

ENGAGING STUDENTS ONLINE THROUGH SHORT VIDEOS AND INSTAGRAM

Teaching Commons Webinar | May 11, 2020

Michael Longford
Department of Computational Arts
School of the Arts, Media, Performance & Design

“The New York Times ran a story on 20 August 1884 concerning an ‘epidemic’ of cameras, with amateurs described as ‘camera lunatics’ training their cameras on those simply walking down the street.”

- Hirsh (2000) cited by Martin Hand



MILLIONS OF IMAGES - THAT'S WHAT I EAT.

- William S. Burroughs



“Where many once imagined a future of digital simulation and virtual reality, we now arguably have the opposite: the visual publicization of ordinary life in a ubiquitous photoscape.”

- Martin Hand 2012



INSTAGRAM BY THE NUMBERS



- **Founded in 2010 and sold to Facebook in 2012 for \$1 billion**
- **In 2019 50 billion photos have been uploaded as it grew to 1 billion monthly users**
- **500 million active daily users**
- **100 million photos and videos uploaded per day**
- **4.2 billion likes per day**

PLAY ASSIGNMENT VIDEO

Instagram

Search

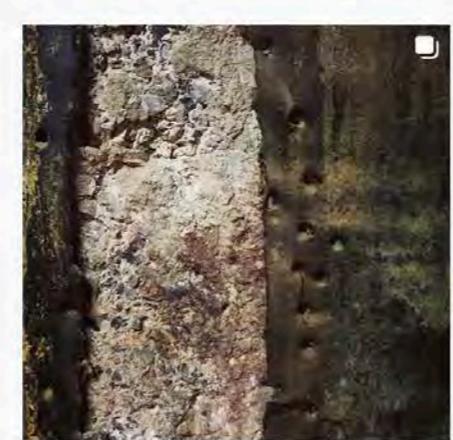
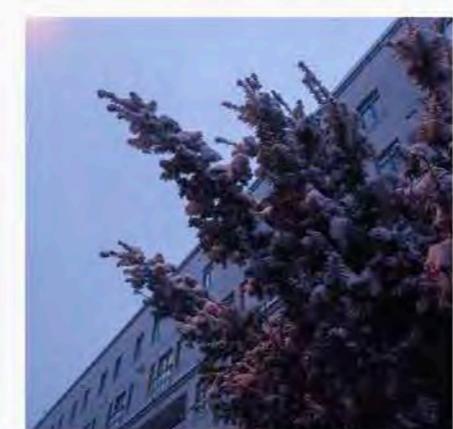


#datt2100ve

166 posts

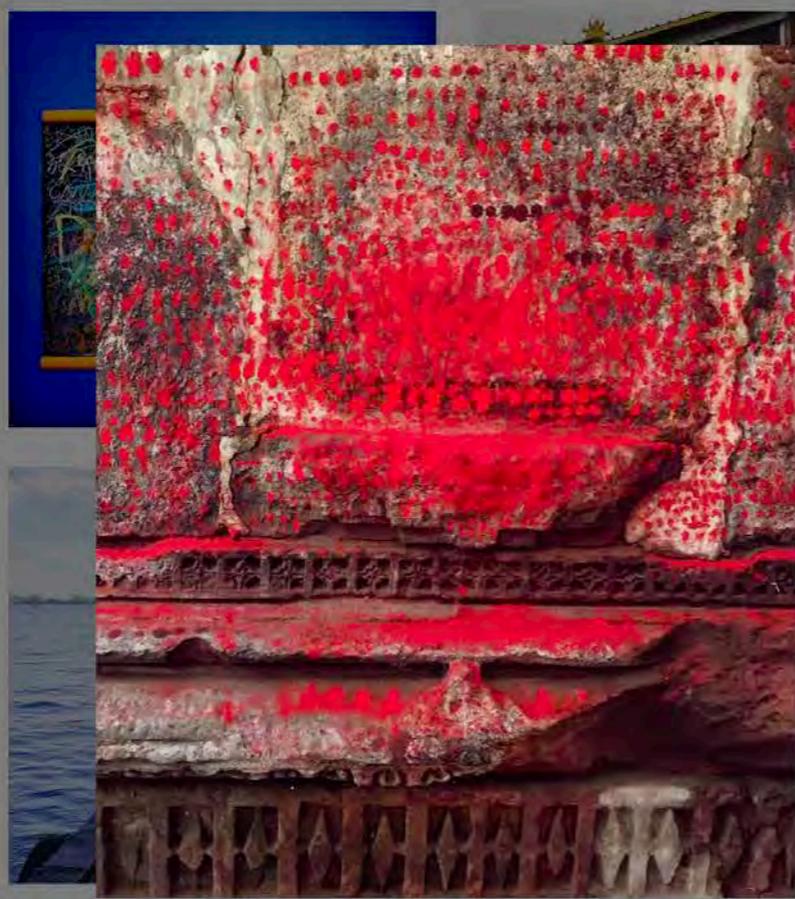
Following

Top posts



#datt2100ve
166 posts
Following

Top posts



mstrongford
Teen Darwaza

mstrongford Colour | Repetition | Pattern
#datt2100ve
16w

marniefleming ❤️❤️❤️
16w Reply

granmabev4 Love it 😊 lesson for the day, and it's Red 🇺🇸
16w Reply

fotosketches.rb 🙌🙌
16w Reply

mother_in_miami Nice!

Liked by brandonvickerd and 43 others
JANUARY 14

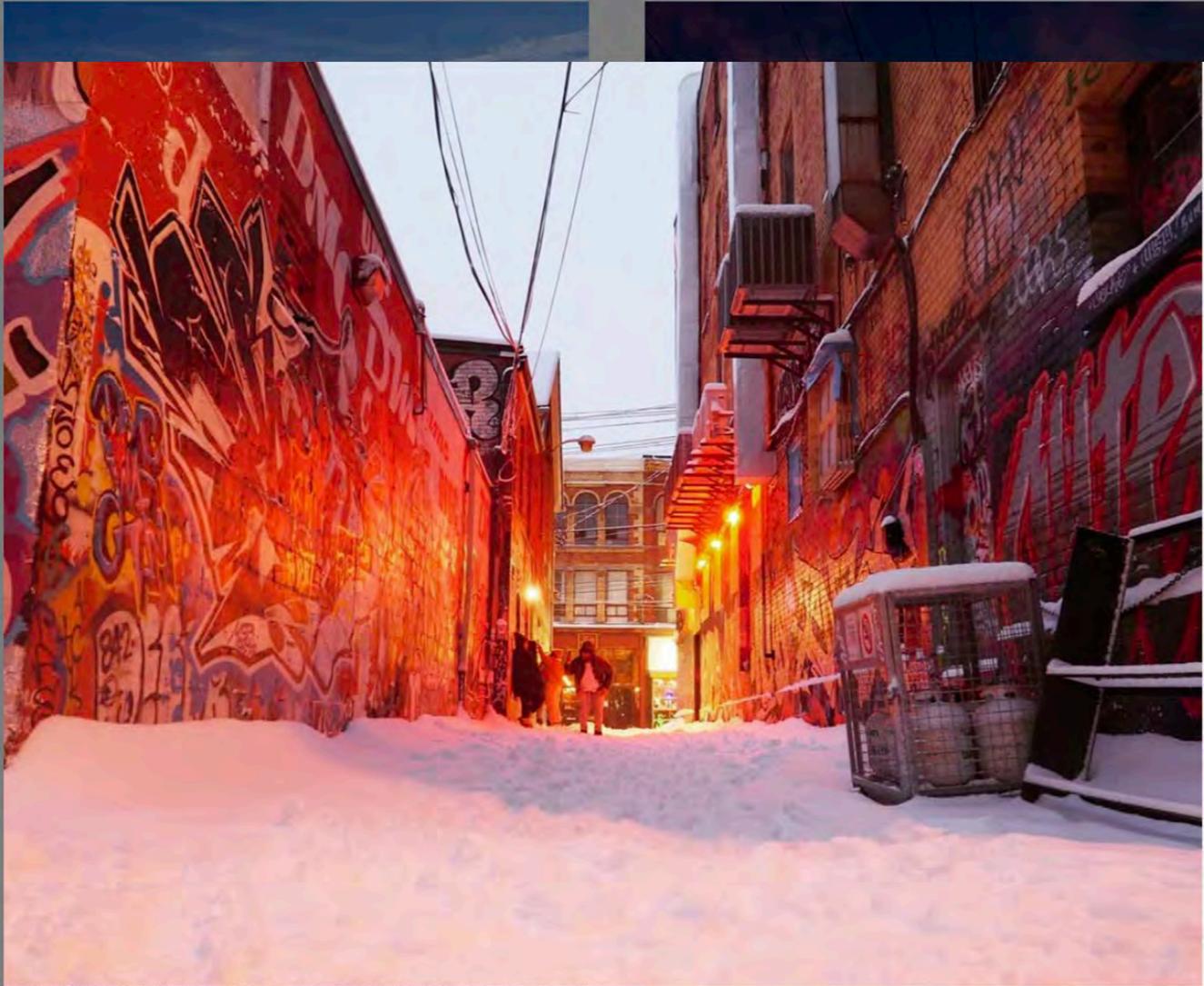
Add a comment... Post



Instagram

Search





avanic_prod • [Follow](#)
Graffiti Alley



avanic_prod Light Alley: A colorful piece depicting an alleyway with people enjoying the red emanating street light in a grey dusky day. The piece portrays the feeling of Hope and energy within the place.

Visual Elements: Contrast, Color, Distance. Filter: Ludwig



Liked by **skmonp** and 13 others

JANUARY 19

Add a comment...

[Post](#)



FA/DATT2100 M -
Publishing in Digital Media
(Winter 2019-2020)

Participants

Badges

Competencies

Grades

General

Week One [01.08] -
Introduction

Week Two [01.15] - Visual
Literacy

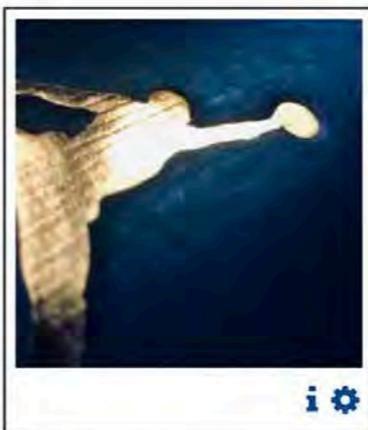
Week Three [01.22] -
Photography: From
Analogue to Digital

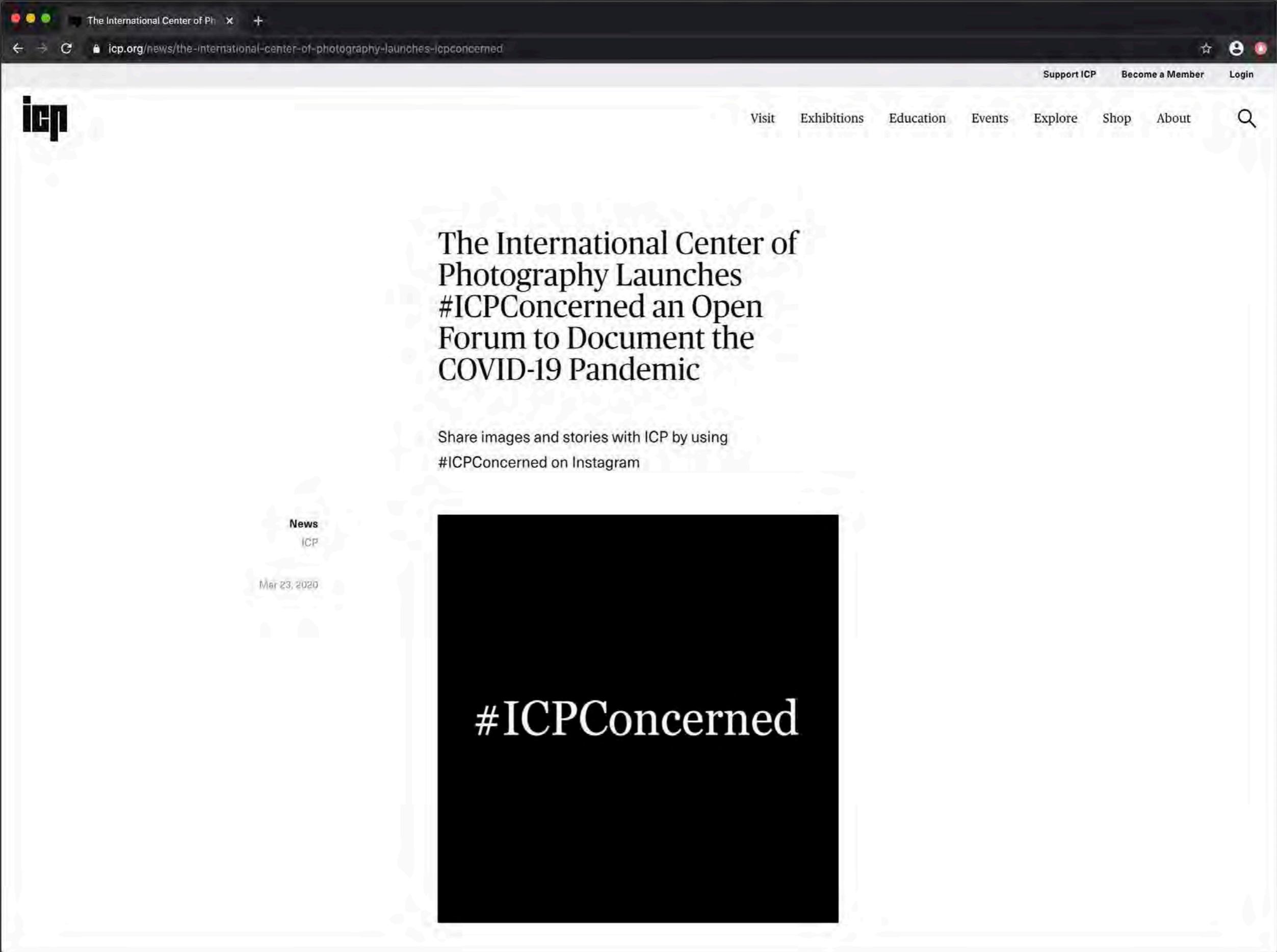
Week Four [01.29] Out of
Print

Week Five [02.05] - The
Culture of Print & Electric
Dreams

Separate groups All participants

Assignment One | Media Collection





The International Center of Photography Launches #ICPConcerned an Open Forum to Document the COVID-19 Pandemic

Share images and stories with ICP by using #ICPConcerned on Instagram

News
ICP

Mar 23, 2020

#ICPConcerned

Instagram

Search



#icpconcerned

20,275 posts

Following

Related Hashtags #luciecovidphoto #cvvisualdiary #photographersinisolatation #covidphoto #artinthetimeofcovid #massisolationformat #contrastophotographers #leicafotografieinternational #theviraldiaries #everydaycovid19

Top posts



PROS

Instant and easy to use.

Provides another point of contact between students and instructors.

Presence is critical to improving the student experience.

Issues are connected to later lectures on photography, and the ways in which social media is changing our understanding and relationship to images as they circulate and proliferate on a range of digital platforms.

Instagram is being used in interesting ways by cultural producers and organizations, media companies and non-profits as a way to reach new and larger audiences.

CONS

Content stored on servers outside of Canada.

Need to be aware of privacy concerns.

Content can disappear during or after the course.

Increasingly Instagram is being used by commercial interests. Sponsored images (ads) recently appeared linked to selling products online.



**SHORT
VIDEOS**

As you are listening to one of the CBC interviews assigned, think about some key words, ideas and associations that come to mind, and act on those thoughts and associations.

You could interview friends and family. You could create a video using a sequence of still frames, or stop-motion animation. You could animate, or act out series of key words, a phrase, or a sentence. You could record text that says one thing, while you act out the opposite. You could share a secret, tell a lie, or recite a story based in fact or fiction. In other words, you can determine the form and content of your video.

DO MORE WITH LESS!

CBC - The Sunday Edition | November 19, 2017

What are smartphones doing to young people?

Question - Do you think you spend too much time engaging with the world through your phone? Do you think that has had an impact on you growing up? Do you agree or disagree that we should put limits on the time we spend on our phones?

CBC - SPARK | March 03, 2019

New AI makes it harder to detect what's real online

Question - Deep Fakes - what happens when artificial intelligence algorithms are used to create photos and videos of people that don't exist, yet are undetectable to the human eye? Do you think it is important that we are able to trust what we see and hear online and why is it important?

PLAY STUDENT VIDEOS

PROS

Provides students with another way to engage with course content.

Flexible - students use a range of strategies, tools and software that are readily at hand.

Constraints can be turned into creative opportunities.

I am often surprised by what the students come up with conceptually and the ways in which they overcome technical challenges.

CONS

Short assignment which can sometimes result in superficial engagement with course content.

Some students may have limited access to tools and software.

A woman with long brown hair, wearing a denim jacket and a silver watch, is standing on a balcony. She is holding a red flip phone up to take a picture of a building in the background. A cigarette is held in her right hand. In the foreground, there are several white plastic bags. The scene is set outdoors with a metal railing and a building with many windows in the background.

SAVE AS