

Cornwall Adult Education Service

Bodmin/Camelford/Wadebridge Adult Education Office

TrEACL (round 1) final report

Cornwall art online

1 Contact details

1.1 Lead organisation:

Cornwall Adult Education Service (CAES)

1.2 Partners involved:

None

1.3 NIACE reference no.

1.4 Lead person:

Judith Hann, Area Principal, Bodmin/Camelford/Wadebridge Adult Education Centre.

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Telephone: 018 4021 3511

1.5 Project title:

Cornwall art online

2 Project report

2.1 Summary of the project

This project will create and develop an online 'gallery/exhibition' for students from the Bodmin/Camelford and Wadebridge area to exhibit their work. It will offer students the opportunity to photograph and present their work to a wider audience than previously possible. Students will also gain new skills in digital imaging, and will each create an electronic portfolio of their work.

The [online gallery](#) will replace the existing summer exhibition that has been held for several years in Bodmin and will take full advantage of the new technologies to promote the work of students and the service to a wider population.

This project has acted as a pilot to develop a core of students used to exhibiting their work on the internet. Assuming that it proves successful the website will be moved to and maintained as part of the CAES website, with the model replicated across the six CAES centres. The project fits the e-government agenda as well as e-learning and is a unique example of adult learners promoting their work. It could also be extended into other fields of ACL such as music, dance, and fitness as digital video becomes a more accessible media.

2.2 Achievement against original bid aims

1. To use new technologies to promote the work of art/craft ACL students
2. To develop digital imaging skills in ACL students
3. To develop advanced web design skills with IT students

2.2.1 Contact with potential participants

A leaflet was produced to introduce ACL arts and crafts learners to the project and concept. This was circulated to 290 learners from 35 different arts and crafts courses and required learners to indicate their interest in the project by returning a slip. In total 54 learners and three tutors have indicated their interest – two and a half times the number originally anticipated for the project!

2.2.2 Organisation of workshop series

The main thrust of the project is to develop basic internet, digital photography and digital imaging skills within a cohort of arts and crafts students. Significant debate has led to the development of a series of three workshops.

Workshop 1 concentrated upon art on the internet, providing basic internet searching skills, identifying artist resources and visiting other gallery websites. This gave the learners a basic understanding of the internet, its value in an arts setting, the complexities of web design and an indication of features and styles for the Cornwall art online website.

Workshop 2 provided tuition in basic digital photograph skills along with a studio session in which the learners took pictures of their own work. This developed basic photographic techniques, lighting, positioning and so on, with the result being that students produced several high quality images of their work.

Workshop 3 used simple digital imaging techniques to enhance and manipulate the images taken in Workshop 2. The focus was upon the best possible presentation of the artistic work, rather than altering the images. This was then followed by the construction of an electronic portfolio using *Microsoft PowerPoint*, thus enabling a collection of images and text to be developed by each learner, from which they chose four images for submission to the website.

2.2.3 Website development

A domain name **cornwallartonline.org** has been purchased for one year. A basic website template has been developed using a programme called 'Gallery' (appropriately) that allows collections of images to be categorised and ordered for ease of navigation. The site will be augmented with suggestions and ideas gleaned from 'Workshop 1'. The development of the website will be handled by one tutor and not by a class of learners as originally envisaged: following more in depth discussions with the tutors it was felt that there was insufficient time to recruit and train in 'advanced' web design skills. It was also thought that the element would move attention away from the main focus of the project, namely the arts and crafts learners. The website is in the final stages of development and will be available at www.cornwallartonline.org from mid-May.

2.3 Impact on adult learners

There have been a number of significant impacts that the learners have enjoyed. Firstly, all the participants have learnt new skills in using the internet, digital photography, imaging and *Microsoft PowerPoint* – with many learning new skills in all of these areas. At least two have subsequently taken an additional IT course to develop their skills further, and many are interested in now taking our qualification based digital photography and imaging courses that start again in September. Each participant has developed a portfolio of images of their work, using *Microsoft PowerPoint*, which can be used to show others the work that they have produced.

One unanticipated outcome was the sense of community that developed within the two groups. Each group had a very different range of skills and abilities, but participants in both groups have remarked upon the sense of co-operation and peer support that was engendered by the project. This has led to a request for a 'private' launch party for all of those who took part, so that they can renew their acquaintance and celebrate the work completed.

Several of the learners increased in confidence with regard the work that they have produced during the art and craft classes. Each group was drawn from a very wide range of art and crafts pursuits and this diversity inspired both the photography/imaging element of the project, as well as providing new artistic references for the classes from which the learners came.

2.4 Lessons learned

A more realistic estimation of the amount of time required to prepare and set up the various course components would have helped! There was a serious underestimation in the bid of the amount of preparation - both in a teaching and practical sense - that would be required for the project to work. The lead tutor, Graham Barrett, spent an additional 30 hours preparing the course content, organising photography space (eight hours of manual work setting up photography areas with appropriate lighting and so on), preparing the final CD ROMs and images, and solving the numerous problems that come from teaching such a diverse ability group.

In addition, the preparation time for the website was slightly underestimated, but this was due to internal IT connectivity issues as opposed to project issues.

The other significant lesson was an underestimation of the demand for such a project. Within the small centre of Bodmin/Camelford/Wadebridge we had 56 individuals wishing to be involved in the project – nearly three times that number of participants originally anticipated. Due to the time constraints of the project we could only accommodate 30 participants and even this number resulted in an additional two members of teaching staff being used throughout both weekends. This led to an increase in expenditure for us, but it was necessary in order to maximise the effectiveness of the project.

The TrEACL funding allowed us to develop and deliver a truly integrated IT/digital photography/imaging package, in a form that is often mitigated against by LSC fundable courses. This allowed a flexibility and uniqueness in delivery by the lead tutor that resulted in a greater response to learner need. The lessons learnt will be incorporated into future teaching by the tutors where qualification curricula allow. However, the greatest message has to be that innovative teaching delivery is enhanced by project funding, but hampered by the requirements of educational funding bodies.

The bidding process was extremely straightforward and it was a pleasure to be involved in the initiative.

2.5 Amount of TrEACL funding received and breakdown of expenditure

Cornwall art online - project costs

1. Imaging workshops

		<i>Proposed</i>		<i>Actual</i>		19316
	Rate	Number	Cost proposed	Number	Cost actual	Difference
Tutor time						
G Barrett	£22.00 per hour	20	£440.00	65	£1,430.00	
T Long	£22.00 per hour	20	£440.00	30	£660.00	
G Leend	£22.00 per hour	0	£0.00	36	£792.00	
Sub Total			£880.00		£2,882.00	328%
Other						
Room hire	£10.00 per hour	40	£400.00	36	£360.00	90%
CD-Roms	£2.00 per CD	20	£40.00	30	£60.00	150%
Preparation and postage of mail-out to potential participants	40p per envelope	-	£100.00	300	£120.00	120%
TOTAL for section			£1,420.00		£3,522.00	248%

2. Web design

	Rate	Number	Cost proposed	Number	Cost actual	Difference
Tutor time (Rob Turnbull)	£22.00 per hour	30	£660.00	0	£0.00	0%
Room hire	£10.00 per	30	£300.00	0	£0.00	0%

Web design time	hour £25.00 per hour	20	£500.00	35	£875.00	175%
Domain name registration etc			£500.00		£230.00	46%
TOTAL for section			£1,960.00		£1,105.00	56%

3. Promotional work and launch

	Rate	Number	Cost proposed	Number	Cost actual	Difference
Advertising - 3 advertising local papers	£300 per advert	3	£900.00	4	£250.00	28%
Flyers promoting the web address			£200.00		£200.00	100%
Web marketing campaign	£25.00 per hour	10	£250.00	7	£175.00	70%
Launch events				2	£226.00	
TOTAL for section			£1,350.00		£851.00	63%
OVERALL TOTAL			£4,730.00		£5,478.00	116%

MATCH FUNDING:

Equipment:

16 digital cameras, cases, batteries etc:	£2,800.00
PaintShop Pro – Academic Licences	£460.00
Additional equipment purchases: lighting, backdrop fabric	£100.00

Staffing:

Project management (J Hann – 3.25 hours per week for 30 weeks @ £15.45 per hour)	£1,507.00
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TOTAL	£4,867.00
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2.6 Other funding

The financial table above identifies the match funding submitted. An additional £100.00 has been spent upon lighting and backdrop material for the workshops. In addition, the excess of expenditure over the funding claimed is £748.00 and has been borne by the Cornwall Adult Education Service.

2.7 Partnership benefits

There was only one organisation involved in this project.

2.8 The future of the project

This project will have a number of future developments:

2.8.1 Further development of the website

It is envisaged that the course will be run for those who were interested, but were unable to make the workshop dates, and for those who felt they had insufficient material at the time of the project.

It is also intended that learners undertaking both digital photography and digital imaging courses will also be offered the opportunity to display their work upon the website. The cost of updating the website will be met from the centre's marketing budget, as the site is seen as a key resource for the centre's promotional as well as educational resource.

2.8.2 Investigation of other digital media

This project has spurred an investigation into digital video and digital music technologies so that other curriculum areas can also have a presence on the website. It is hoped that some movement courses can be added by summer 2005.

2.8.3 Dissemination of expertise across the Cornwall Adult Education Service

Copies of this report and attached paperwork will be copied to the other area offices, the Basic Skills experts and Family Learning office. It is hoped that the model will be replicated to offer a similar initiative. Several tutors from the Arts, Crafts, Language and IT curriculum areas across Cornwall have expressed an interest in being involved in future courses.

2.9 Hardware and software used

The concept behind the course was to use technology that was accessible to the majority of the population. With this in mind, simple digital cameras, inexpensive imaging software (*Photoshop Elements* and *Paint Shop Pro*) were selected. *Microsoft PowerPoint* was used to develop the electronic portfolios as this software is known for its ease of use, and even those with the most basic of IT skills were able to enjoy playing with the animation settings of their presentation!

2.10 Further information

Requests for further information should be directed to:

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Enclosed with this report:

1. Cornwall Art Online CD Rom of learner presentations
2. Other photos taken during the course
3. The Scheme of Work for the workshops
4. An example of learner feedback.

In summary:

This has been an exciting, interesting and incredibly worthwhile project to have run. It has opened up a number of avenues and has provided a more involved relationship with this particular group of learners.