

## **Project Proposal Review:**

### **Purpose and Goal**

Project Description: We will videotape print making demonstrations and podcast them on the Columbia College web site for student access. These podcasts will break down various print making processes demonstrated in print making classes. The podcasts will be an additional resource to students currently enrolled in print making classes as well as students, faculty and staff who wish to work independently in print making at Columbia.

### **Goals**

These podcasts will serve as a resource to instructors who may not have time to repeat lengthy demonstrations. Students who miss a class demonstration can catch up by viewing the podcast online. This will prove to be an asset to instructors teaching this technically intensive topic. We also hope this will encourage an interdisciplinary approach in art and design. Students from other disciplines can pursue limited independent study through the use of the podcasts. It may also function as a recruiting resource to students interested in enrolling at Columbia.

### **Timeline**

We will begin organizing demonstrations and videotaping in summer '08. By the beginning of the Fall '08 we hope to have edited podcasts ready to deploy on the web site. Testing and implementation will be ongoing in the Fall '08 semester. Assessment of the project will occur after the Fall '08 semester has been completed. This project will start with a small number of short podcasts. We will assess the success of these podcasts before continuing the project. This project will be modest in the number and length of podcasts created in its first semester. If the podcast proves to be successful we will expand the number and length of podcasts in subsequent semesters.

### **Assessment Plan**

We will track the number of visits to the site and distribute an evaluation of the project to students enrolled in print making classes in the Fall '08 semester.

## **Actualization and Assessment:**

### **Project Review as of November 2008**

Upon looking at the specifics of our task we made the decision to focus exclusively on the screen printing process as the subject of our first print making podcasts. This shift in focus was the result of reflecting on the student base, the local Columbia/Chicago culture, and that screen printing is the most requested “favor” demo that the area instructors and staff are subjected to. It seemed obvious that we should start building this resource as it would be targeting the largest potential audience. We created 20 video segments detailing the entire screen printing process from start to finish. Each video segment was 15 minutes or less to prevent viewer boredom and to keep file sizes and download times minimal. These podcasts were uploaded around the 3rd week of September 2008 semester.

We were able to start publicizing the podcasts early in the semester before most classes had actually covered screen printing. We put up signs in the print shop instructing students how to access and download the podcasts. We also informed instructors in other print making classes of this resource and had them spread the word to their students. The intended audience for this project was small, but we found that there was interest outside of our target audience.

These podcasts have proven to be a useful tool for people in the Columbia College community who are not enrolled in a print making class. The Center for Book and Paper Arts and the product design area have used these podcasts for their own independent projects. The podcasts have also been useful for students who wish to start screen printing before their class has covered the topic. It has also been useful as a way for students to review the process if they were absent during the screen printing demo in class or couldn't remember aspects of the demo.

### **Assessment:**

We have begun to implement our assessment plan and have been diligently tracking the viewing data and collecting user responses through our survey. Unfortunately we only have access to the data for October, which is before many of the Contemporary Issues in Print Making classes have begun to focus on screen print. The October numbers are low and although easily explained they still lead to the conclusion that only active students in print making classes are aware of these podcasts.

10/12/08	Downloads	10/19/08	Downloads	10/26/08	Downloads
01_Screen Print Intro and Credits	2	01_Screen Print Intro and Credits	1	01_Screen Print Intro and Credits	2
02_Hand washing	2	02_Hand washing	1	02_Hand washing	2
03_New Screen Prep	2	03_New Screen Prep	1	03_New Screen Prep	2
04_Degreasing	2	04_Degreasing	0	04_Degreasing	2
05_Coating	3	05_Coating	1	05_Coating	2
06_Stencils	2	06_Stencils	1	06_Stencils	2
07_Screen Exposing	1	07_Screen Exposing	1	07_Screen Exposing	2
08_Developing the Screen	2	08_Developing the Screen	1	08_Developing the Screen	1
09_Oiling xerox	3	09_Oiling xerox	6	09_Oiling xerox	1
10_Paper cutting	2	10_Paper cutting	1	10_Paper cutting	1
11_Paper Tearing	2	11_Paper Tearing	1	11_Paper Tearing	1
12_Hole Punching	1	12_Hole Punching	1	12_Hole Punching	1
13_Ink Mixing	2	13_Ink Mixing	1	13_Ink Mixing	1
14_Printing Your Screen	3	14_Printing Your Screen	1	14_Printing Your Screen	1
15_Screen Cleaning on Table	2	15_Screen Cleaning on Table	1	15_Screen Cleaning on Table	1
16_Printing Layer 2	2	16_Printing Layer 2	1	16_Printing Layer 2	1
17_Pin registration	3	17_Pin registration	2	17_Pin registration	0
18_Wash Out Sink	1	18_Wash Out Sink	1	18_Wash Out Sink	0
19_Screen Reclamation	1	19_Screen Reclamation	3	19_Screen Reclamation	3

As to our survey. Response has been difficult to generate and often we have only received formal paper responses by “strongly encouraging” students to fill out the survey.

We have not had too much feedback on the podcast content. A few students have commented that they still want to see the screen-printing process demonstrated in person and would not want to use podcasts as their only means of instruction. Other students have mentioned wanting a short video segment that explains the basics of the process from start to finish. Other comments have included better audio, more camera angles, showing a variety of shots; close-up as well as long shots. One reviewer said that voice-over and shots of hands only was unnerving. In general students like the podcasts. Most of the comments were positive and students like using the podcasts. All students said that they would like to see podcasts for other print making processes as well as in other areas such as computer graphics. We have copied some of the filled out surveys and attached them to the end of this report.

### Concerns for us as Producers:

Download times:

Download times have proved to be an issue. We are currently experimenting with various download sizes to avoid prohibitive download times. We had initially felt that we produced the smallest file size we could without a significant sacrifice of image quality and visual content.

We realize the level of complications the CIT faces in dealing with campus wide technology like download times and internet access but if the CIT team could find a way to make the download time faster as well that would be a big improvement.

iTunes U at Columbia:

We see a need to get more iTunes U information out to our students. We would love to see an effort from the school to promote this asset and feel there should be links from a variety

of Columbia College web pages. This is something that should be heavily promoted and encouraged. We are working too hard to let people know of the existence of these podcasts, to our target audience and also to the larger Columbia community, which may be able to grow quite large.

We would love to see a strategy for getting awareness out and we see a couple of groups whom we must create a direct strategy and connection to.

- We would like to see more connection with students in the Book & Paper Program. A few have begun to access these podcasts but we believe that we need to really get the word out to all their faculty and students and that this would lead to a further integrate this process into their curriculum
- We would like to see more connection with students in the product design area. There student group has expressed an interest in using these podcasts to learn screen printing for a fundraising project (t-shirt printing) and we believe that if we could get the word out amongst their students and faculty we would see a tremendous swell of interest in how the process can support their endeavors.

We feel that we are doing a very good job of getting the word out to students who are using the print shop but are not enrolled in a print making class. They have used the podcasts to expand their knowledge of screen printing and the bulk of the feedback we have comes from them. We would still like to see growth in this area and make sure that we are empowering as many students as possible.

## **Self-Assessment**

Our team has decided that future podcast should be more organized, using a project to unify the process from start to finish. We would like to take a more organized and detailed approach to any future projects, planning the shooting schedule and implementing cue cards or a general script to work from when shooting the video. I also think we would address certain issues with sound quality. We had used voice-over in many segments and there were some equipment problems that we will address in the future, for example, the clicking noises when Duncan did the voice-over for the digital stencil section. In general we would like to bring the production values up to a higher level.

One of the secondary achievements of the podcast was to assist in bring higher visibility to the medium. In conjunction with a couple of visiting artists and a exhibition at the A + D Gallery the Art and Design Department felt there was enough institutional will to start running classes in Screen Print. The first of which will be run in the Spring of 2009 as a "Special Topics" class.

### **How does this project advance the integration of technology in your discipline?**

This podcast project addresses the limitations of in class technical demonstrations. This project offers a huge advantage to our students in that they now have the ability to repeat the demonstrations at will, to review on demand, with greater detail. We understand this technology as supplementary that it supports the students development by enabling them to show greater self determination in their development.

This podcast project also enables other members of our community to engage in the silkscreen process and gives them the tools they need to be successful with it. We see this as encouraging an interdisciplinary approach in Art and Design.

We have already seen that the podcasts are a valuable resource for students/staff/faculty in other disciplines who wish to pursue independent study of screen printing. Students from other disciplines can pursue limited independent study through the use of these podcasts.

We think that this a first step in building out a unique set of digital resources for the Art and Design students of Columbia College.