

A springboard to professional communication skills

Deeply embedding Express into a course supports subject specific professional development

Institution Lead: Joe Towns, Programme Director Sports Broadcast MSc, Cardiff Metropolitan University

Formative Learning

What

Adobe Creative Cloud is integral to every assessment on the Sports Broadcast MSc course. Students use Express for formative learning with the animation tool and for assessed video pitches as well as using the wider Creative Cloud portfolio: Audition, Premiere, Photoshop and After effects.

Why:

Students benefit from an accepted industry platform. They learn to navigate between the different tools and become familiar with the Adobe support videos which will allow them to continue to learn in an industry environment after they graduate.

Who

Sports Science Programme leader Joe Towns collaborated with Nick Young, Primary Education Studies Lecturer, to speed up the learning curve and reinforce learning.

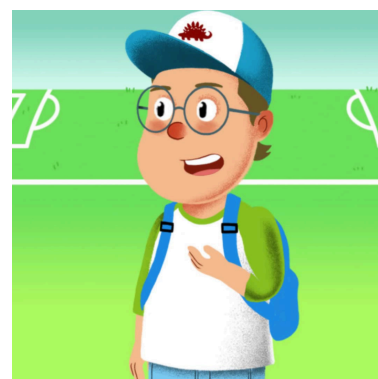
How:

- Assessments build on formative learning
- In class lecture and demonstration modelling good practice.
- Course leader produced an exemplar

Progressively building communication skills

A progressively complex series of learning activities and assessments connect together theory and practice building student's communication skills. Students use Express alongside Audition, Photoshop, Premier Pro and After effects. They learn to create social media artefacts, podcasts and videos.

An early formative activity introduced students to Express, including the animate tool. The programme director produced an exemplar. Students incorporated their learning into a broadcast pitch assessment, created in Express.



Course Directors
"Animate Characters"
exemplar



Students incorporated this into their assignment: a Dragons Den style pitch



Student final project examples

Real world assessments

The broadcast pitch was an authentic assessment it put students in a real world environment, pitching their ideas to a 'Dragon's Den' style panel. This developed students' verbal and visual communication skills.

The pitch put forward ideas for students' final video project and provided an opportunity to explore the tone and aesthetic ahead of the creation of their final documentary.. This used other Adobe Creative Campus tools and brought together skills and ideas developed through the course.

Sharing success

Faculty use social media to celebrate their students' success and created a bespoke 101 tool to share their own experiences with other departments, socialising ideas and reducing the learning curve.



Bespoke 101 tool

[Shwmae! / Hello!](#)

Insights

- **Start small** - The course begins by generating a creative environment through low risk, fun activities that encourage students to experiment, before progressively building to a complex, professional quality documentary.
- **A quick start to creativity** - Express can support courses where the Adobe Creative Cloud Suite is used, providing an entry point for creativity and a quick option for proof of concept and prototyping ideas.
- **Supports real-world experiences** - Supports real world application of skills for example meeting a client brief and pitching to specific audiences.