

## **SCHOLARSHIP / PEER REVIEWED PRESENTATIONS AND POSTERS**

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### **25TH INTERNATIONAL CONFERENCE ON COLLEGE TEACHING AND LEARNING**

**PONTE VEDRA BEACH, FLORIDA**

**MARCH 24-28, 2014**

#### **CONTACT**

[www.teachlearn.org](http://www.teachlearn.org)

#### **ACCEPTANCE PROCESS**

Blind Peer Review Acceptance Process

#### **CONFERENCE LEVEL**

International

#### **DISCIPLINE**

Education

#### **CONFERENCE OVERVIEW**

The International Conference on College Teaching and Learning (ICCTL) is an engaging conference for higher education teachers, faculty and support staff that offers a variety of workshops, interactive sessions and presentations.

#### **NAME OF PRESENTATION AND ABSTRACT**

*Collaboration, Cooperation and Competition with Design Thinking*

As educators, it is critical that we prepare our students for the expectations of their chosen professions. In the graphic design profession, teamwork and collaboration skills are essential to the creation and execution of innovative visual communications. Collaborative, immersive and experiential modes of learning provide students with pragmatic experience to benefit them to acquire these critical skills. This presentation highlights an innovative course structure that includes 60 students and three instructors of diverse expertise. Throughout the semester-long course, students work individually and on teams, provide feedback via online communities, and produce work with the guidance of all three instructors.

Taught by three graphic designers with diverse expertise, this innovative blended learning course prepares students for the demands of their final year of undergraduate study in their major. The course focuses on research methods, web, advanced technologies and social media and collaborative work strategies. Students alternate between working independently and on teams to solve complex visual communication problems using a variety of problem-solving techniques and strategies introduced and practiced in class sessions. The course is conducted using the model of a “Flipped Classroom”, where students alternate between working face-to-face in the classroom and working online via blogs and other online groups.

One of the most exciting, challenging and beneficial aspects of this course is that the three instructors provide a wide range of information and knowledge to students in lectures, discussions, critiques, small and large group meetings and online. All three instructors work with all three sections of students during the course, benefitting all participants. Although it is challenging for three instructors to coordinate and manage a course of this size and complexity, the benefits to our students far outweigh any obstacles and it is an extremely rewarding course to teach.

#### **TYPE OF PRESENTATION**

Paper Presentation with Carol Fillip