

NECESSITY IS THE MOTHER OF INVENTION

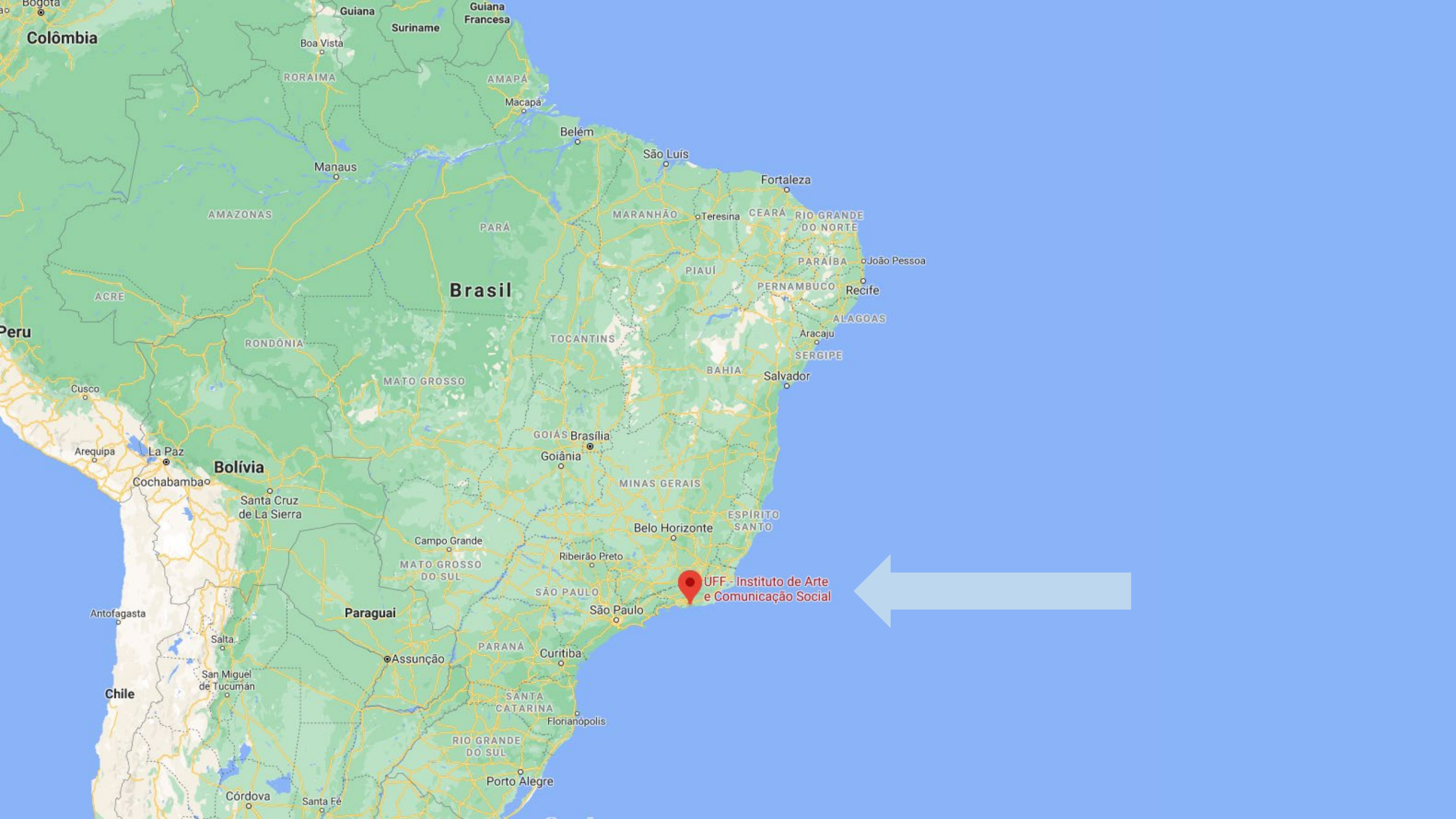
reimagining a visual communication course while in quarantine

Barbara Emanuel

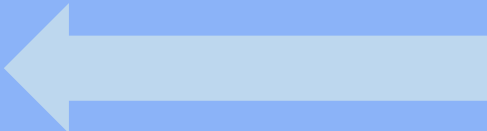
Universidade Federal Fluminense, Brazil

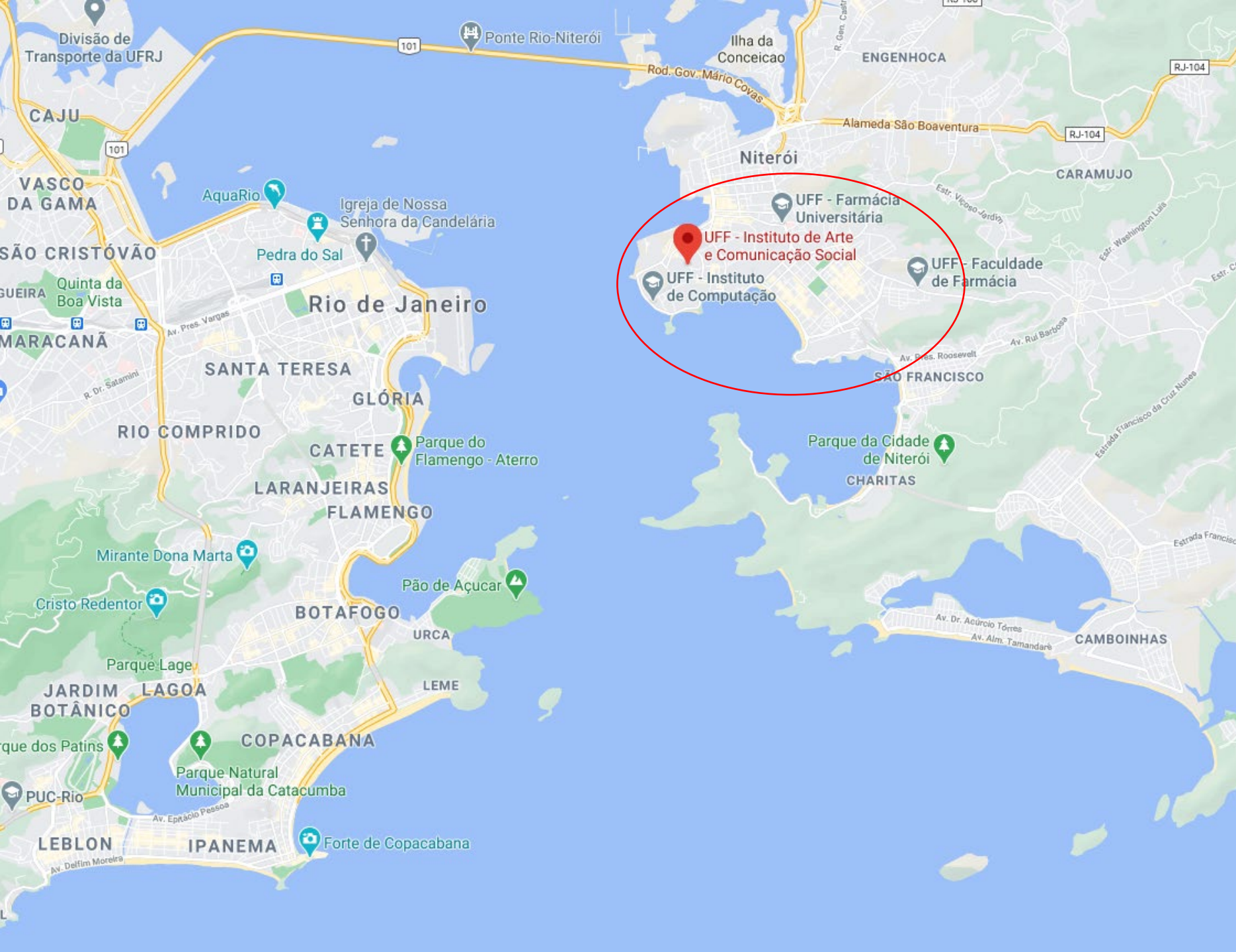
WHERE IN THE WORLD?





UFF - Instituto de Arte e Comunicação Social





Brazil is one of the countries most affected by the Covid-19 pandemic as of today: 126 days without an official health minister



universities must keep their doors closed
since march

private colleges

most students have broadband internet connection
online classes since the first day of quarantine

public universities (all of them are 100% tuition-free)
many students come from underprivileged backgrounds
now what?

how is their internet connection?

do they have laptops?

are they working full-time to support their families?

do they have appropriate learning spaces?

let's conduct an online survey to find out...

ok, results show almost every student has good internet connection.
great!

wait...

only those with good internet connection were able to answer the survey...

so, we arranged conversations with some
of the low-income students,
with the help of the student council

how is their internet connection?

do they have laptops?

are they working full time?

do they have appropriate
learning spaces?

————— many students with low bandwidth /
prepaid SIM card connections
some living in areas not covered by
wi-fi signal

how is their internet connection?

do they have laptops? ————— some have one desktop
(shared with whole family),
are they working full time? most have personal smartphone

do they have appropriate
learning spaces?

how is their internet connection?

do they have laptops?

are they working full time? ————— some are working full-time,
most are working part-time

do they have appropriate
learning spaces?

how is their internet connection?

do they have laptops?

are they working full time?

do they have appropriate learning spaces? ————— many live with family,
sharing small spaces

all content should be accessible
by smartphone

every course activity (even practice-
based) should be laptop independent

courses' schedules should be
as flexible as possible

content should be accessible
in several small doses
(instead of lessons that
run for 2 hours straight)

many students with low bandwidth/
prepaid SIM card connections

some have one desktop
(shared with family),
most have personal smartphone

some are working full-time,
most are working part-time

many live with family,
sharing small spaces

the course:

VISUAL PLANNING

mandatory for journalism students

content distribution planning

type of content: typography

type of content: photography / illustration

type of content: infographic

type of content: data visualization

colour theory / printing processes

graphic identity and guidelines

layout principles

typesetting

transmedia strategies

THE GOAL (dream?)

leaving no student behind

the answer:
adapting!

adapting!

then

computer lab
with adobe software

now

freedom of tools

students search, share, evaluate,
select their own tools for each
activity – usually free and online

autonomy

adapting!

then

content:
lecture classes

now

content:
short videos
text summary of each video
links for related extra content online
collaborative content: online forum

*available on
google classroom, blog, youtube, instagram*

adapting!

then

classes Mondays and Wednesdays
from 4pm to 6pm

now

asynchronous self-study
asynchronous interaction
synchronous “office hours” meetings

adapting!

then

no focus on accessibility
(shame on me!)

now

medium and low quality options for videos

subtitles in videos

text summaries of every video on the blog,
as well as images with descriptions

and now...

constant evaluation

dialogue with students

adjusting again and again

thank you very much!

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