



Digital Excellence Impact Case Studies

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Getting the Message Across – Using a Digital Solution to Enhance Communication with Academic Staff

by Sharron Woolley & Gemma Wells

Planning Your Module



Introducing Your Module to Students



Structuring Your Content



Design, Collaboration and Construction of Knowledge



Formative: Putting Your Learning into Application



Designing Your Summative Assessment



Concluding Your Module

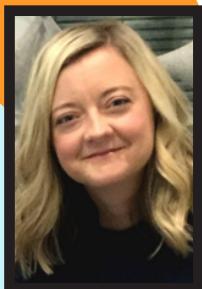


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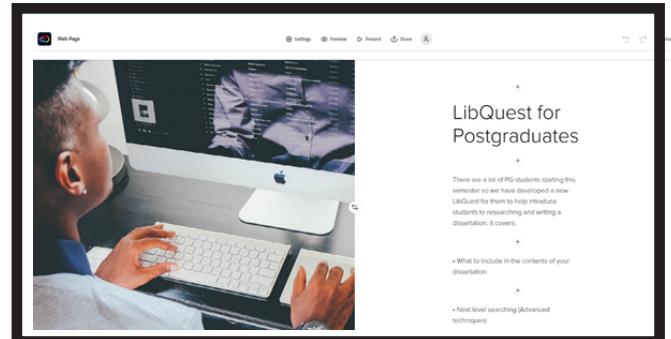
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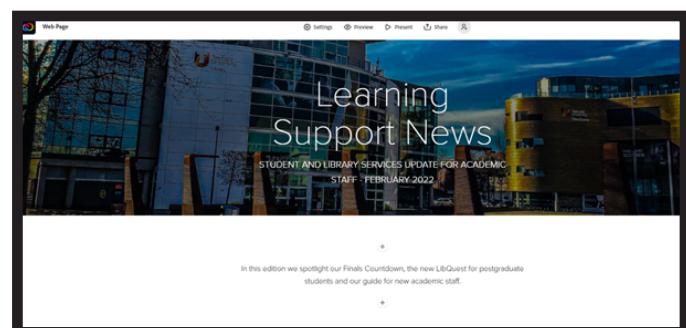
The Library plays an important role in supporting students in their studies. We try to use as many different communication channels as we can to keep students informed about our services and support. It is therefore also essential that academic staff know what is available to students so they can promote what is on offer and encourage use by students. Each School has an Academic Librarian who liaises with academic staff to keep them up to date with new service innovations and learning support offered. This communication would take the form of ad hoc emails. Realising that this is not the most effective or efficient way to share information Sharron decided to start a monthly newsletter that would highlight specific areas to do with learning support. The first two newsletters were created using a Microsoft Word template and then converted to PDF. However, Sharron found that the MS Word template was cumbersome to use, and the finished product took a long time to create.

After attending an Adobe Creative Campus Live event Gemma had been experimenting with the creativity of Adobe Spark and volunteered to create the format of the newsletter that Sharron provided the content to. She liked Spark (now called Creative Cloud Express) because it allows you to create a professional looking web newsletter, very easily.

The edit screen (pictured) shows the split screen option that we use a lot but typically we would use a mixture of split layouts and glide shows to present the information in the newsletter.



Gemma decided not to start out with a default template but has developed her own, so the newsletter has a consistent look. The images are a mixture of Adobe Stock and original images from the Library's social media feed. Recently she has started to experiment with altering and enhancing original images using Lightroom.



The newsletter banner (pictured) shows an existing photograph of the library exterior taken for the social media feed and by using a lighting effect in Lightroom it has made the background more dramatic.

In December Gemma also produced a short video using Rush. This augmented the usual newsletter to produce a review of the year. It was an innovative way to present data and was a visual celebration of the year's achievements.

There has been positive feedback from academic staff to the new look newsletter including the comment '...for things like this it just works.' Producing the newsletter in Creative Cloud Express has led to some collaborative work with the Schools.

We were approached to work with an academic in SSHL to transfer a module guide into a similar template as they thought the layout we use would work well. Also the MIMA School Art and Design asked for the information on referencing to made into a separate digital guide to share with their students.

Using Creative Cloud Express also allows data to be collected on how many people have viewed the newsletter which is another benefit. Since April 2021 there have been 1870 views. The most popular issue has been October 2021 with 353 views. As a unique URL is generated for each newsletter it is easy to share the content to a wide audience through emails, MS Teams sites and the LTE blog.

To Sharron and Gemma digital excellence is about using technology for effective communication and promotion of products and services. Having access to all the software through the Adobe Creative Campus allows for innovation and experimentation. Gemma is now investigating using Photoshop to further enhance the content of the newsletter and other student learning materials.



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