



Full Sail University Blending technology and the arts

INTERACTIVE DEVELOPMENT

Having established a baseline for the campaign design through explorations and print development, I named my attention to developing the Human Rights Cafe website. It was clear that some of the original elements of the project style (i.e. the chrome frame) were ineffective in print, but it was pleasing to find that they were viable for interactive applications.

Interactive Sketches



Website Wireframes and Rough Comps



INTERACTIVE LOGO PLACEMENT

It has become habit for viewers to expect the identity of the website to be declared first and foremost. Therefore, for interactive applications, always place the logo in the top left and precede it with "The Harrison Presents." This test is essential for achieving the goal of continued brand recognition for the host restaurant after the project has ended.



Full Sail University
Winter Park, Florida
www.fullsail.edu

Full Sail University promotes student growth and real-world success with ePortfolios developed with Adobe® Acrobat® Pro

Since 1979, Full Sail University has built a reputation as one of the world's leaders in higher education for entertainment, media, and the arts. Many of the school's 35,000 graduates have become industry leaders, earning accolades for their work on award-winning films and albums, acclaimed video games and design projects, and live productions, as well as for their contributions to major media companies.

Using an innovative approach to education, Full Sail offers campus and online degree programs that reflect the real-world needs of media arts industries, while encouraging students to explore their creativity and artistic passion. In an increasingly digital, technology-driven world, Full Sail understands the importance of integrating art and technology in its master's, bachelor's, and associate's degree programs.

To help ensure student success in the global marketplace, the university depends on ePortfolios created with Adobe Acrobat 9 Pro and Adobe Creative Suite® 5 Master Collection software—to deliver educational experiences today that keep students engaged in learning while preparing them for thriving careers tomorrow.

The big picture

Full Sail's global perspective speaks volumes about the university's drive to connect its degree programs with the world beyond campus boundaries. Keeping students engaged in the breadth of university projects in a reflective, insightful way is just as important.

Full Sail uses ePortfolios created with Adobe Acrobat 9 Pro and Creative Suite 5 Master Collection software to deliver educational experiences that keep students engaged in learning and better prepare them for future careers.



Challenge

- Provide a system for aggregating student work
- Improve communication between faculty and students
- Deliver a mechanism for providing meaningful one-on-one feedback
- Enhance student understanding of subject matter
- Give students a competitive advantage

Solution

- Deliver an ePortfolio solution, based on Adobe Acrobat 9 Pro and PDF Portfolios, for students to store, manage, assess, and share their course work and media arts projects
- Provide a new avenue for students and faculty to collaborate in a meaningful, communicative way

Benefits

- Offers students an easy way to capture all course work into a single ePortfolio
- Provides a new two-way communication path for students and faculty
- Enhances the quality of work and student awareness of achievements
- Equips instructors with a mechanism for providing authentic feedback on student work
- Expands 21st century skills to support student success in school and in their careers

The energetic, creative students at Full Sail lead very busy lives, whether they're taking classes on campus or online. The fast-paced environment demands up to 40 hours in school each week. Regardless of their majors, students work on many multimedia projects during their time there, which created file management and learning challenges. "Students need a way to centrally store and access their work, for a cohesive educational experience," says Bill Galbreath, director, Design & Technology, Full Sail University. "With the means for students to have a clear and broad picture of how they're progressing in the program, particularly for online students lacking the in-class interaction, students gain a better understanding of the subject matter."

It is especially important for students to have all of their project work at their fingertips for senior capstone projects—end-of-year deliverables with requirements for presenting both printed and digital materials. Graduating classes need the tools and processes that enable easy access to materials. "Our students need the resources to develop rich senior project portfolios that accurately reflect their work, along with the opportunity to recognize their incredible achievements," says Galbreath.

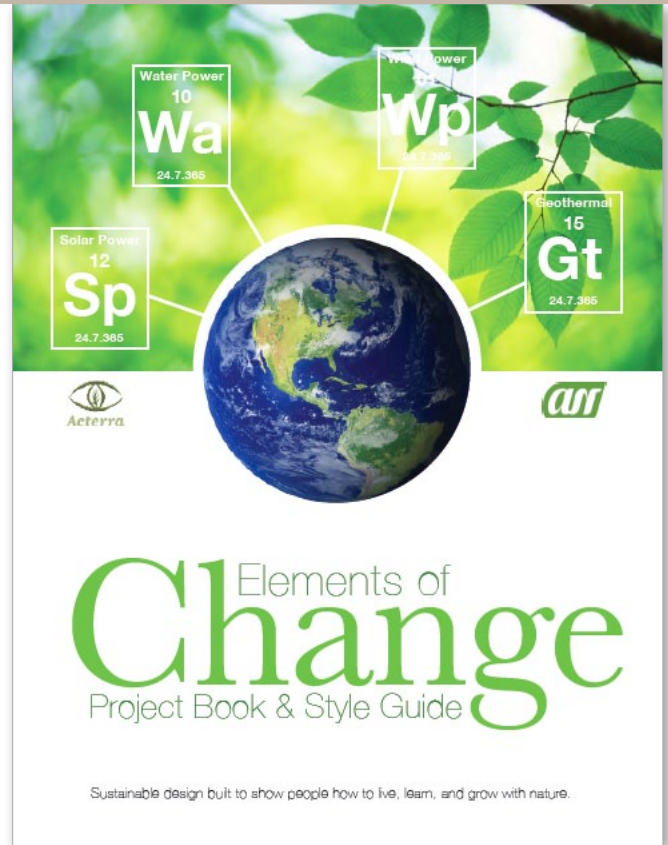
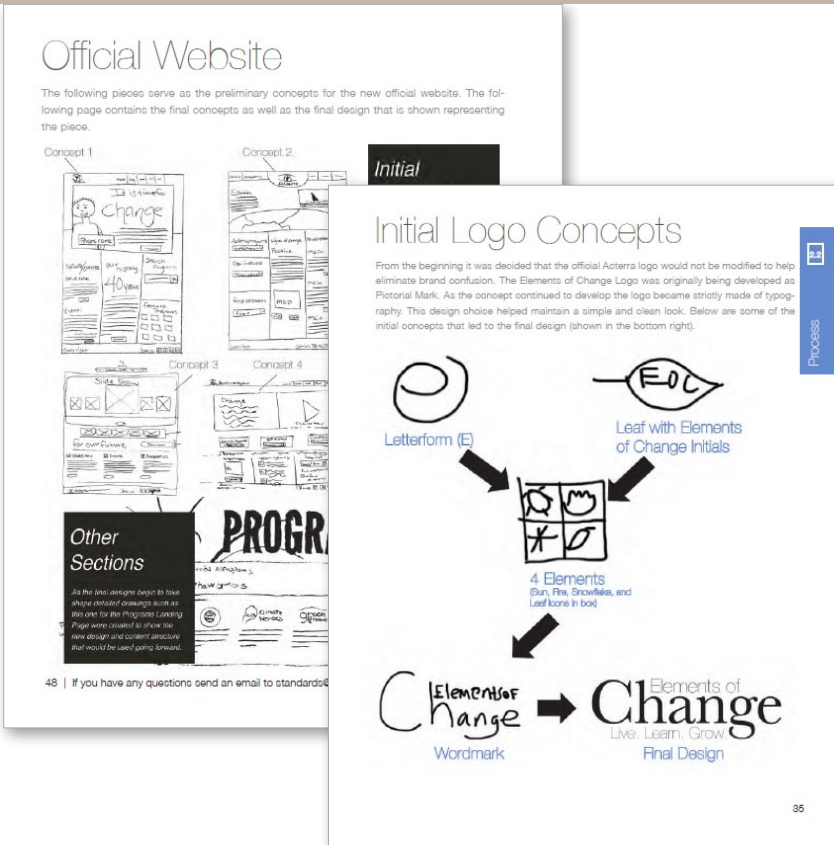
To provide students a way to store, manage, assess, edit, and share their important project materials throughout their academic programs—and to encourage communication among students and faculty—Full Sail developed ePortfolio environments in the Graphic Design A.S., Digital Arts and Design B.S., and Media Design M.F.A. programs. The ePortfolios, comprised of Adobe PDF Portfolios created with Adobe Acrobat 9 Pro, provide a compressed file format for easily sharing documents, images, illustrations, web pages, and other project materials. The school developed a file folder structure and PDF Portfolio templates, providing personalized folders to each student on the first day of the course.

Students leverage Adobe Acrobat 9 Pro software to build and manage their comprehensive ePortfolios. They share their work with faculty, other students, and prospective employers using Acrobat.com. "Adobe Acrobat 9 Pro gives students the means to easily aggregate audio, video, and image files into a single, dynamic ePortfolio," says Galbreath. "It also allows them to continually see the big picture on what they're creating and how much they're learning."

Recognizing creative growth

While a comprehensive view of project materials is important, so is an awareness of creative growth over time. Students at Full Sail University engage with the curriculum through an Apple MacBook Pro--the primary element of Full Sail's "Project LaunchBox" laptop initiative--with Adobe Creative Suite 5 Master Collection software installed. With applications such as Adobe Photoshop® CS5, Adobe InDesign® CS5, and Adobe After Effects® CS5, students design and develop the required creative work for their classes.

With ePortfolios—Adobe PDF Portfolios created with Adobe Acrobat 9 Pro—students can easily view and manage different versions of multimedia projects. Students can track the progression of their design concepts, see the flow of project iterations, and better understand how to improve their work.



“Our ePortfolio environment allows our students more creative growth and the confidence that goes with it. To succeed in the global workforce, they need both.”

Bill Galbreath
 Director, Design & Technology,
 Full Sail University

Creativity is typically a work in progress, however. “When students develop project materials for a particular assignment, quickly review them, and turn them in, they’re not submitting their best work,” says Galbreath. Now, with the PDF Portfolios, students can easily view and manage different versions of their multimedia projects. They can track the progression of their design concepts, see the flow of project iterations, and better understand how to improve their work. “With all of their project materials in one place, they can vividly see how their designs are improving over time and how they’re coming to life,” adds Galbreath.

Senior capstone projects and their benefits to Full Sail students have significantly improved with the use of ePortfolios. Near the end of any arts and design program, students create master project books by pulling from their ePortfolios and consolidating all of their best work into a single PDF Portfolio. The impact on the first graduating class using the PDF Portfolios was memorable, according to Galbreath. “The students had all of their project assets in one place for the first time,” he says. “The quality of the senior capstone projects increased dramatically, instructors had a much better idea of student progress, and we noticed a distinct difference in student awareness of what they had accomplished.”

Galbreath also sees students using these master PDF Portfolio project books to share their work with their parents. “They can walk their parents through the creative process—starting with the initial concept and ending with the finished product—for numerous projects in a single PDF file,” he says. “Parents have a better understanding now of what their kids have accomplished.”

Feedback and food for thought

Having a centralized ePortfolio for viewing and managing project work helps students succeed in more ways than one. Students can share their work with peers to solicit valuable feedback for improving project materials. Instructors can conveniently access student work using Adobe Acrobat Reader® software to conduct informal and formal assessments. “The ePortfolios are popular tools among our instructors for gauging student progress and achievement,” says Galbreath.

Full Sail's ePortfolio environments are used in several programs to provide students a way to store, manage, assess, edit, and share their important project materials throughout their academic programs—and to encourage communication among students and faculty.



“Using the ePortfolios provides our students and graduates with the ability to present their work in a highly professional PDF Portfolio to potential employers, articulate their knowledge, and expose their strengths.”

Bill Galbreath
Director, Design & Technology,
Full Sail University

Toolkit

Adobe Creative Suite 5 Master Collection. Components used include:

- Adobe Acrobat 9 Pro
- Adobe Photoshop CS5 Extended
- Adobe InDesign CS5
- Adobe After Effects CS5

For more information

www.adobe.com/products/acrobat

Get off to a quick start with Adobe software. Join the Adobe Education Exchange to access free teaching and learning resources contributed by a community of educators and the Adobe Education Team.
<http://edexchange.adobe.com>

Adobe software takes convenience a step further. Media arts is a feedback-based environment that requires legitimate, timely, meaningful, one-on-one feedback. Adobe Acrobat 9 Pro allows Full Sail instructors to embed comments directly into the PDF Portfolio materials. Students can view instructor feedback in the context of their projects. “It’s a powerful feedback loop that enlightens our students in a detailed way about how well they’re performing and where they need to improve,” says Galbreath. “For online students who may struggle with feeling isolated from their education, it keeps them connected with their instructors.”

Adobe Acrobat 9 Pro also empowers instructors to know that students, particularly remote students, are responsible for the work they’re submitting. The ePortfolios give Full Sail instructors insight into ongoing project work, so they can form authentic assessments along the way. “Our teachers have a better sense of whether or not it’s original work,” says Galbreath. “Also, the PDF Portfolios offer instructors new insight into learning styles, needs, and tendencies, because they can more easily recognize learning patterns.”

A competitive advantage

Teaching successes are common at Full Sail University, but the most important achievement for faculty is preparing students for success after graduation. Adobe Acrobat 9 Pro and PDF Portfolios are giving Full Sail students the boost to hit the ground running on their career paths. “Our ePortfolio environment allows our students more creative growth and the confidence that goes with it,” says Galbreath. “To succeed in the global workforce, they need both.”

According to Galbreath, the ePortfolios are already helping students secure internships and jobs. “Using the ePortfolios enables our students and graduates the ability to present their work in a highly professional PDF Portfolio to potential employers, articulate their knowledge, and expose their strengths. They also demonstrate their proficiency in using industry-standard Adobe products, which are critical in the multimedia workplace. As an educator, making sure our graduates have a competitive advantage is paramount,” he concludes.



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