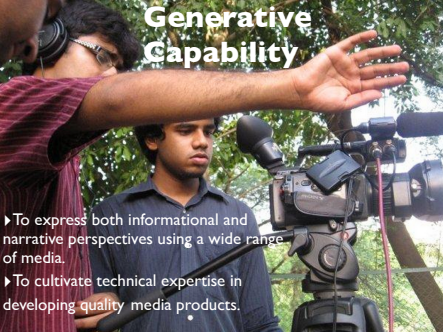


Film Canon Project

<http://www.filmcanonproject.com>

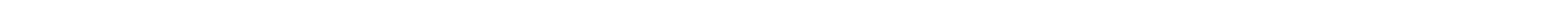


Generative Capability



►To express both informational and narrative perspectives using a wide range of media.

►To cultivate technical expertise in developing quality media products.



Employ Media Making Tools

We need to use them WITH our students



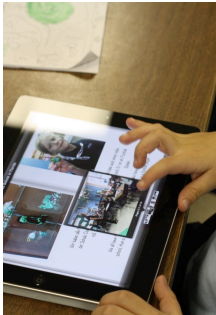
Podcasting Learner Engagement

Every school should have a podcasting platform



Creating new media formats

Every school should host a publishing house.



Documentaries Film Animations

If you have a laptop or a tablet you are hosting a film studio.

Replace faculty meetings with learning to use what we have in our hands.




Georgia Museum of Art

SEPTEMBER 24, 2013

Tag everyone in your video!

Share on Facebook



<http://animoto.com/play/oyUOmxiRnM1ZFpG9fAxRA>

BY Heidi

TAGS

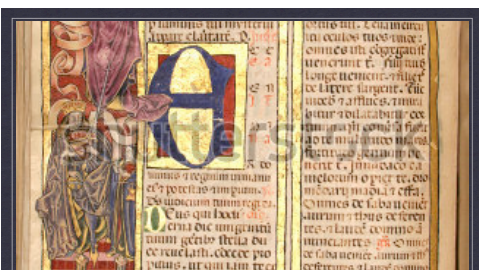
ABOUT

SHARE

MORE



Creating Quality Media:
Collaboratively Designed Rubrics
Building on our collective experience



RUBRIC:
FROM "RUBRICA" - LATIN- HIGHLIGHT IN RED

Problems ?

- Teacher background and experience with personal media making
- Lack of meaningful media rubrics
- Lack of familiarity with media making tools
- Lack of integration effectively in curriculum
- Lack of upgrading to digital making products

Collaborative Rubric Design

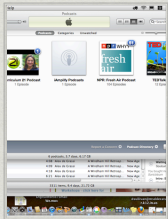
* Viewing or listening to agreed upon PROFESSIONAL digital media

- * podcast
- * film narrative
- * trailer
- * documentary



Determining “unique” characteristics for criteria

- FORM
 - vocal presentation
 - intro -outro
 - branding
- TECHNICAL
 - sound
 - editing
- CONTENT



Rubric for Evaluating Animoto®				
	1	2	3	4
Content	Content was not identified.	The product linked previous and the information was not clear.	The product shared clear content but a few errors were present.	The product shared clear content but a few errors were present.
Sound	Content did not contain voice or sound.	Background, with a background, every the usually heard the audience. The product can be heard over the audio. Voice, audio, natural and audio, natural.	Background, with a background, every the usually heard the audience. The product can be heard over the audio. Voice, audio, natural and audio, natural.	Background, with a background, every the usually heard the audience. The product can be heard over the audio. Voice, audio, natural and audio, natural.
Images	Images did not match the content of the presentation.	Some of the images matched the content of the presentation.	Most of the images matched the content of the presentation.	All images matched the content of the presentation.
Animation	Presentation did not have a clear presentation of images that could be understood by the viewer.	Use of fonts, color, and images was clear and presented images that could be understood by the viewer.	There was an effective use of fonts, color, and images. The presentation was clear and presented images that could be understood by the viewer.	There was an effective use of fonts, color, and images. The presentation was clear and presented images that could be understood by the viewer.
Use of Images	Content did not follow copyright.	Content followed a few copyright rules but contained errors.	Content followed multiple copyright rules and contained errors.	Content followed multiple copyright rules and contained errors.

TOOL SPECIFIC RUBRIC DESIGN IS CRITICAL
 FOR EXAMPLE: WHAT MAKES A QUALITY ANIMOTO VERSUS A QUALITY PRESENTATION

Rubric for Evaluating Glogster®			
	1	2	3
Writing	There was no use of writing strategies in the projects.	Some writing strategies were seen but they were not coherent.	Good use of learned writing strategies was demonstrated creating a coherent project.
Content	Writing touch on a couple of content areas but it was unclear as to the focus of the blog.	Writing touch on a couple of content areas but it was unclear as to the focus of the blog.	It was understood what the content or purpose of the blog was but it was not sustained.
Images	Use of an image but does not match content of topic.	Use of an image but does not match content of topic.	Use of an image that ties into the content.
Errors	Many errors but the user still understands the ideas.	Still some errors but easier to understand.	Basically well written but still has some errors.

OR.... WHAT MAKES A QUALITY GLOGSTER?



Verneda Edwards and Christie Sailor
Creating New Media Rubrics: Quality Student Products for the 21st Century

Mastering Media Literacy
edited Heidi Hayes Jacobs
Solution-Tree
2014



Global Literacy



Investigate the World
Recognize Perspectives
Communicate Ideas
Take Action

source: CCSSO/Asia Society Global Competency Matrix, 2012

Investigate the World

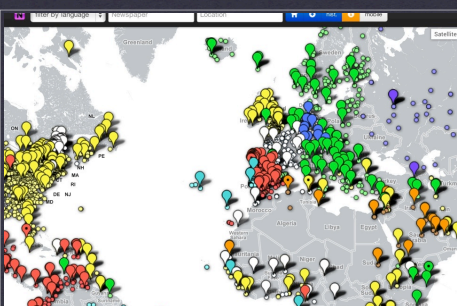
► Recognizing the relationship
between place and people

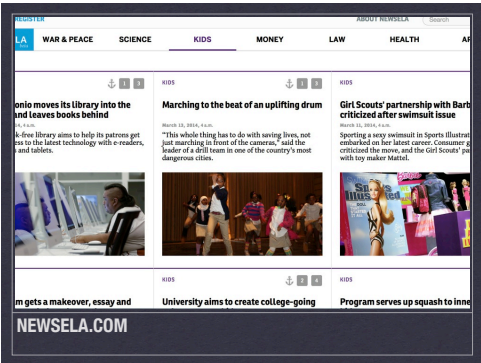
► Integration of active
geography and the prefix: GEO
in every subject

► World Language instruction



Global Literacy





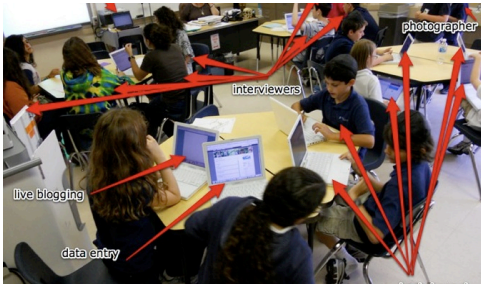
Recognize Perspectives



skype



voicethread



Global Research and Development

Globalizing the local

Knowledge about
global issues

School/ Class Global
Projects

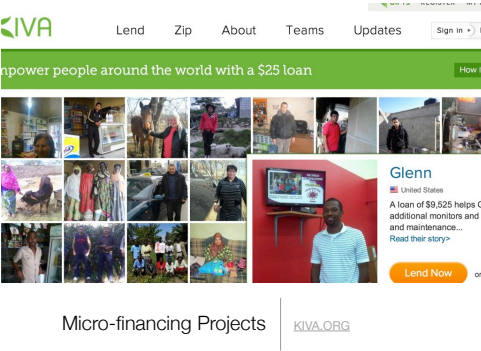
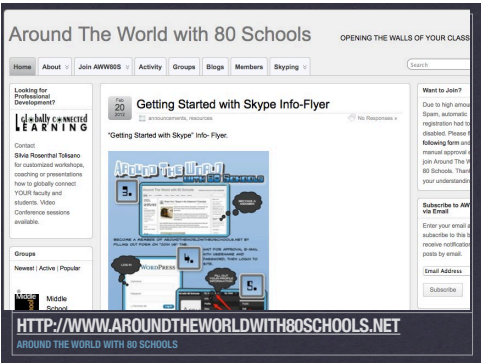
Small moves

Research
and
Development

Share Results

Take Action






Skype Grandparents:
Global Book Readings

Creating a webpage to
post readings by
grandparents from
around the world

Share observations
through blogging

Post additional
recommended readings



Report on
local and global
issues

Take a stand

Create media
reports to share

Critique and
compare stories



World Wide Student
News Sersvice

Curriculum 21 GLOBAL PARTNERSHIP

C21 CLEARINGHOUSE MATRIX GLOBAL COMPETENCIES GLOBAL CURRICULUM MENU STUDENT V

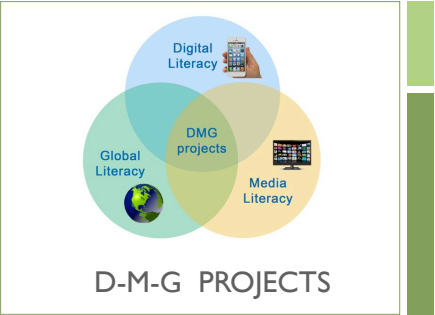
Asia Society

Educating for
Global Competence
Resources For
Schools

GLOBAL PARTNERSHIP HUB



Happy teachers have access!



1st Grade Little Bird Tale Books

1st grade students used their knowledge of symbiotic relationships in marine environments to build little bird tale books online. While completing the tales, students became illustrators, authors and speakers.

JELLYFISH

http://www.littlebirdtales.com/tales/view/story_46221864

LOBSTERS

http://www.littlebirdtales.com/tales/view/story_462213758

SEA STARS

http://www.littlebirdtales.com/tales/view/story_46221148

Individual Tales	Lytle and Jessi	http://www.littlebirdtales.com/tales/view/story_46221919	Smith	http://www.littlebirdtales.com/tales/view/story_46221910
	Scarlett	http://www.littlebirdtales.com/tales/view/story_46221908	Koegan	http://www.littlebirdtales.com/tales/view/story_46221933

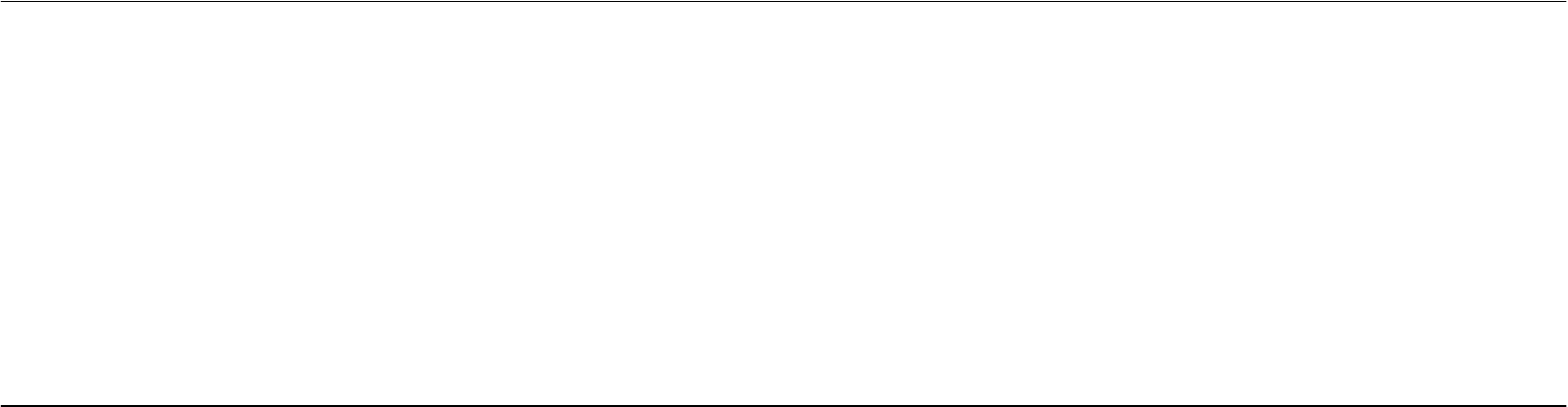


2nd Grade Podcasts

The 2nd grade classes studied the health of the coral reef during the Study of the Sea. Students cre-

Elementary/Primary
Projects

Sigsbee Charter School-
Key West, Florida



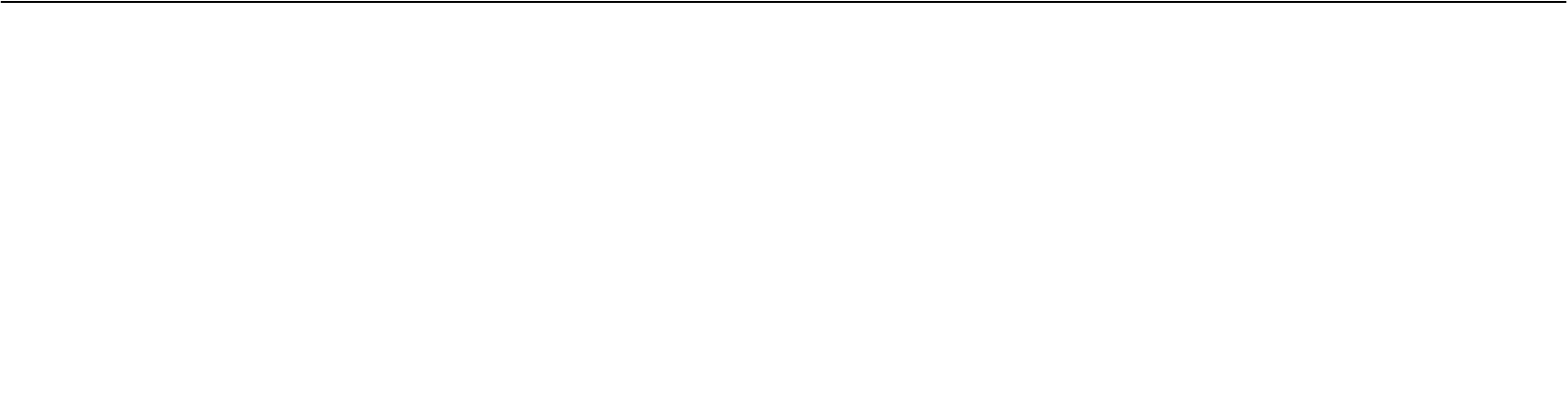


A new kind of learner needs a new version of school.

School Versions:

Four KEY SCHOOL STRUCTURES

- ▶ Student Grouping Patterns
- ▶ Teacher Configurations
- ▶ Schedules: short/long term
- ▶ Space: physical and virtual

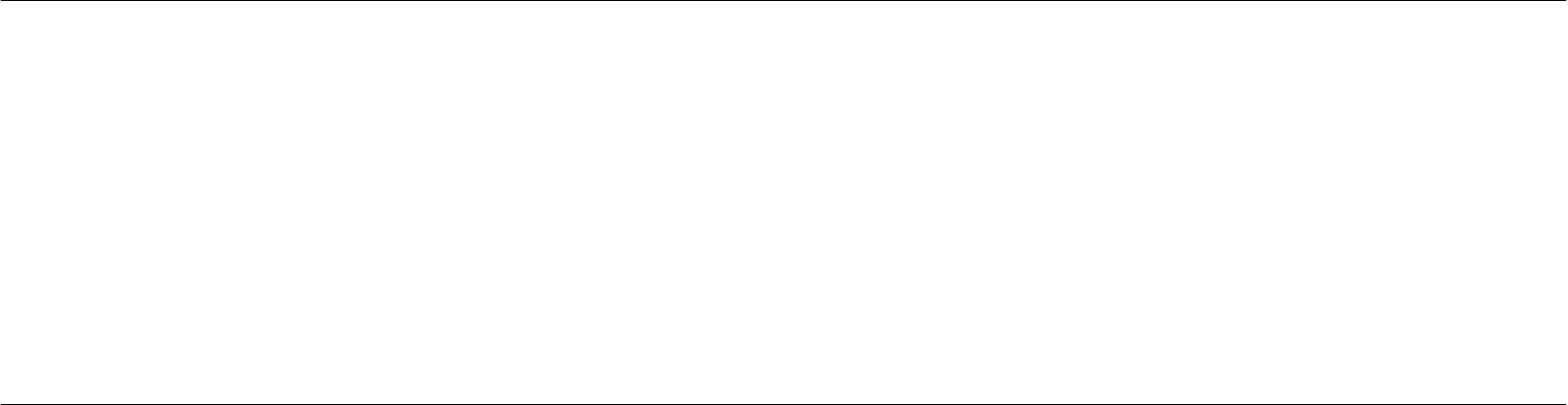


Text2MindMap



How can I manage my own current teaching and learning eco-system?

- Schedules
- Grouping of learners
- Professional grouping
- Space





DESIGNING NEW PHYSICAL SPACES

<http://www.designshare.com>