

**ual:** university  
of the arts  
london

**CLTAD** JISC  
Learning & Teaching Enhancement

**DEVELOPING DIGITAL LITERACIES  
PRACTICE BASED MASSIVE OPEN  
ONLINE COMMUNITIES OF INTEREST**

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***OCW14 Consortium Global Conference***  
***LJUBLJANA, SLOVENIA***  
***23 - 25 April 2014***

## DIAL PROJECT: OVERVIEW AND BACKGROUND

Encourage & support self-identifying & sustaining communities  
Creation of new resources, process and learning networks

Cultural change  
Improved graduate  
employability

JISC Developing Digital  
Literacies Programme Nov  
2011 to 2013

Will continue until Dec 2014  
with UAL support



## DIAL USED PRE-EXISTING IN-HOUSE ONLINE ENVIRONMENTS TO SUPPORT PROJECT DISSEMINATION AND SHARING OF RESOURCES

# process.arts

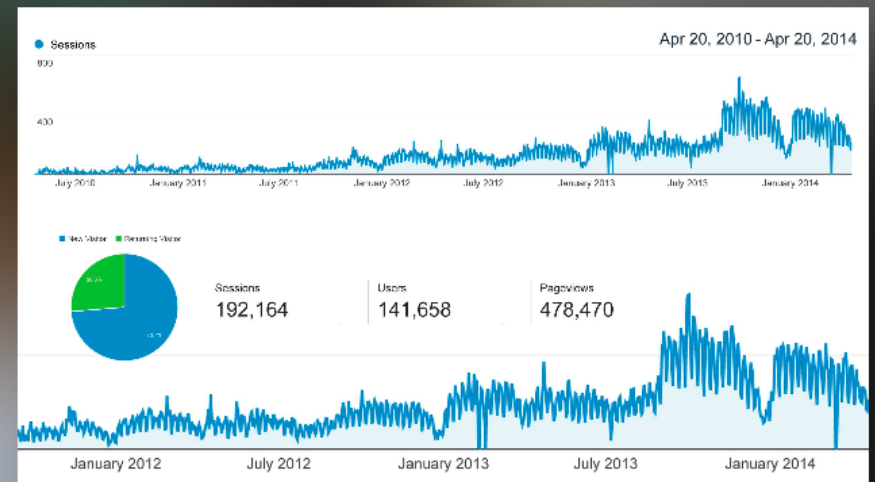
GRASSROOTS DEVELOPED

SUPPORT FOR ONLINE OPEN COLLABORATION

OPEN TO ANYONE, WORLDWIDE

BECAME AN OFFICIAL UAL SERVICE

[HTTP://PROCESS.ARTS.AC.UK](http://process.arts.ac.uk)



## UAL: DIGITAL BASELINE [↗](#)

**BASELINE BLOGS: We used blogs to create a snapshot of UALs day-to-day digital practices**

[Camberwell College of Arts](#) [↗](#)

[Chelsea College of Arts](#) [↗](#)

[Central Saint Martins](#) [↗](#)

[College of Communication](#) [↗](#)

[London College of Fashion](#) [↗](#)

[Wimbledon College of Arts](#) [↗](#)

## DIAL PROJECTS AND ACTIVITIES

### Communities of Practice

Led and stewarded by the group initiators and participants

### Communities of Interest

Supporting the development of cross college Clusters Groups

- Promoting good practice
- Sharing interests



## 6X DIAL COP GROUPS

Led and stewarded by the self-identified group initiators and participants



### PROFESSIONAL ONLINE IDENTITIES

6 x Stewards  
60 Students & Alumni  
15 Staff  
Collaboration:  
PDP, SEE, Learn IT, OD&L,  
Own-IT, CC Skills



### VIDEO PRESENTATION SKILLS

1 x Steward  
4 x Staff  
20+ MA Students  
Collaboration: SEE,  
Speaking Out, MA LCF  
Entrepreneurship



### OPEN AND FLEXIBLE LEARNING

2 x Stewards  
40 Staff  
Collaboration:  
6 x Colleges, ALTO (UK  
OER)



### DRUPAL:UAL

3 x Stewards  
15 Staff and 5 Students  
Collaboration: 6 x  
Colleges



### THINGS UNLIMITED

3 x Stewards  
52 x Library services staff  
Collaboration: Library  
services



### CLTAD TEACHING DEVELOPMENT PROJECTS

1 x Steward  
70+ x Student teachers  
Collaboration: PG Cert

## 6 X COMMUNITY OF INTEREST

COI groups explored common interests & activities happening across UAL. Mini projects & cross-college online cluster groups helped share resources, activities & good practice across UAL.



Copyright Issues



Making Online Learning Videos



Digital literacies in the arts



Tablets in studios



Social Media UAL



Learning Groups



# COMMUNITY OF PRACTICE EXAMPLE: PROFESSIONAL ONLINE IDENTITIES (POI)

1

Initial ideas and feedback Enterprise week at UAL

2

Engaging the community specialists and network to encourage cross department collaboration

3

Dissemination of the ideas for debate

**ACADEMIC:** I Feel physically sick when having to engage with digital technology

4

Engaging Staff and Students online and offline (Encourage a UAL CoP around POI)

**WHO:** Design and Performance 'PDP' programme, Central Saint Martins, Practice and UAL staff and Alumni

5

The first pilot - Professional Online Identities Programme 2013

**WHO:** BA students Central Saint Martins, UAL staff and Alumni

6

Student researcher and steward, student engagement & communication

7

Second Online Identities Pilot Programme 2013/14

**WHO:** Practice, Design and Performance 'PDP' programme, Central Saint Martins

“ Many thanks its great to have this as a resource and take some of the fear of life after uni!

## COMMUNITY OF PRACTICE EXAMPLE: FEEDBACK

### INDEPENDENCE

Development of professional online environments

### INTEGRATION & SUPPORT

Should be part of professional development

More support online and offline

Real world training from the beginning of a course

Need support with online learning/networks

### BLENDED LEARNING

Face-to face or one-to-one elements to compliment virtual learning



## WHAT WORKED WELL (POI)?

New UAL cross college collaborations and partnerships

Reciprocal benefits with the other POI projects

Informal meetings & learning

Student led

## RECOMMENDATIONS (POI)

Staff and student consultation and development of a UAL 'Online Arts Practice' Standard

Develop a UAL 'Online Arts Practice or Creative Online Identities' Unit for staff and students

Use DIAL CoP methods and approaches to evaluate web literacies/e-learning skills of staff and students

## DIAL PROJECT 2012 - 2014: LESSONS LEARNED AND REFLECTION

### TOOLS:

Finding a balance between face-to-face and digital: Case studies & rationales

### PEOPLE/INDIVIDUALS & DEVELOPMENT:

Lots of fear of not being 'Digitally Ready' for online practice: Staff & students

### UNIVERSITY & COLLEGE:

Trust & confidence: Support in-house innovation & new approaches

Defining DLs and competencies: Agile on-going process, individual needs

### CURRICULUM:

Huge gap in support for creative online practice: Difficult to fit into busy course schedules

## DIAL PROJECT 2012 - 2014: IMPACTS

Influenced and supported departmental strategic planning

Created new UAL cross-college collaborations for digital literacies support





## DIAL FORWARDS 2014

Aligning DIAL and CLTAD e learning/work

Improve staff confidence and engagement  
with online learning and teaching

Use DIAL COPs to evaluate web literacies

Explore innovative and experimental  
approaches to online learning and practice



## DIAL 2014 ACTIVITY/UPDATES

### COMMUNITY OF PRACTICE PROJECTS:

- Gallery collaborations online
- Creating online courses
- Tablets in studios
- Creative online identities

### INTEREST GROUPS

- Integrating and sharing studio/gallery workshop experience online
- Online Webinars and Streaming
- Online Learning and Practice (MOOCs)
- Bring your own Environment (Web making)





## BEYOND UAL:

Arts MOOC Consortium creative industries/sector

Low risk, experimental and independent

Support the development of arts practice MOOCs

Virtual and physical arts education

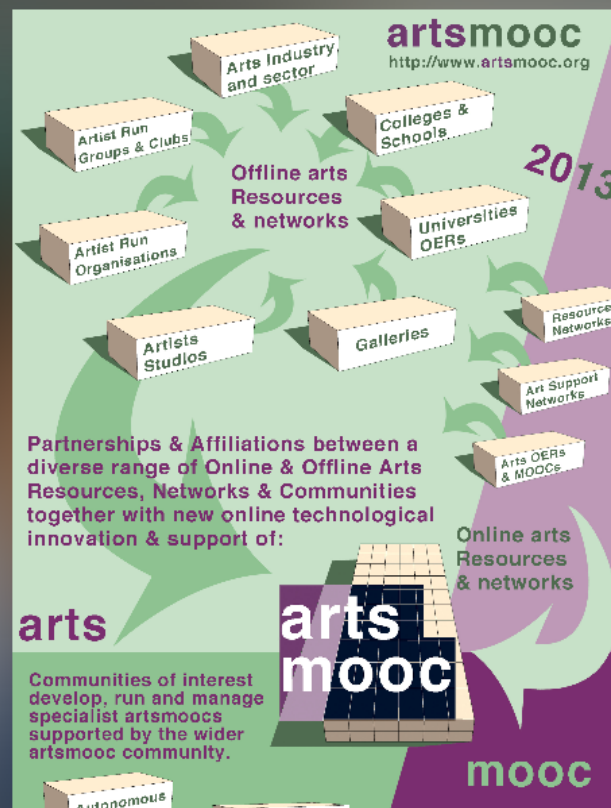
## SOCIAL ENTERPRISE:

Digital literacies support

Key stage 3 school students upwards

Learners from non-privileged backgrounds

Young people and adults with no formal university education



THANK YOU

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🐦 @ualcltd

🐦 @ProcessArtsUAL

📄 Full DIAL Final Report

ual: university  
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JISC

Visual  
Evolution **VE**