Technology and Teaching:

A case study of software-enhanced enquiry-based learning across academic pathways

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Design always starts with a problem

PROBLEM:
How can institutions such as Wintec, mimic current best practice in a communication based industry?
ANSWER:
By utilising the graphic design, advertising, photography and journalism third year students and placing them in an industry based project.
HOW:

Wintec set up a possible solution to this problem, by utilising an New Zealand based annual event, conveniently placed in the Waikato at the end of Semester one.

This provides a wider range of content as it’s a national annual farming event held at Mystery Creek Event Centre.

Create a daily magazine for each day that the Fieldays event runs, documenting the daily going’s on and updates of stall holders showcasing a business or idea at the Fieldays.
How did it start?

- The first Fielday’s Exhibitor started in 2004
- A four page per day Newspaper (1 page folded in half)
- Wintec’s Ad Agency at the time created an easy to fill template
Since then...

- Every year since 2004, the Fieldays Exhibitor has been produced by students, supported by staff.
- There have always been a combination of third year graphic design, photography and journalism students.
- Been written into the degree as a measurable outcome for students in a third year elective paper – Internship.
My how things have changed

THEN:
The Fieldays Exhibitor’s goal was to achieve a newspaper that was on par to what came out of an industry based newsroom or agency.

NOW:
The Fieldays Exhibitor has increasingly become a vehicle to utilise multi-media capabilities which is largely driven by the ever changing technology

www......
First edition layout
2004

- Simple layout with limited space for movement.
- Just drop text and images into the template.
FIELDAYS EXHIBITOR

ISSUE 01

FEATURE STORIES
- Losing the Life
- Pretty in Pink
- Bachelor Boys

LET THE SHOW BEGIN: The gates are open, the forecast is good, the biggest agricultural trade fair in the Southern Hemisphere has begun. Welcome to Fieldays 2005.

Your daily Fieldays Exhibitor...

wintec.ac.nz

MAKE YOURSELF USEFUL

Wintec
New Zealand Institute of Technologies
All the fun of the Fieldays
Fieldays Exhibitor
Fieldays artwork puts the culture into agriculture

Fieldays Exhibitor
City's bars, cafes get helping hand

Fieldays Exhibitor
Lovely, luscious llama lips

Fieldays Exhibitor
River posed problems but didn't stop craft coming home

2009
2011

Fieldays Exhibitor

Giant bugs invade Fieldays

Digger for a dollar?

Action-filled days pull crowds

Shepherds demonstrate skills
Online presence

- New Technology such as podcasts, video, ipads, iphone, website are always providing new challenges!

check out our new **FIELD DAYS EXHIBITOR**

www.waikatoindependent.co.nz/fieldays/
We’ve got Fieldays whipped
At least the reporting was good. Check out what happens when Fieldays Exhibitor staff take on the sideshows. (Video.)

Relaxing escape for women
Any women looking for an escape from the manly Fieldays farming stands could do worse than visiting Lisa O’Neill of What A Woman Wants.

Day in the life of Fieldays
From sheep dog trials to the tractor pull, here’s Friday at Fieldays.

Fieldays Food Pavilion
Take a peek at some of the tasty bites on offer at the Fieldays food pavilion.

“If you can’t get up in the mornings, don’t work here. If you aren’t a morning person don’t apply”
Dushyant Parmar | LIC site
Logo history
2004 - 2012
2012 Rebranding

- Students help to re-design the template each year.
- Part of Georgie’s challenge, was to include the 4 third year graphic design students in the new logo design...
Shepherds Demonstrate Skills

Happy as a Pig in Poo
• Without intending it, we became a ‘field classroom’, which is used to test student’s capabilities half way through their last year.
• They have to deal with real life problems such as deadlines, CMYK, file sizes, pre-press, what’s online and what’s not, keeping up with current events with platforms changing constantly due to media outputs updating.
Student’s perspective

• They enjoy the full week of intense learning.
• The project is viewed by fresh student eyes each year.
• They get to re invent the visual identity each year.
• They are teamed up with other students from other areas and experience an industry based learning project.
Tutor’s perspective

• They enjoy the end of the week of intense learning!
• It becomes more and more complex each year with ever changing technology – have to know how to implement the different ways to view the exhibitor.
• They get to experience a new visual identity each year.
• It’s a chance to work with tutors from other areas within Wintec.
• Becomes a great teaching tool for working in regular classes with the contacts and experience.
Industries' perspective

- Use local businesses to help to produce the exhibitor
- Can inform third year students of the importance of pre press files and deadlines.
- It’s a chance to work with tutors from Wintec to advise best practices in new ways to be in line with industry.
- Other local newspapers have picked up the same idea, only through a real newsroom – Waikato Times and Rural Press which opened a competition to our Exhibitor newspaper called The Fieldaily, which we took as a great compliment!
In conclusion

• A successful daily newspaper produced by Wintec students and staff will go on for years to come.
Questions?

Thanks for having us