HOW VISUAL

FACILITATION CAN ENHANCE THE ONLINE LEARNING EXPERIENCE FOR BUSINESS STUDENTS

IVLA CONFERENCE 2020

Presented by Iryna Molodecky

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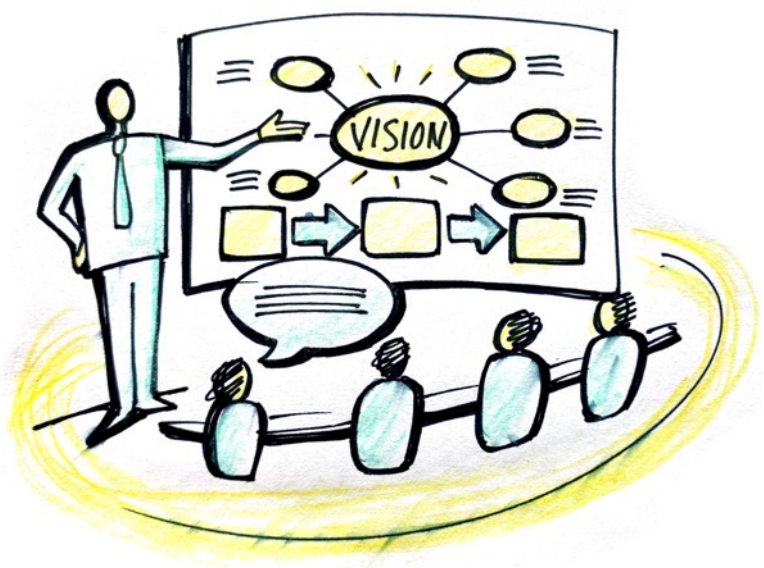
IRYNA
MOLODECKY
WELCOME
WHO?
WHAT?
Teaching
Facilitation
Art Direction
Design & Illustration
Artist
TEACHING
Sinc
2007
ADVERTIS
Sinc
1980
WHEN?
HOW?
CREATIVE PROBLEM SOLVING
DIVERGENT THINKING
CONVERGENT THINKING
MSc
WHERE?
GTA
Advertising
Agencies
WHY?
A BRIGHT IDEA
KFC
McDonald's
Panasonic
SHARP
SAFEWAY
100% CANADIAN MILK
CHRYSLER
SPRAY 'n WASH
HOOVER
Callaway
GOLF
Sheridan

VISUAL STRATEGIES IN TEACHING & LEARNING

Sheridan | Pilon School of Business

Sabbatical Project

OBJECTIVE: to develop a unique creative visual language within Pilon School of Business that aligns with Sheridan's Creative Campus. This includes the design and development of a unique visual database and toolkit that covers a variety of strategies for incorporating visuals into teaching and learning in order to help Business students develop critical visual literacy skills.



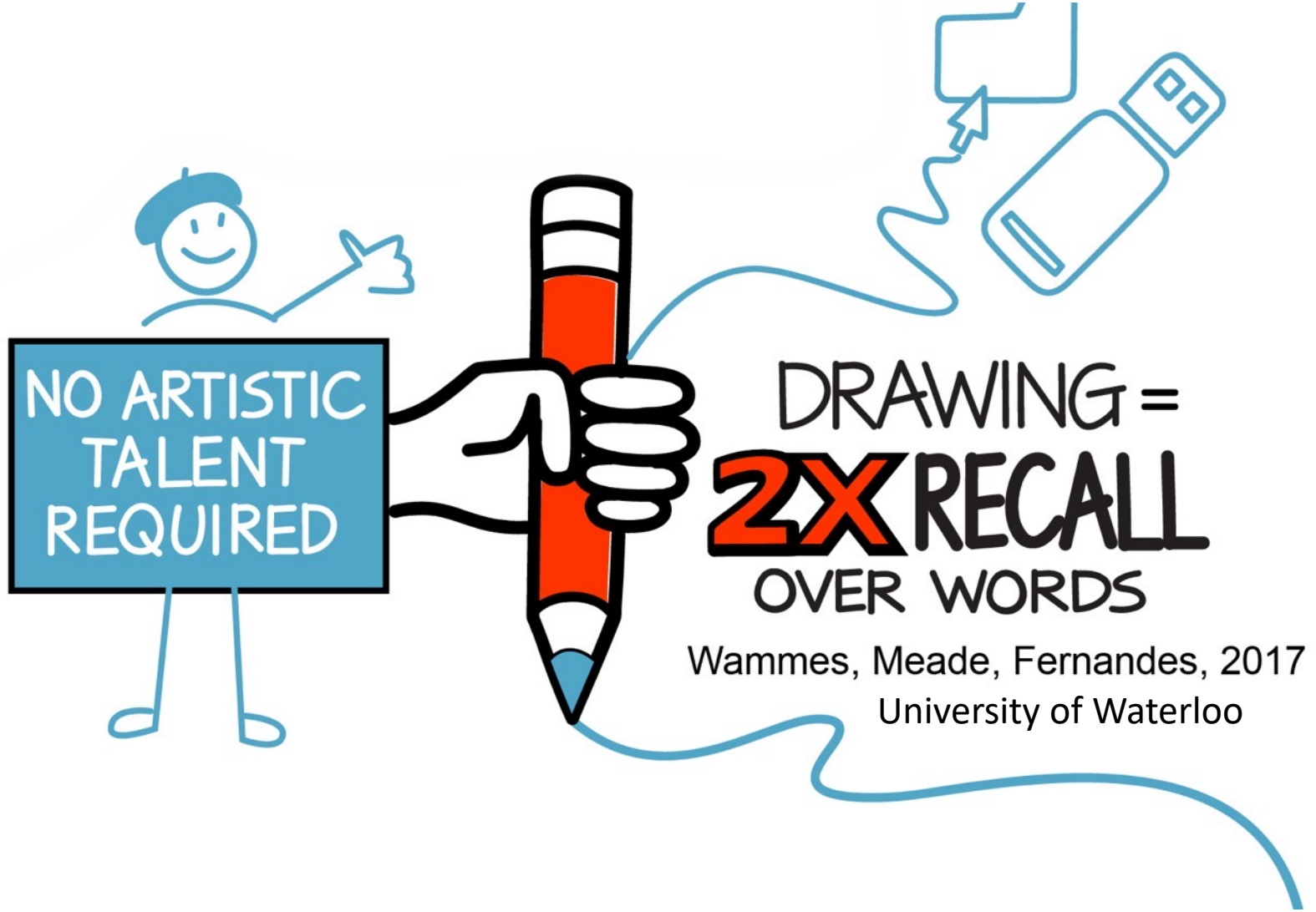
Visual Meetings are becoming the norm in Business environments.

Business students fluent in the language of visuals will have a unique competitive advantage in the business world.

Sheridan | Pilon School of Business

Sabbatical Research

Key Finding:
Drawing increases recall and retention.



VISUAL STRATEGIES IN TEACHING & LEARNING

Sheridan | Pilon School of Business

Sabbatical Research

Key Finding:

"Pull" of live suggestive drawing engages learners more than "Push" of complete visuals.

Sheridan | Pilon School of Business

Research Questionnaire

- **PURPOSE:** To identify the extent and type of visual teaching strategies currently used by faculty in Sheridan's Pilon School of Business.

- **VISUAL TEACHING AIDS:** All types of aids that makes learning happen through visuals are considered visual aids.

- **VISUALS:** This will refer to photos, drawings, illustrations, graphics, video, film, artifacts, props – any 2D or 3D element that is used to explain or enhance text or verbal communication.

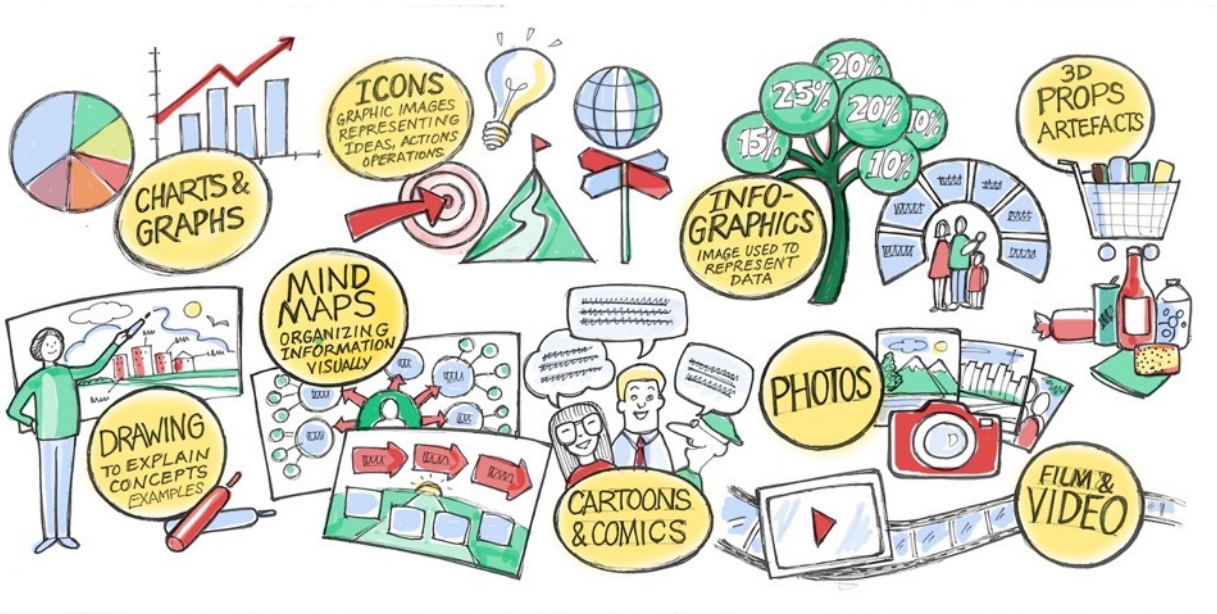
Visuals are becoming increasingly important in today's business settings
(for example, meetings that use visual tools for greater effectiveness and productivity).

a) Strongly Agree
b) Agree
c) Neutral
d) Disagree
e) Strongly Disagree

Teaching visual thinking (processing and communicating information using visuals) is valuable in preparing our students for their future careers in business.

a) Strongly Agree
b) Agree
c) Neutral
d) Disagree
e) Strongly Disagree

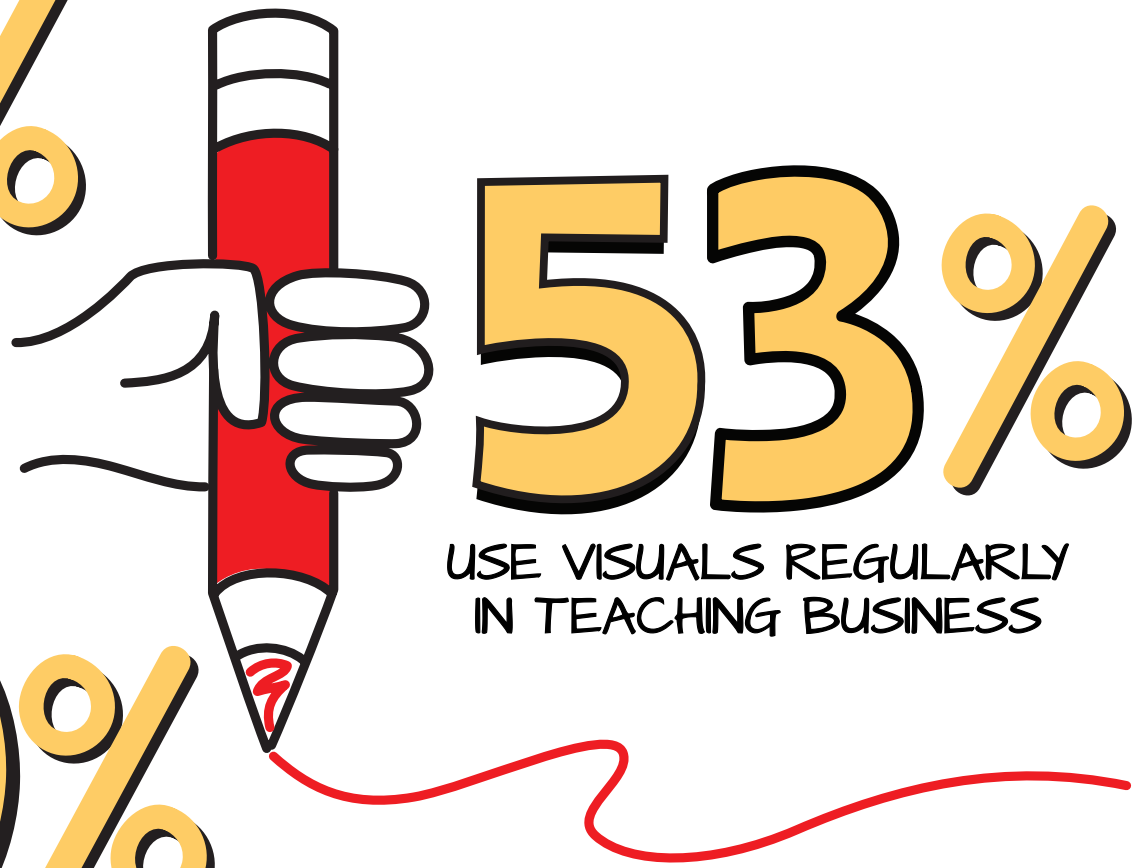
I use the following types of visuals in my teaching.
Click on all that apply.



My level of comfort using visual tools in teaching is:
(1 = no comfort; 10 = very comfortable)
1 2 3 4 5 6 7 8 9 10

85%

AGREE VISUALS ARE IMPORTANT IN TEACHING BUSINESS



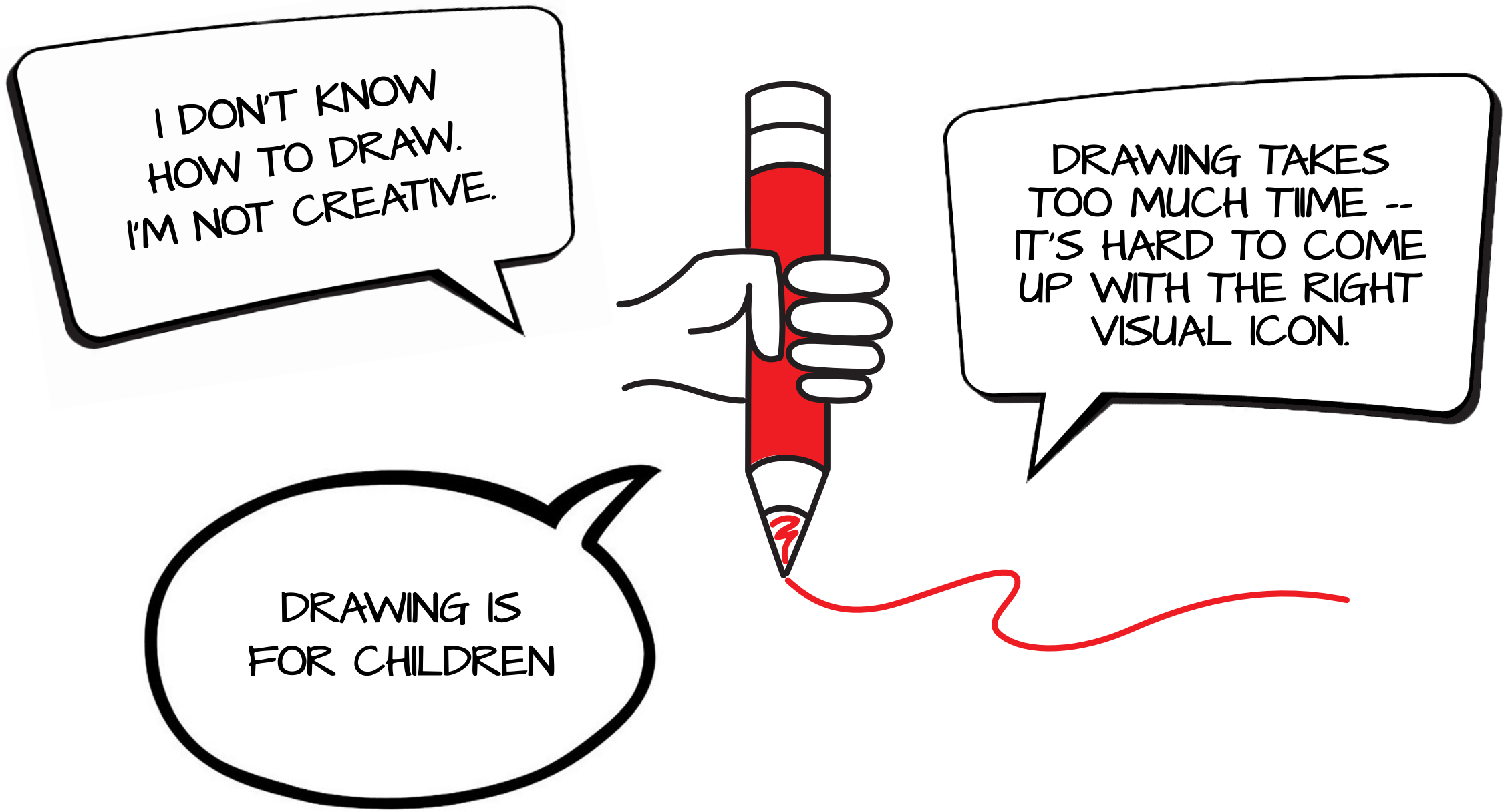
53%

USE VISUALS REGULARLY IN TEACHING BUSINESS

LESS THAN

50%

USE DRAWING AS A TOOL TO EXPLAIN CONCEPTS


I DON'T KNOW HOW TO DRAW. I'M NOT CREATIVE.
DRAWING TAKES TOO MUCH TIME -- IT'S HARD TO COME UP WITH THE RIGHT VISUAL ICON.
DRAWING IS FOR CHILDREN

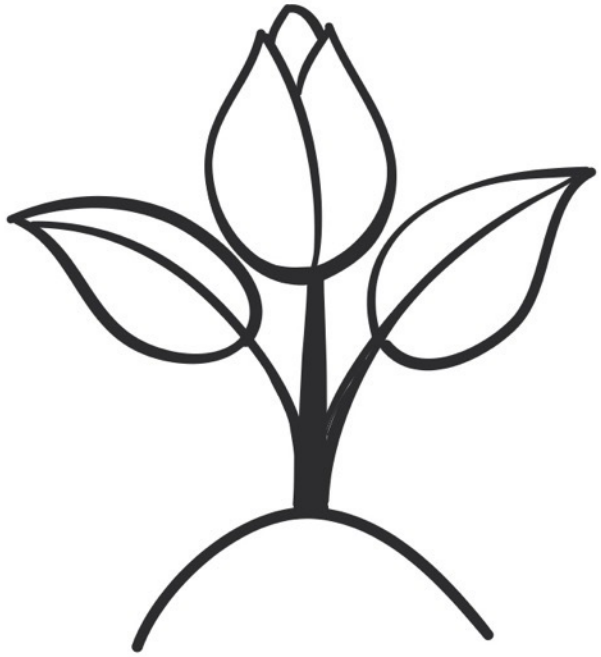
Draw a commonly used metaphor in Business

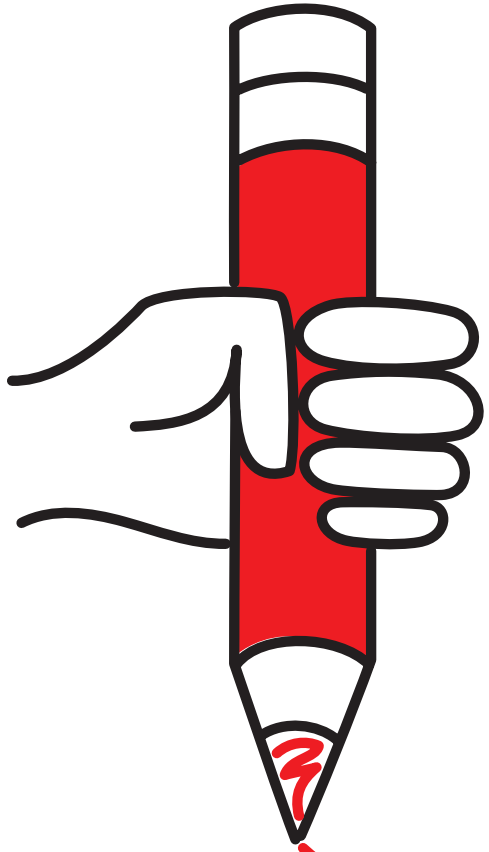
GROWTH

HOW WAS THAT EXPERIENCE FOR YOU?
PLEASE POST IN CHAT,

Many ways to draw metaphors for Business

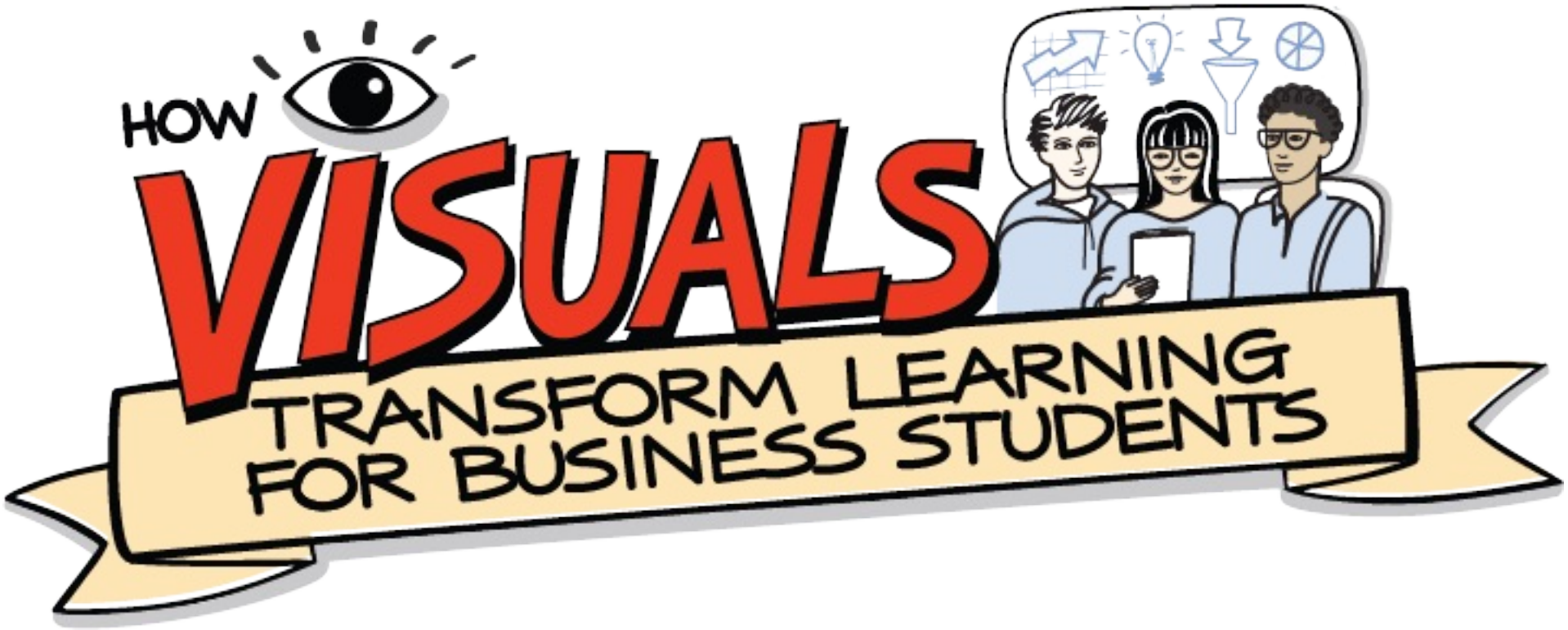
GROWTH



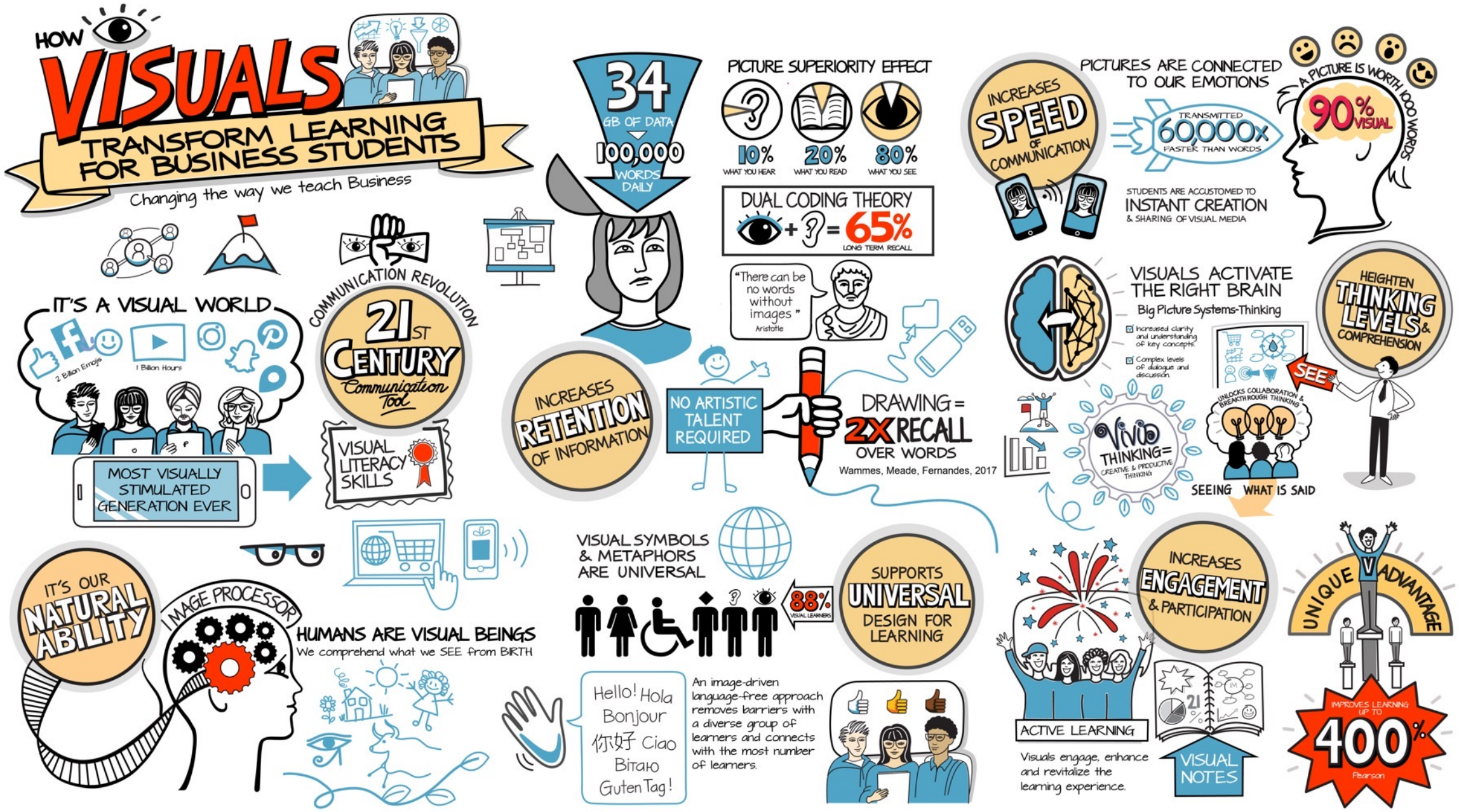


TOOLKIT

Strategies for incorporating hand-drawn images into teaching and learning Business.



Animated Explainer Video
and Poster


HOW
VISUALS
TRANSFORM LEARNING FOR BUSINESS STUDENTS
Changing the way we teach Business
34 GB OF DATA
100,000 WORDS DAILY
PICTURE SUPERIORITY EFFECT
10% WHAT YOU HEAR
20% WHAT YOU READ
80% WHAT YOU SEE
DUAL CODING THEORY
+ = 65% LONG TERM RECALL
"There can be no words without images" Aristotle
INCREASES SPEED OF COMMUNICATION
PICTURES ARE CONNECTED TO OUR EMOTIONS
TRANSMITTED 60,000X FASTER THAN WORDS
A PICTURE IS WORTH 1000 WORDS
90% VISUAL
STUDENTS ARE ACCUSTOMED TO INSTANT CREATION & SHARING OF VISUAL MEDIA
IT'S A VISUAL WORLD
2 Billion Emojis
1 Billion Hours
MOST VISUALLY STIMULATED GENERATION EVER
COMMUNICATION REVOLUTION
21ST CENTURY Communication Tool
VISUAL LITERACY SKILLS
INCREASES RETENTION OF INFORMATION
NO ARTISTIC TALENT REQUIRED
DRAWING = 2X RECALL OVER WORDS
Wammes, Meade, Fernandes, 2017
VISUALS ACTIVATE THE RIGHT BRAIN
Big Picture Systems-Thinking
Increased clarity and understanding of key concepts.
Complex levels of dialogue and discussion.
HEIGHTEN THINKING LEVELS & COMPREHENSION
SEE
UNLOCKS COLLABORATION & BREAKTHROUGH THINKING
Vivid THINKING= CREATIVE & PRODUCTIVE THINKING
SEEING WHAT IS SAID
IT'S OUR NATURAL ABILITY
IMAGE PROCESSOR
HUMANS ARE VISUAL BEINGS
We comprehend what we SEE from BIRTH
VISUAL SYMBOLS & METAPHORS ARE UNIVERSAL
88% VISUAL LEARNERS
SUPPORTS UNIVERSAL DESIGN FOR LEARNING
Hello! Hola Bonjour 你好 Ciao Bitaio Guten Tag!
An image-driven language-free approach removes barriers with a diverse group of learners and connects with the most number of learners.
INCREASES ENGAGEMENT & PARTICIPATION
ACTIVE LEARNING
Visuals engage, enhance and revitalize the learning experience.
VISUAL NOTES
UNIQUE ADVANTAGE
IMPROVES LEARNING UP TO 400%
Pearson

Youtube.ca

VISUAL VOCABULARY

FOR TEACHING BUSINESS

VISUAL VOCABULARY

FOR TEACHING BUSINESS

Unlock Creative Visual Thinking in your Business students.

Four basic categories to visualize data and information and convey your message in an effective, engaging way.

DATA

Visual representations of quantitative data. All-purpose, mainly used for data overview.

BAR CHARTS

LINE CHARTS

PIE CHARTS

TABLES

SCATTERPLOTS

INFORMATION

Visual representation of data to amplify cognition. Data is mapped onto an image.

CLUSTERS

COBWEB

CYCLE

DATA MAP

FLOW CHART

TIME LINE

PreProduction
Strategy
Creative
Client Approval
Execution
Production

CONCEPT

Methods to elaborate qualitative concepts, ideas, plans, and analyses.

MIND MAP /CONCEPT MAP

ARGUMENT SLIDE

CLAIM
PREMISS
FACTS
CONSEQUENCES
OUTCOME

SQUARE OF OPPOSITION

METAPHOR

Convey an insight about the information through key characteristics of a metaphor.

FUNNEL

ICEBERG

TREE

ROAD SIGNS

BRIDGE

JOURNEY

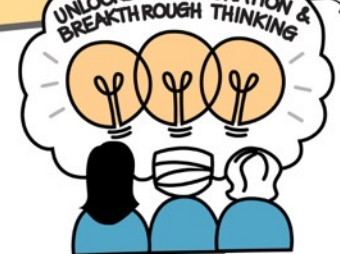
MAP

IT'S A VISUAL WORLD

2 Billion Emojis

1 Billion Hours

ACTIVE LEARNING



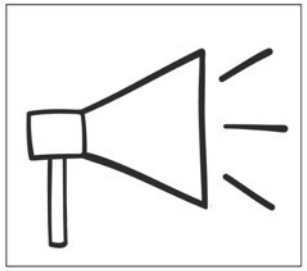
METAPHORS

- ☑ Convey information through key characteristics of a metaphor.
- ☑ Spark instant understanding and insight.
- ☑ Simplify complex abstract ideas.
- ☑ Universal language.

VISUAL VOCABULARY

FOR TEACHING BUSINESS

101 business icons
that can be used in teaching and learning.


ADVOCACY

AGENDA

ANALYSIS

ASSETS

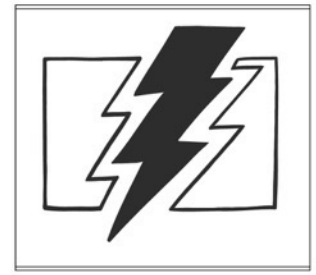
BRAND

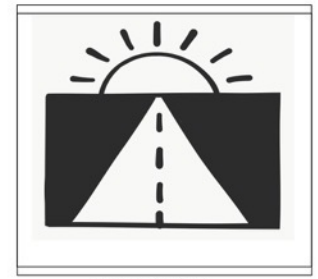
BUSINESS

CHALLENGE

COLLABORATION

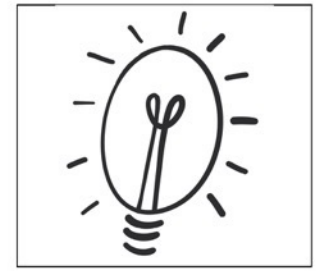
CONSUMER


DISRUPTION


FUTURE

GOAL

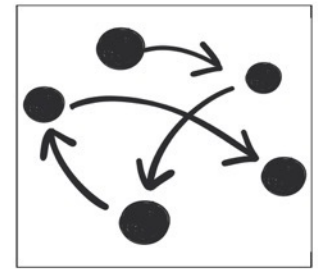
GROWTH


IDEA

OUTCOME

LEADERSHIP

PROBLEM


STRATEGY

TARGET AUDIENCE

TEAM

VISION

FACULTY WORKSHOP

How to draw icons

LEARNING OUTCOME → TO INCREASE COMFORT LEVELS WITH HAND-DRAWN VISUALS AMONG PSB FACULTY.

WORKSHOP

TEASER EMAIL → DRAW SOMETHING FUN!

1. INTRO → WHY VISUALS ARE IMPORTANT IN TEACHING BUSINESS → VIDEO / ACTIVITY

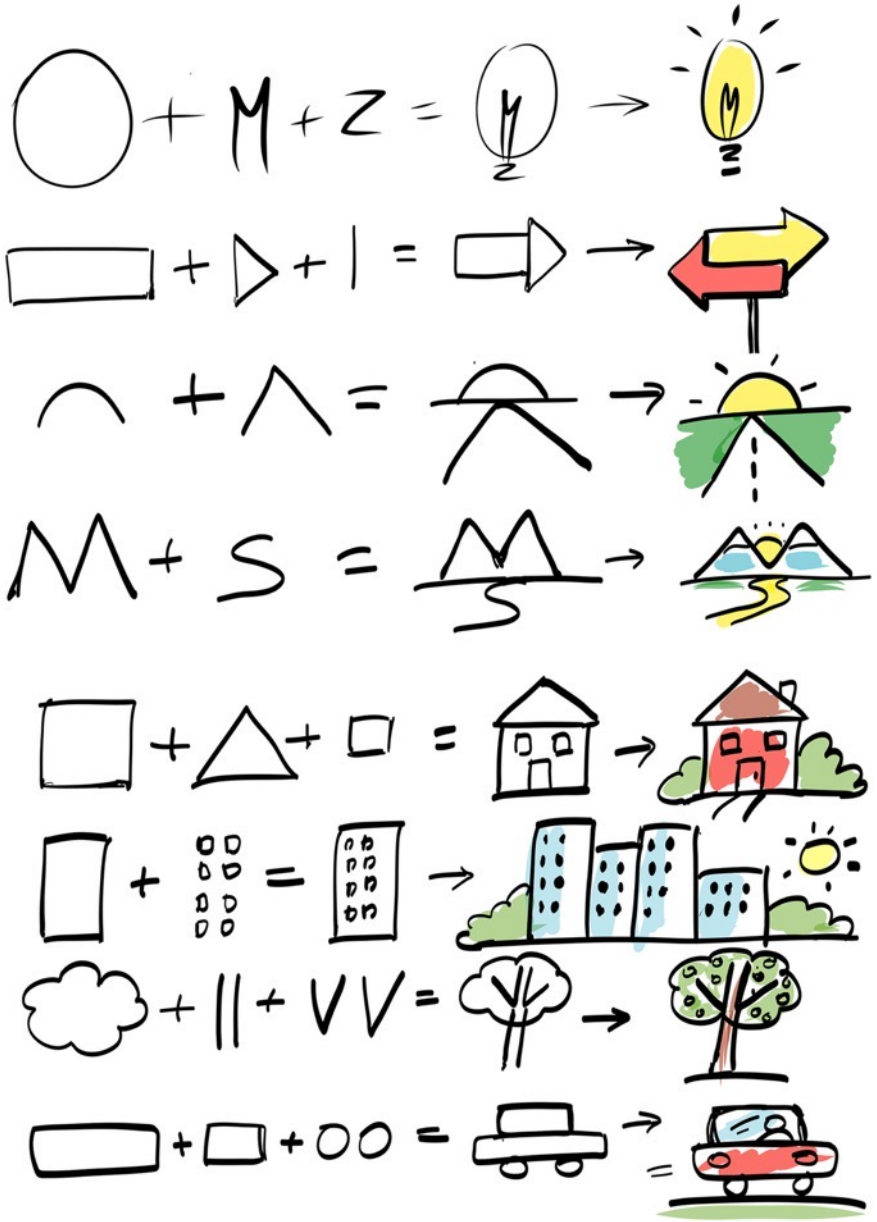
2. DOODLING & DRAWING → INTRO
   - → WHAT IS IT? (GRAPHIC FACILITATION)
   - → WE CAN ALL DO IT - NO TALENT NEEDED
   - → VISUAL VOCABULARY
     - PRACTICE ACTIVITY
   - → 2X RECALL → ACTIVITY (individual)

3. VIVID THINKING
   - GF
   - - Big Picture, Systems, Creative, Productive
   - - Business Applications of doodling →
   - - COLLABORATION → GROUP ACTIVITY →

TEMPLATES

4. TEACHING WITH VISUALS
   - → TEMPLATES,
   - → NOTEBOOKS
   - GF → LESSON PLAN DEMO

HANDOUTS

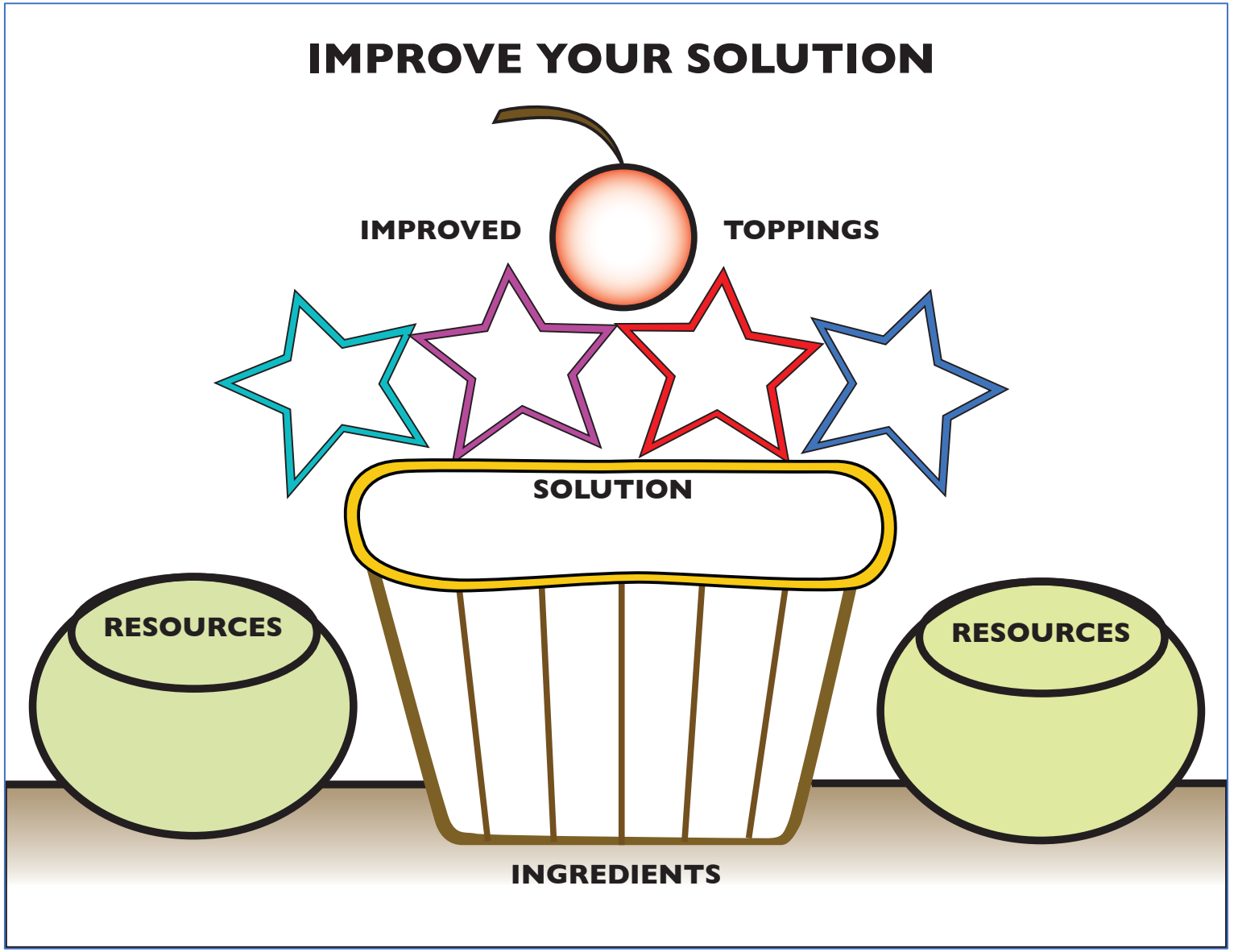


TEMPLATES

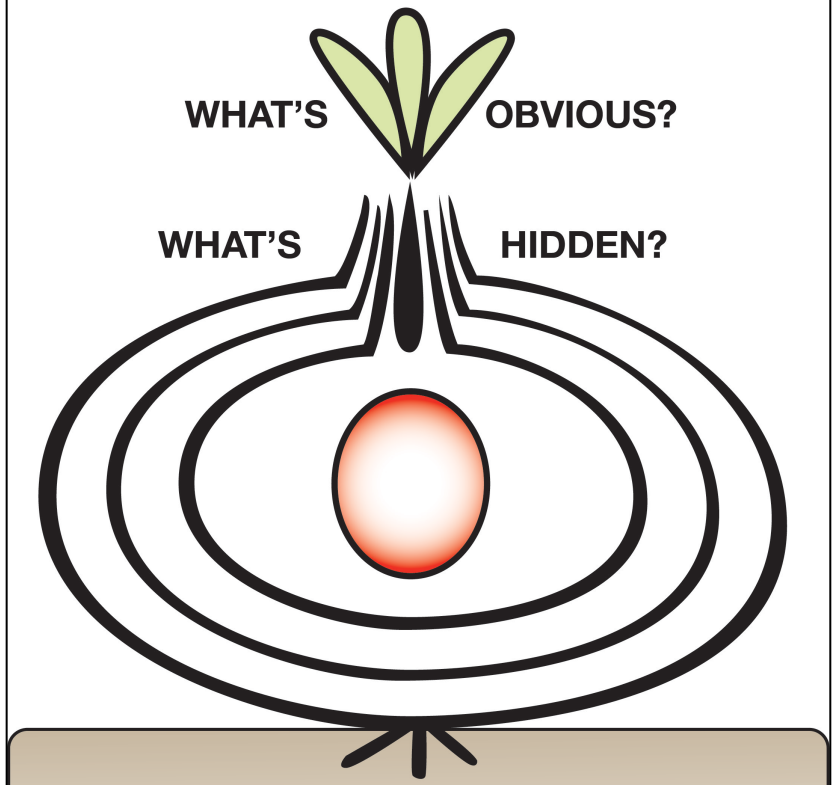
	INDIVIDUALS	GROUPS
LEARNER-LED	**Individual learner created and controlled for individual use.** - Note-taking - Assignments	**Learner group created and controlled for group's use.** Learners create the outcome. Instructor can design the process. - Mindmaps - Brainstorming
INSTRUCTOR-LED	**Visuals created and controlled by instructor for individual learner's use:** - In-class activity templates - Assignment templates - Reflection - Client/Speaker notes - Explanation/Assignment critique	**Visuals created and controlled by instructor for group's use.** - Instructional / Explanatory visuals - Visuals for use in Brainstorming/Ideation - Capturing class conversation

Instructor-Led

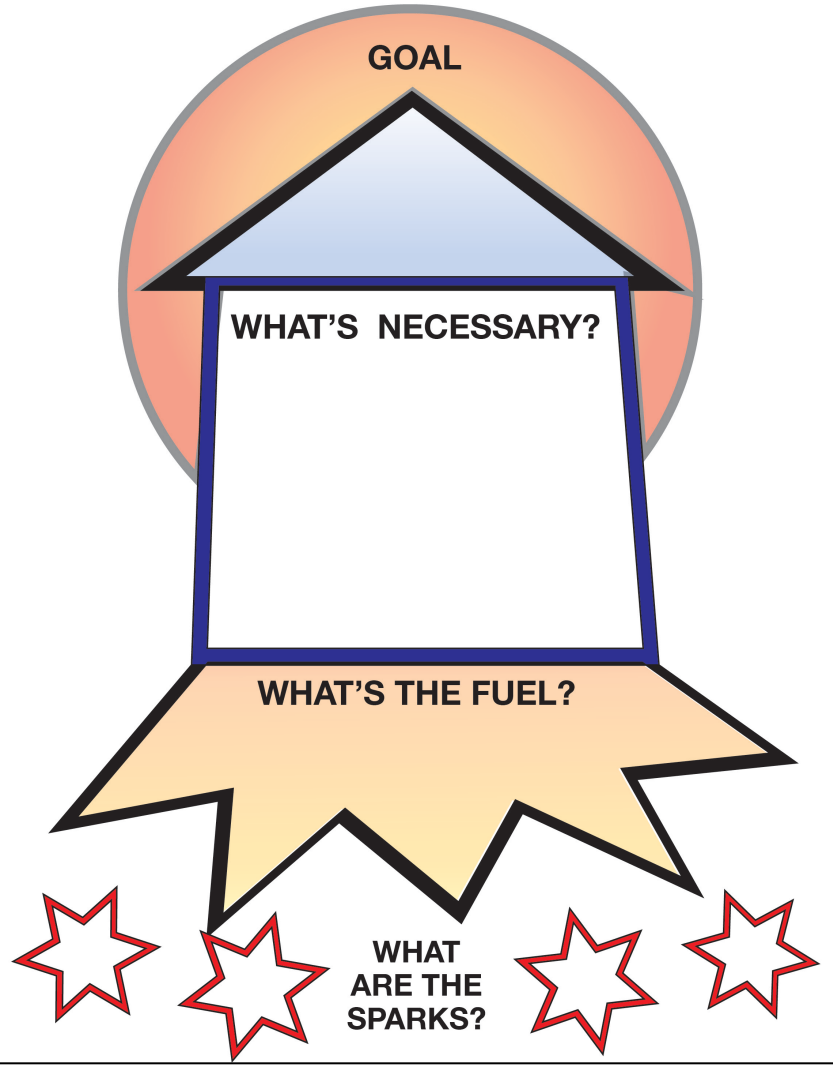
- Individual or Group
- For use in brainstorming activities



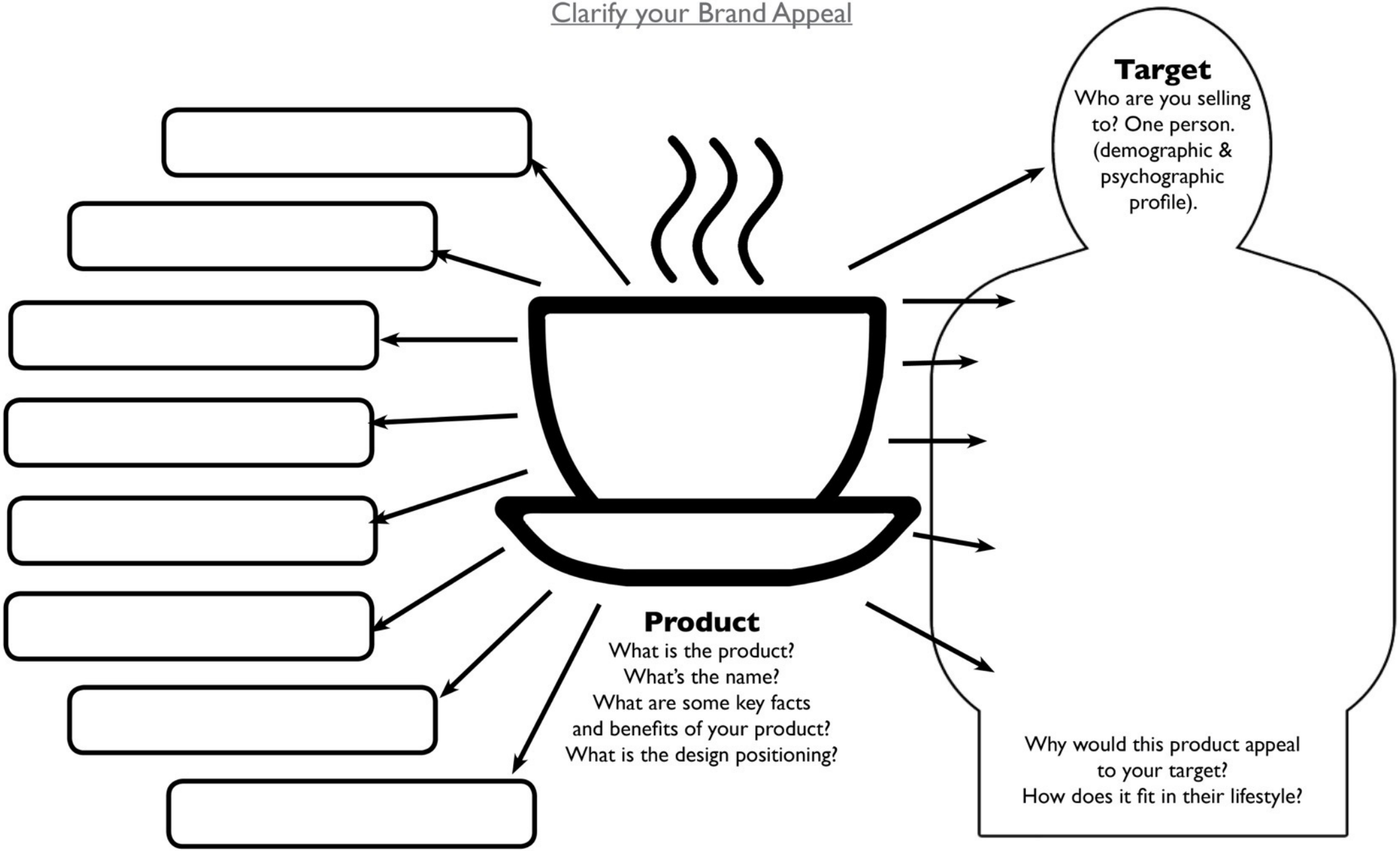
DIG DEEPER



ADD MOMENTUM

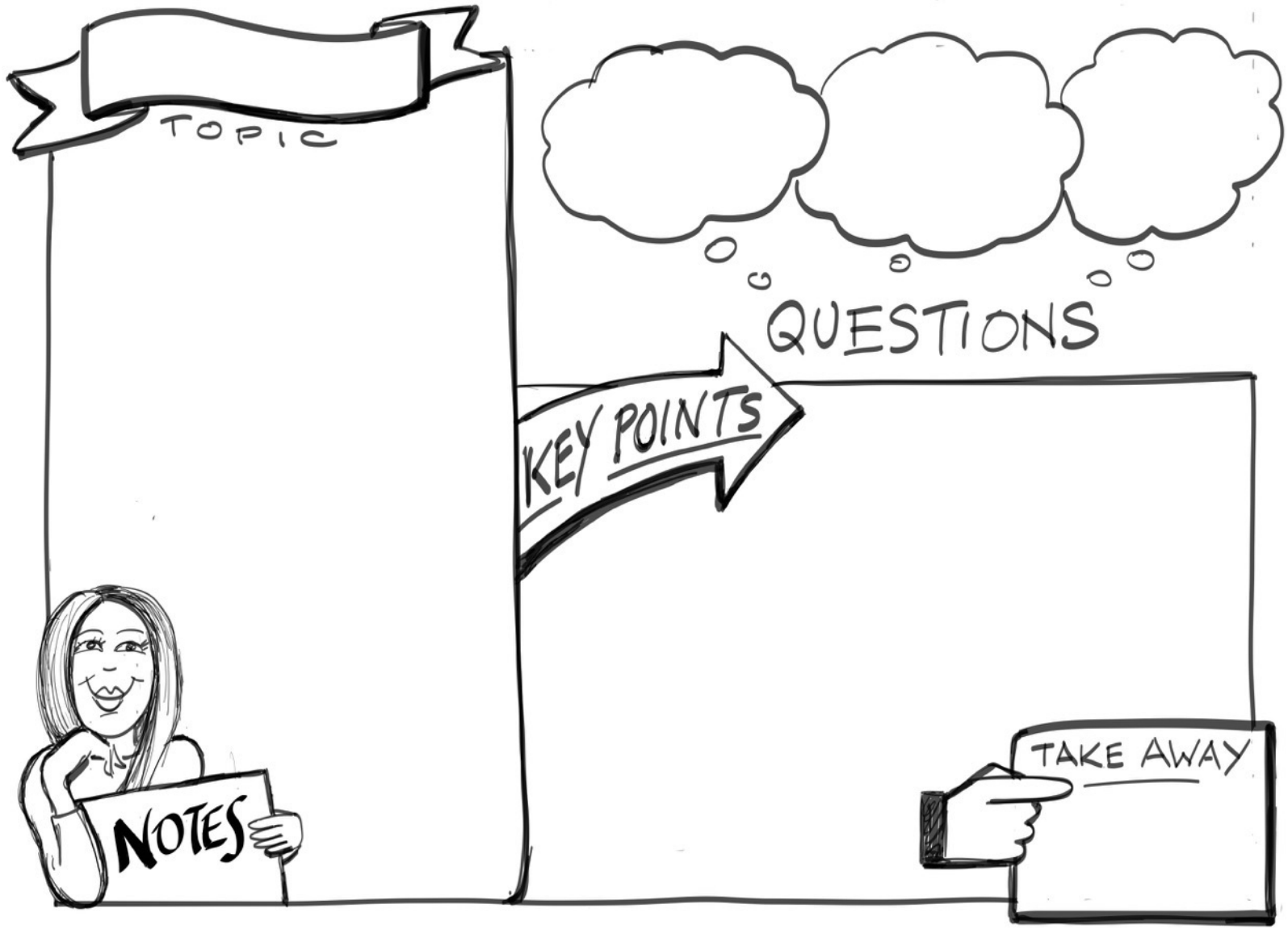


Clarify your Brand Appeal



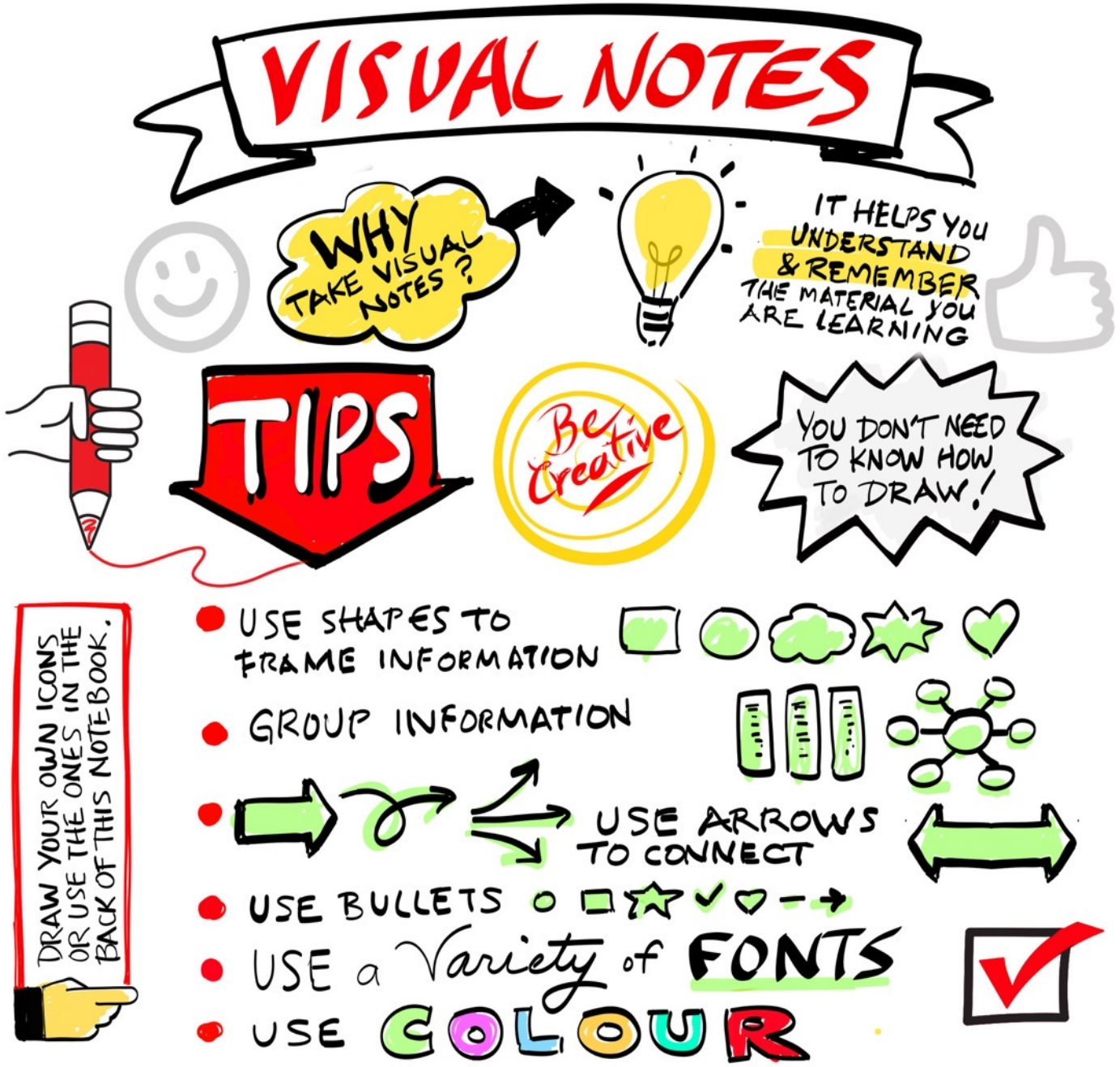
Learner-Led

- ☑ Individual
- ☑ Note-taking



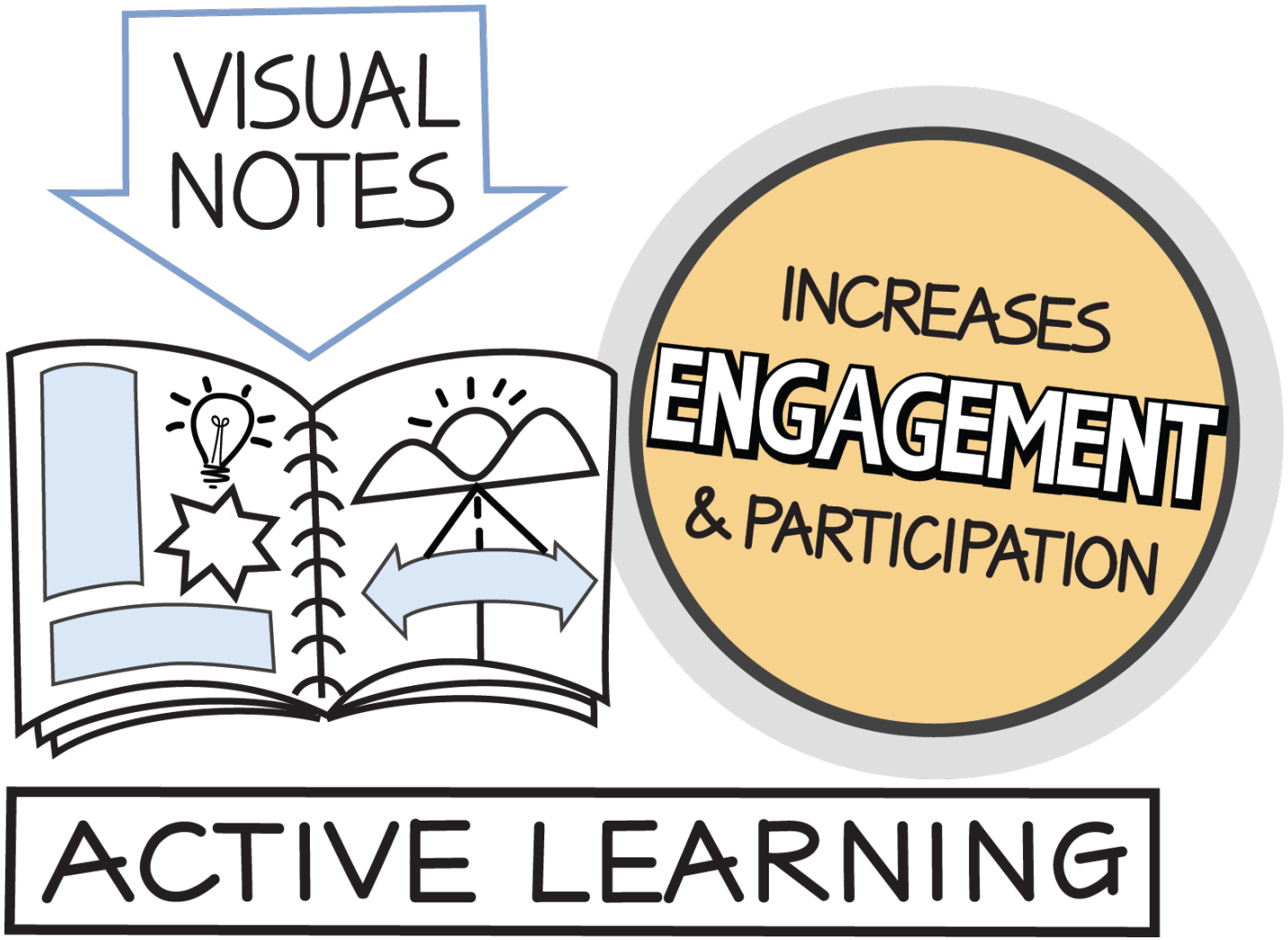
Learner-Led

- ☑ Individual
- ☑ Note-taking
- ☑ Encourage learners to take creative notes while participating in the remote learning environment.



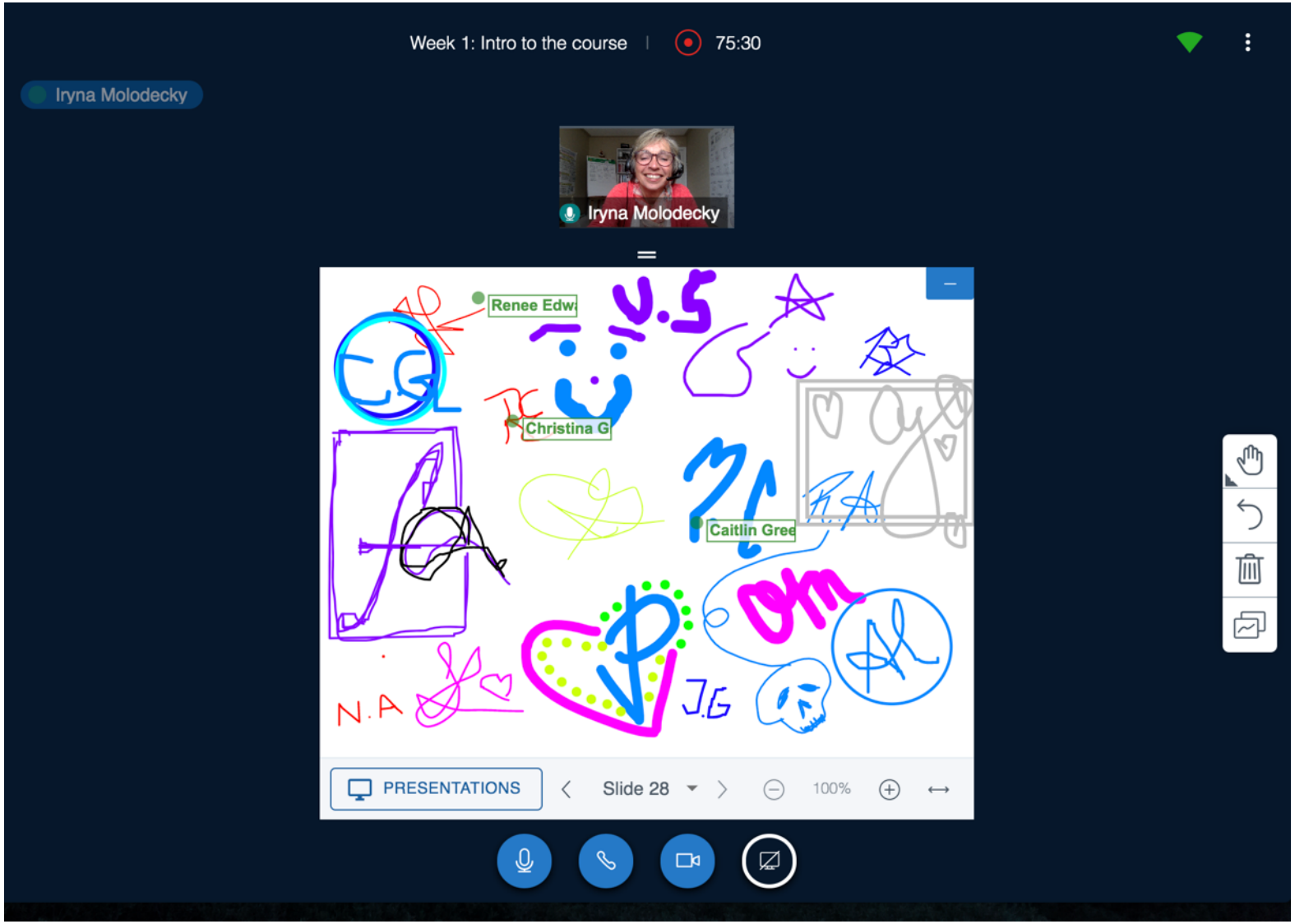
Learner-Led

- ☑ Individual
- ☑ Note-taking
- ☑ Encourage learners to take creative notes while participating in the remote learning environment.
- ☑ Helps learners to organize information.



REMOTE LEARNING

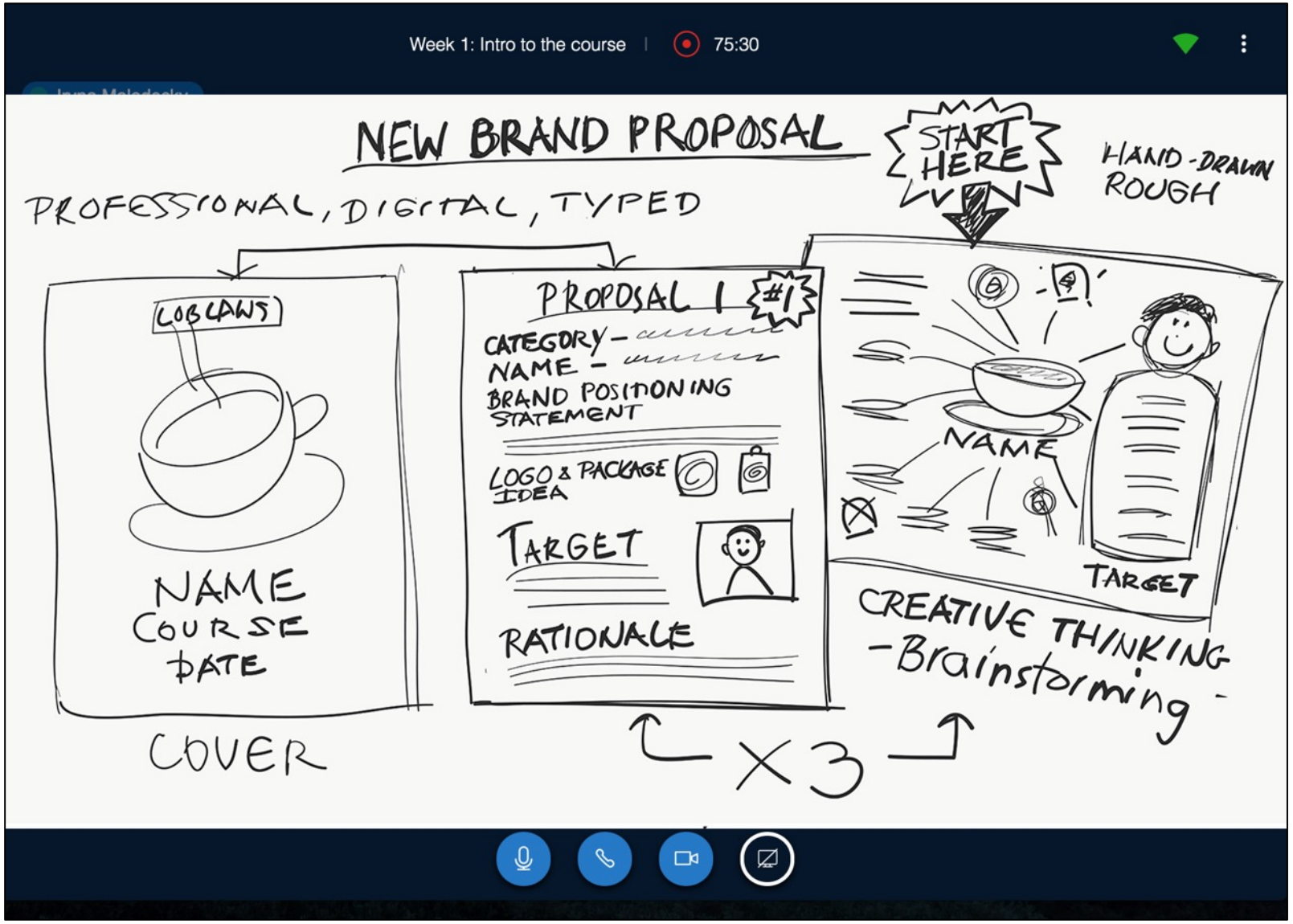
* Online Whiteboards



REMOTE LEARNING

* Online Whiteboards

* Digital drawing tools.
- Adobe Draw
- Sketchpad
- iPad Pro
- Wacom

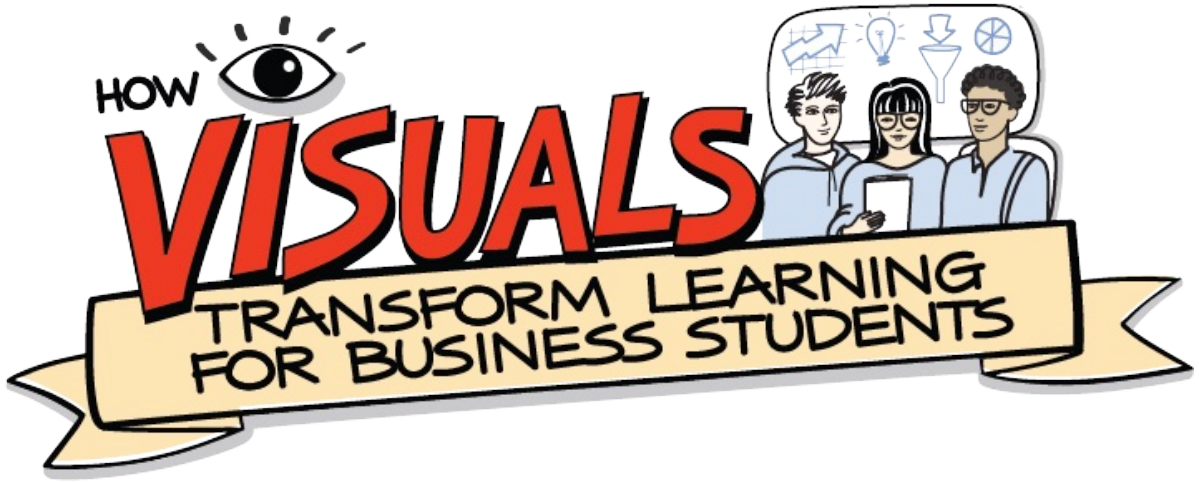


REMOTE LEARNING

* Online Whiteboards

* Digital drawing tools.
- Adobe Draw
- Sketchpad
- iPad Pro
- Wacom

* Animated Explainer Videos



Toolkit to be posted on Sheridan Source Database this fall.
source.sheridancollege.ca

Sheridan SOURCE | Scholarly Output Research Creative Excellence