Art & Design Adobe Tutorials

TUTORIALS FOR ADOBE BRIDGE, PHOTOSHOP, AND PREMIERE.

Taylor Wilkinson, Kyler Lueck, Caleb Carr | Department of Art & Design

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INTRODUCTION
The aim of this project was to research content and develop instructional videos for using Adobe software in photography and video classes that are more connected to course content than generic tutorials. Art & Design students: Caleb Carr, Kyler Lueck, and Taylor Wilkinson worked with Professor Jyl Kelly as a team to organize content, capture & edit video, and research best methods of creating instructional videos for Art & Design at UWEC. Professor Kelly directed relevant content for the photography and video classes and we produced and edited the final videos. The project is being assessed with student surveys that measure and compare pre vs post confidence levels of using new instructional videos vs generic tutorials.

METHODS
To begin, we researched best methods of making video tutorials that would suit the needs of Art students enrolled in classes using digital technologies. Our group worked remotely and reviewed multiple online sources with similar videos and the plan was to make each video informative for the purpose of UWEC Art students and to make them pleasing to view. The next step was to create a script for those tutorials based on the most important basic information and get feedback for improvements from the group. Using standard video capture and editing software such as Premiere Pro, Quicktime Player, and Kaltura, we produced appropriate content and edited some new video tutorials from a student’s perspective. Our team met once a week during the summer months to present current developments in the video/tutorials productions, to discuss our direction, decide on new content, troubleshoot technical problems and critique the video research being done. We analyzed the detailed workings of some of the video, audio and photography equipment that is specific to Art students and created tutorials for that as well.

RESULTS
The videos will be uploaded to a public online space that is accessible to a large online audience as well as being embedded in course content for photography and video classes. We realized early on that these video tutorials would be useful to a wider range of UWEC students and we decided to make the finished videos available to all UWEC students via the McIntyre Library’s Makerspace and for anyone who is interested in learning more about using some of the Adobe software and equipment for photography and video. This experience has given us the opportunity to learn about the necessary organization and preparation for instruction of digital technologies and basic video and photography equipment. We have gained experience for this project working individually as well as part of a team to complete all necessary tutorials as a common goal. One result of working with a team of student peers to produce this video content was in producing a video result that relates well to an audience of college students. The team concluded that fast-paced tutorials with interesting content are more engaging.

DISCUSSION
Can instructional videos specific to an instructor’s course content be more effective than generic tutorials? The follow up survey information from students in photography and video classes from fall 2020 both before and after they utilize these videos will answer this question.

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