

# Technology and Teaching:

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

*Charles Riddle and Georgie Gaddum*

# 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 Fieldday'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.





2005



2006





2007



2008





2009

# Fieldays Exhibitor

Produced by WINTEC Media Arts Australia since 2004

**SUSTAINABILITY**  
Environmentalists  
are more at the  
Ag-Art Week  
festival

**BELLE DU JOUR**  
The week's most  
attractive woman  
at the Ag-Art Week  
festival

## Fieldays artwork puts the culture into agriculture

After ingenuity was celebrated on Friday with the announcement of winners of the Fieldays Art Week National Art Award, the exhibition, *Shane's Reports*, reports on the art of agriculture.

The exhibition, which is the first of its kind in Australia, is a celebration of the art of agriculture. It features a collection of artworks by local artists, including a large sculpture of a sheep by Shane's Reports.

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Call 0800 2 WINTEC (0800 2 946 832), text 190 to 8082 or visit [www.wintec.ac.nz](http://www.wintec.ac.nz)

# Fieldays Exhibitor

Produced by WINTEC Media Arts Australia since 2004

**RETIRED TYPE**  
Former farm hands  
have moved off the farm  
but don't stay away

**KEEPING WARM**  
Hats of all shapes and  
sizes support the fields  
with colour

## City's bars, cafes get helping hand



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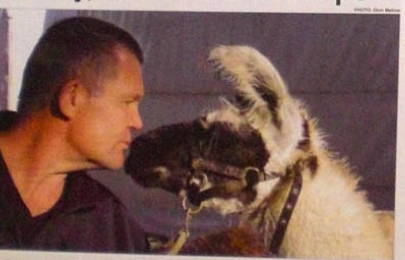
# Fieldays Exhibitor

Produced by WINTEC Media Arts Australia since 2004

**ITALIAN JOB**  
Meet the ambassador  
on a mission to  
strengthen trade ties

**DAIRY ONLINE**  
Buying and selling  
stock is as simple  
as logging on

## Lovely, luscious llama lips



**CONGRATULATIONS TO SITE WINNERS**

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# Fieldays Exhibitor

Produced by WINTEC Media Arts Australia since 2004

**CLASSIC TASTE**  
Gourmet food  
and vintage  
tractors for decades

**JAMAICAN FLAIR**  
Jamaican food  
and vintage  
tractors for decades

## River posed problems but didn't stop craft coming home



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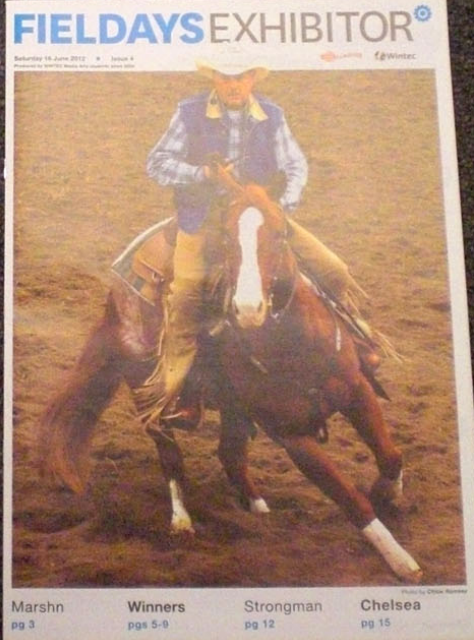
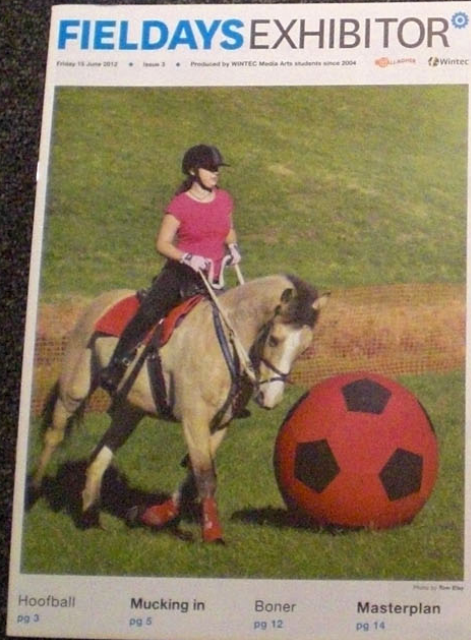
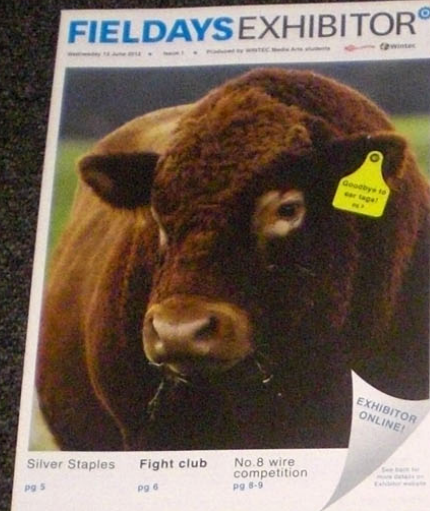




 Winter



# 2012





# Online presence

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

check out our new  
**FIELDAYS**EXHIBITOR<sup>®</sup>

[www.waikatoindependent.co.nz/fieldays/](http://www.waikatoindependent.co.nz/fieldays/)



## NEWS

NEWS

FEATURES

COLUMNS

WAIKATO INDEPENDENT

NEWS | HEADLINE

## We've got Fieldays whipped

At least the reporting was good. Check out what happens when Fieldays Exhibitor staff take on the sideshows. (Video.)



NEWS | LATEST NEWS

## 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.

## ALL NEWS ►

- We've got Fieldays whipped
- Relaxing escape for women
- Day in the life of Fieldays
- The sights and sounds
- Freestyle motocross pumps up the adrenaline
- Sheza Spinner cuts it up
- Full deck from Best Bars
- Fieldays police: The boys in red
- Fonterra's giant fridge is a winner
- St John paramedics on duty at Fieldays
- Dairy Automation best indoor site
- Mizzoni wood-fired pizza, a hit at Fieldays
- Best Rural Living: Healthy Life Media
- Agresearch win best premier feature
- Fieldays crowd treated to sounds of South America

Next Entries »

## FIELDAYS EXHIBITOR®



check out  
our new  
website on

**iPad &  
iPhone**

## PHOTO ESSAY ►

## 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...





FIELDAYS EXHIBITOR 

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Fieldays Exhibitor 

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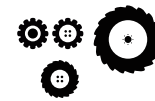
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## Shepherds Demonstrate Skills

[illegible]

## Happy as a Pig in Poo

[illegible]

- 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.

check out our new  
**FIELDAYS**EXHIBITOR<sup>®</sup>

[www.waikatoindependent.co.nz/fieldays/](http://www.waikatoindependent.co.nz/fieldays/)





# 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