Assignment #1: Online Learning Plan

*ADL 630 - Week 4*

After reviewing my lesson plan from week 3, Digital Literacy is included in a variety of ways. Some examples of digital literacy from my Career Fair lesson/ project include understanding how to use web browsers, search engines, email, and text, choosing appropriate media to showcase learning, encouraging technology to showcase their learning, using websites, videos, and blogs to enhance students understanding, and creating digital content to be used as marketing tools. They will also be using google docs to plan with peers and google sheets to organize their interactions with companies as well as use it to keep track of their budget. My students will also be using google slides to present information to businesses and to their peers as well as using google forms to receive feedback from businesses, peers, and participants after the career fair has occurred. All of these will be kept in their google drive in organized folders so they can share with whomever they need to share with. I will also be asking them to use their school Gmail account to contact companies as well as turn things in on google classroom as check ins on their progress. This is where my organized students do really well.

Another form of digital literacy they will be responsible for is creating digital marketing ads to promote the event around our community and campus. This will require students to use different social media outlets, digital/ design applications, photoshop, canva, wordswag, storyart, inshot, moo, and many more reposting and design apps. This is where the creative students thrive.

As far as looking at Summey’s work I believe this project/lesson also assesses all 5 elements; locating and filtering, sharing and collaborating, organizing and curating, creating and generating, and reusing and repurposing. Location and filtering is found in their internet research of local companies and using their contact pages to make an initial connection with each business.

Sharing and collaborating is found throughout the online community where they share documents as well as use social networking connections. They will be creating an instagram account, twitter account, and will be able to choose another social media account they think will help promote the event as well as help them connect with other brands and businesses who might be interested in participating.

Organizing and curating is found by their folders in google drive and the digital portfolio they will be making at the end of the project. This will also be a form of assessment.

Creating and generating will come from the digital design aspect where they will create digital marketing materials and programs for the event. Students will also be responsible for creating this year’s logo. It will be a bit of a competition where students and businesses will be voting (through google forms) on which logo they like the best. We will also have students put company logos on the program. They will use different digital brochure/ program design websites to help them create this.

Lastly reusing and repurposing will be used from creating the video of the event. A group of students will be solely responsible for taking pictures and videos (photography and videography skills) the entire duration of the event as well as creating a promotional/ highlight / appreciation video. They will be editing, adding music and text, and pushing this out through different social media channels.

So as you can see students will be tapping into a variety of different digital literacies during this project. I have faith in my first semester skills to be able to introduce them to all these different google applications and digital design websites that they will be ready in the second semester to apply them in a real world setting. Planning an event is a big deal and a lot of work but I feel as though my students will be up for the challenge and exceed expectations when it comes down to it.