

**E-Learning Development/Support - Project Proposal Form**  
**Please use this form to apply for e-learning funding or requests for**  
**e-learning consultancy/support**

Please expand the table formatting to an appropriate length to fit your text by typing in the table cells.

<b>1</b>	<b>Name of College:</b> University of Worcester
<b>2</b>	<b>Project Title:</b> Assessing the impact of a blended learning approach using DVD films specifically to enhance student learning
<b>3</b>	<b>Name, e-mail and phone number of project contact:</b> Dr. Barbara Mitra 01905 855355 b.mitra@worc.ac.uk
<b>4</b>	<b>Date Proposal Submitted:</b> 05/09/2008
<b>5</b>	<b>Are you applying for consultancy/support or funding – please state:</b> Funding
<b>6</b>	<b>Project Overview and Rationale – background and reason for project bid:</b> A series of DVD films have been made on specific topics to engage and enhance student learning. The films are used as a blended learning addition to traditional methods of teaching. For example, one DVD film explains the meaning of semiotics using an interviewer and interviewee (the latter being an expert on the subject). A series of questions are asked on the film e.g. what is meant by the term semiotics, what should students avoid doing when conducting semiotic analysis? Each DVD film has an interactive menu so that students and lecturers can navigate their own way through various topics. These DVDs have been used within lectures, seminars and have also been put onto YouTube, Blackboard, the content repository and hard copies have been put into the library so that students can access various topics in a manner that suits their particular learning needs. This research project seeks to investigate the effectiveness of these DVDs as a teaching enhancement, and to gain student insight into how they are being used, as well as exploring innovative ways of utilising the films. It is envisaged that questionnaires, semi-structured interviews and focus groups will be conducted to explore the merit of these films in student learning as well as making recommendations for improving the use of these DVDs.
<b>7</b>	<b>Key Objectives and Project Deliverables – what will the funding achieve – if bidding for consultancy/support what is the nature of the support needed, what will the person be doing and why:</b> The project will evaluate the effectiveness of the blended learning approach using the DVD films which are made specifically for teaching, as well as making recommendations for their use in student learning. Research output will include specific case studies, evidence and resources made available for partners to share. These findings will be disseminated through publications, conferences and websites to all partners of the LLN and any interested parties.
<b>8</b>	<b>Expected timescale for completion of project:</b> Completion by July 2009
<b>9</b>	<b>Team Members, roles and responsibilities – include the whole team and if bidding for consultancy/support, who will be overseeing the process:</b> Dr. Barbara Mitra, Jenny Lewin-Jones and Heather Barratt will oversee the researcher
<b>10</b>	<b>Budget. How much are you bidding for and how will the money be spent? Please be as comprehensive as possible – if bidding for consultancy/support, roughly how much time will you need the support person for?</b>

	<p><b>The bid is for £5,000</b>  This includes:  Cost of the researcher £4,398  Cost of equipment (digital recorder and laptop) £476  Indirect costs £126</p> <p><b>Contribution by University of Worcester</b>  Indirect contribution by University of Worcester £2,550</p>
11	<p><b>Which students/courses are involved – please note LLN supports level 4 and above:</b>  The project will investigate the current use of DVD films in teaching and learning in the Institute of Humanities and Creative Arts and the Institute of Applied Sciences, Geography and Archaeology but all students and Institutes will benefit from the research findings. Students at other Colleges and Universities will also benefit through availability of these DVDs on sites such as YouTube.</p>
12	<p><b>Are other colleges in the network involved in the project in any way - please explain any partnerships or reciprocal arrangements:</b>  University of Worcester has a number of partner colleges in the region and the findings from the project will be shared with them. A number of the LLN partners are also re-designing modules to include elements of blended/e-learning which include podcasts and videocasts. It is hoped that the findings of this project will help better inform these developments. (An example might be Hereford College of Arts induction video project and WCT cameras in the kitchen project).</p>
13	<p><b>Explain how the outcomes of the project will meet the LLN guidelines - see attached:</b>  Access will be improved as the project will investigate the most effective ways for students to access DVD film e.g. through YouTube, the library or links on Blackboard. Students will have access to the courses/modules irrespective of location, mode of attendance or mode of delivery. The project will also enable the creation and revision of content which can be delivered by e-learning and embedded into the design of existing modules or through the creation of new ones. Effective learning will be encouraged as the project will highlight the best ways for the DVD films to be used in teaching and will justify future DVD films to be made and this information will be shared through dissemination via publications, conferences and websites.  Awareness of e-learning innovation will be achieved through dissemination of findings and publishing in relevant places, sharing case studies and raising awareness of the DVD films available. Sharing of good practice will be encouraged through staff development workshops, participation in lifelong learning conferences and writing articles based on the research findings. Examples of good practice will also be made available for download from the LLN website and community forums.  Cross institutional collaboration will be encouraged with the findings being disseminated in partner colleges as well as other institutions and shared access to DVD material. Content will also be shared through the Network and also through the Wider Horizons Portal. The actual DVD content will also be shared through sites such as YouTube and similar public access sites.</p>
14	<p><b>What are the main risk factors and how will you plan for these:</b>  The main risk factors will be completing the ascribed number of questionnaires, interviews and focus groups. Team members will help reduce this risk factor by acting as 'gate keepers' between willing participants and the researcher.</p>
15	<p><b>How will you disseminate the findings:</b>  Good practice will be shared through publications in journals, on websites and through staff development workshops and conferences. Outputs from the project will also be deposited in the University of Worcester content repository.</p>
16	<p><b>General comments and any further information you think might support your bid:</b>  This project will provide the means for evaluating DVD films that have been made for use in teaching and learning as well as making recommendations for any future DVD films that will be made. Hence, it is envisaged that this project will enhance the student experience and will feed into any area where DVD films are used.</p>