

VISUAL IDENTITY SYSTEMS

for F2F & ONLINE COURSES

Neal Shambaugh & Cindy Beacham
West Virginia University

PERSONALIZED VISUAL REFLECTION OF DESIGN PROCESSES

Student Representations in Instructional Design and Interior Design Courses

Neal Shambaugh & Cindy Beacham
West Virginia University

How Do You Teach Design Thinking?

Accountable Session Purpose

Visualizing Advocacy in Two Design Courses

Cindy Beacham, Interior Design and Design Studies
Neal Shambaugh, Instructional Design and Technology

Neal Shambaugh & Cindy Beacham
West Virginia University

EDP 740 Principles of Instruction S2011

Spring 2011 Themes

What students do with course do

EDP 740 Principles of Instruction S2011 Spring 2011

Corporate Identity ~ Course Identity?

Neal Shambaugh & Cindy Beacham
West Virginia University

Visual Identity Design System

Purpose:

Marketing

Course Features

NEAL SHAMBAUGH@MAIL.WVU.EDU

Visual Identity Design System

Purpose:

Cognitive Structuring

Teaching Stance

CONTRACT 1 PROJECT 2 FALL, 2010

COURSE MATERIALS

MARKETING

ADVANCE NOTICE

IDT 640
VISUAL LITERACY
NEW COURSE
ONLINE SPRING 2012

DESIGN CARTOON STRIP
DEVELOP AN INFO GRAPHIC
CRITIQUE AN ONLINE PRESENCE
DEVELOP YOUR ONLINE PRESENCE
PRODUCE A TED TALK

www.shambough@mail.uvu.edu

Introduce & advertise course offerings
Communicate expectations

COURSE MATERIALS

MARKETING

Visual Logo or Icon

- Signals specific course
- Identifies academic program

IDI
INSTRUCTIONAL DESIGN TECHNOLOGY

50TH ANNIVERSARY EDITION
Online!
EDP 640F11
INSTRUCTIONAL DESIGN

COURSE MATERIALS

MARKETING

Audio/Video materials Social media marketing

COURSE MATERIALS

SYLLABUS

- Contract
- Course description
- Instructor info
- Learning objectives
- Assessment

COURSE MATERIALS

SYLLABUS - EXAMPLE

Logo – identification
Assessment

Course info
Success criteria

Course schedule

COURSE MATERIALS

LEARNING TASK SHEETS

- Provide details of learning activities
- Task rationale
- Deadlines
- Procedures
- Assessment

COURSE MATERIALS

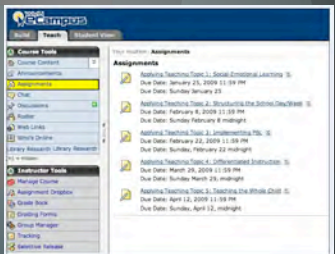
LEARNING TASK SHEETS

- Consistency between task sheet and syllabus
- Consistency across task sheets

COURSE MATERIALS

LEARNING TASK SHEETS


- Online materials follow similar principles



COURSE MATERIALS

INSTRUCTIONAL MATERIALS

- Computer-based presentations
- Note-taking support
- Handouts & activity sheets
- Audio & visual materials




Standardized formats
Course logo or icon

COURSE MATERIALS

INSTRUCTIONAL MATERIALS


Computer-based presentations: PowerPoint



COURSE MATERIALS



INSTRUCTIONAL MATERIALS

Computer-based presentations: Prezi



COURSE MATERIALS INSTRUCTIONAL MATERIALS


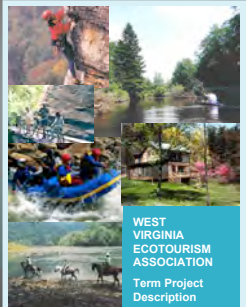
Note-taking support

COURSE MATERIALS INSTRUCTIONAL MATERIALS

Handouts & activity sheets

- Establish expectations
- Continuity of materials

WEST VIRGINIA ECOTOURISM ASSOCIATION
Term Project Description

COURSE MATERIALS INSTRUCTIONAL MATERIALS

1. Module Sequence



Audio & video clips

2. Screencasting: media activity + Narration



3. Export as .mp4 to external site

COURSE MATERIALS COURSE MANAGEMENT SYSTEMS

- Course identity
- Maintenance
 - Prioritize files
 - Communicate announcements
 - Update icons to indicate actions



COURSE MATERIALS COURSE MANA SYSTEMS

- Integrate
 - Course materials
 - Interaction
 - Assessment
- EXAMPLE
 - Scenario activity
 - Major ideas
 - Quick Think
 - Student example
 - "You do it"

The screenshot shows a course management system interface. At the top, it says 'COURSE TOOLS' with icons for Home, Syllabus, Assignments, Discussions, and Quizzes. Below that is a 'COURSE TOOLS' section with icons for Home, Syllabus, Assignments, Discussions, and Quizzes. The main content area is titled 'INSTRUCTIONAL DESIGN' and features a 'A Human Tool' section. This section includes a list of bullet points: 'Address critical learning outcomes', 'Design responsive approaches', and 'Examine the range of possibilities'. Below this is a yellow box with the text: 'Our contribution to the ID field is this idea that ONE process can do both!'. The interface also includes a sidebar with a list of course materials and a 'Quick Think' section.

COURSE MATERIALS

EXTERNAL WEBSITES

The screenshot shows an external website for 'EDP 740 Principles of Instruction S2011'. The page has a header with 'EDP 740 Principles of Instruction S2011' and a navigation menu. The main content area is titled 'What students in this course do:' and includes a list of bullet points: 'Address critical learning outcomes', 'Design responsive approaches', and 'Examine the range of possibilities'. Below this is a yellow box with the text: 'Our contribution to the ID field is this idea that ONE process can do both!'. The page also includes a sidebar with a list of course materials and a 'Quick Think' section.

The screenshot shows an external website for 'PBL'. The page has a header with 'PBL' and a navigation menu. The main content area is titled 'PBL' and includes a list of bullet points: 'Address critical learning outcomes', 'Design responsive approaches', and 'Examine the range of possibilities'. Below this is a yellow box with the text: 'Our contribution to the ID field is this idea that ONE process can do both!'. The page also includes a sidebar with a list of course materials and a 'Quick Think' section.

- Stand alone or augment CMS sites
- Repeat visual elements

HANDOUT

The screenshot shows a handout titled 'VISUAL IDENTITY SYSTEM CHECKLIST-WORKSHEET'. The document is divided into two columns. The left column is titled 'MARKETING MATERIALS' and includes a table with columns for 'Material', 'Visual Identity', and 'Consistency'. The right column is titled 'INSTRUCTIONAL MATERIALS' and includes a table with columns for 'Material', 'Visual Identity', and 'Consistency'. The handout also includes a 'DELIVERANCE' section and a 'WEB SITE' section.

IMPLICATIONS

- Consistent visual identity
- Instructional Design - Visual Design
- Treatment - Audience
- Student perceptions and engagement
- Student enrollment
- Academic program identity

The graphic is titled 'INNOVATION DESIGN RECHWHEEL 2007-2008'. It features a central circular graphic with the text 'INNOVATION DESIGN RECHWHEEL 2007-2008' and 'Worcester Polytechnic Institute'. The graphic is surrounded by several circular images showing students and faculty members in various settings, including a classroom, a laboratory, and a meeting. The background is blue with white circles and lines.