Academic e-learning experience in the enhancement of open access audiovisual and media education

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To create a proposal of a comprehensive and open programme for the audiovisual/media/film education.
WHY has such a need arose?

The development of a **knowledge-based society** is one of the objectives of the European Union and national strategies.

Abilities to research, evaluate and process information and to use the media in a safe and creative manner are basic skills of a member of an information society.

Lack of knowledge and skills is one of the main barriers to accessing new technologies.
Hence, reinforcing interactive education (which refers to media education, e-learning and life-long learning) has been an important goal for the Polish education.
Polish teachers have been obliged to help students to acquire media competences.

But they need the tools...
RESEARCH:

• by the Modern Poland Foundation (Media Competences Catalogue 2011); poor media literacy among Poles;

• by the Polish Film Institute: gaps in education on audiovisual, media and film resources, (understood as a skill of using multimedia in creating the content and in supporting teaching and learning in various areas of education).
STATE OF ARTS

Analysis of the media/film education state and activities already undertaken

[such as Kinoszkoła by Marcin Skorek]

• What are the most comprehensive educational offers?

• How do they look like?
Media education web by Modern Poland

Kreatywne korzystanie z mediów
Pokaż co potrafisz! Poznaj cyfrowe narzędzia i dowiedz się jak atrakcyjnie prezentować swoją twórczość w sieci.

LEKCJE:
- WYCH. PRZEDSZKOLNE
  16 GODZIN
- SZKOŁA PODSTAWOWA 1-3
  20 GODZIN
- SZKOŁA PODSTAWOWA 4-6
  5 lub 33 GODZIN
- GIMNAZJUM
  8 lub 60 GODZIN
- SZKOŁA PONADGIMNAZJALNA
  7 lub 47 GODZIN
- EDUKACJA FILMOWA
  8 GODZIN

NASZE LEKCJE TO:
- WIEDZA W PIGUŁCE
- ZADANIA
- SCENARIUSZE
- SŁOWNICZEK

Zobacz, jak przeprowadzili je inni.
Film School Library project by PISF

Filmoteka Szkolna

edukacja filmowa

nasze lekcje

Film w praktyce pedagogicznej

Oscar dla Idy!!!
Gratulujemy!!! )))))
http://www.pisf.pl
Complementary proposal & innovative approach

Innovative approach

- The form adequate to the content (movie extracts)
- Move to VLE due to the Digital World
- Flexible didactic process (face-to-face, self-study, individual path)
- To impose a constructive analysis (logical linking pieces of information)
- To modify the role of teacher (teacher as a coach)
Academic know-how

Moodle platform

- Focus on multimedia (video)
- Open source
- Various resources and activities
- Easily accessible (mobile devices)
- Combined with face-to-face teaching
- To reduce social exclusion (disabled students)
Film as a story – how to read a film (in Polish)

Content by the experts from the Department of Film and Visual Culture at the Faculty of Polish Studies of the University of Warsaw
The main value of the course is that it uses **movie extracts** to illustrate and explain the meaning of the phenomena that are present in the film making process, e.g. the **importance of light** and **sound** in creating film atmosphere, the significance of the metaphor, the impact of scenery on the **perception of the film reality**.
For better understanding of the content and its memorization, the infographics have been introduced with the linked descriptions of the components.
The course provides typical multiple choice tests as well as specially tailored interactive questions based on the movie extracts.
The e-course contains self-check quizzes, group workshops or individual assignments to be evaluated by the supervisor and can be easily combined with face-to-face teaching (blended learning).
Additional value

• flexibility resulting from asynchronous mode and access to the course via the mobile devices (also for disabled persons);

• analysis of the logging-in status, supervision of traffic within the course - which might be of significant importance for the course monitoring;

• an implementation of the platform-based evaluation process (feedback forms, surveys) in order to complement or improve the materials;

• the courses can be easily transformed to MOOCs on media/film education, if such need for further development arises.
The course was reviewed by the students of the Faculty of Polish Studies of UW and got an overall positive feedback. The interesting remark was made on the film extracts. In the opinion of some students, it should include more contemporary movies.

Such as...

*Bear me* by Kasia Wilk
The e-course was positively evaluated by PISF media educators and...

2 other e-courses were requested to be created on the platform within the second stage of the PEAM project.
E-COURSES ON:

• The basics of journalism for young people interested in creating their own journalistic video materials as well as for the teachers;

• The methodology of film education dedicated for pedagogy students, teachers and film educators.
FOLLOW-ON INITIATIVES

International Conference on Film Education, Warsaw, May 2015 (speakers from 11 countries)
SOME REMARKS

Many kids and teenagers know how to edit a video and to publish it.
But many of these so called „digital natives“ DON’T know which story they want to tell.

Many kids have already seen more films than their parents in their lifetime.
But many of them can‘t answer the question, which one has touched them – and why.

Concerning documentary films, the situation is even worse...

[Luc-Carolin Ziemann, DOK Leipzig]
HOWEVER...

Master of the Universe - Trailer
HOWEVER...

PIKKU KALLE
Thank you for your attention:) 

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