Digital Excellence Impact Case Studies

2023/2024

Enhancing Assessment through Innovative Podcast Creation

Jonathan Thoburn

Teesside University

Adobe CREATIVE CAMPUS

FUTURE FACING LEARNING

Jonathan Thoburn
Senior Lecturer in Education
j.thoburn@tees.ac.uk

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Senior Lecturer in Education
j.thoburn@tees.ac.uk

"We are preparing students for a digital world where they will present themselves and their ideas in creative ways that will help them to stand out and maximize their chances of success."

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Introduction and Background

Jonathan Thoburn is a senior lecturer at Teesside University and delivers a level 6 undergraduate module, 'Leading and Managing in Education. Jonathan has 17 years of experience in the education sector and has also previously worked in media and sound production for the BBC through a third-party television production company. Jonathan was looking for an innovative way of combining his previous experiences and expertise to create an engaging student experience that would build student confidence, improve their digital skills and prepare them for future employment.

The module's previous delivery used audio recordings for the summative assessment component, and students submitted various formats of audio recording. These included narrated Microsoft PowerPoint presentations and sound recorders built into operating systems such as Microsoft Windows and Apple OS.

For this module, the assessment required students to develop a 1500-word speech, podcast, or filmed interview linked to an aspect of educational leadership followed by a 2000-word written report that explores, evaluates, and justifies the approach they have taken.

Implementation

Jonathan decided to use Podcasts for the speech component of the summative assessment. The multimedia nature of podcasts enables students to incorporate various audio elements, such as interviews, sound effects, and music, to enrich their recordings and captivate their audience. This flexibility allows students to personalise their assessment and promotes digital literacy and creativity.

Following a post-induction meeting with a member of the Digital Learning Specialist team, several software solutions were examined, and their respective strengths and weaknesses were considered. During this meeting, Jonathan was made aware of Teesside University's Adobe Creative Campus status, which gives him and all his students access to the suite of Adobe software packages.

Following some testing of the various software packages, Jonathan found that Adobe Podcast allowed him to create a sound recording that was accessible and simple to create.

Other tools provided a similar feature set such as Adobe Rush however, these would have been more time-consuming and had a greater learning curve for the students. Adobe Podcast provided a platform that could be used 'straight out of the box', which stopped students from worrying about the time and technical requirements in upskilling but rather concentrated on the actual assignment and project brief.

To implement this project, students were introduced to Adobe Podcast during a workshop, where they received guidance on how to use the platform effectively. Throughout the semester, students worked on their summative assessment, which involved researching a specific topic, drafting a script, recording the podcast, and editing it using Adobe Podcast's features.

Benefits of using Adobe Podcast

Adobe Podcast provides students with a dynamic platform to showcase their understanding in a creative and engaging format. It fosters communication skills and encourages critical thinking as students articulate their thoughts and arguments.

Adobe Podcast facilitates collaboration through recording and editing, fostering teamwork and peer learning. It empowers students to show their learning in innovative ways, promoting deeper engagement, comprehension, and retention of course material.

In addition to its user-friendly interface and one-button recording feature, Adobe Podcast offers simple editing features.

Students could re-record sections where errors were made and simply drag and drop sound bites into and out of the timeline.

Students can simply download finished projects in MP3 format alongside a transcript of the recorded audio and the outputs can be attached to a Blackboard assignment submission.

Adobe Podcast includes an AI component that enhances the student's audio recordings to near professional standards.

Adobe Podcast also creates a transcript of the recorded conversation, improving accessibility and inclusivity which can be submitted as an appendix for the summative submission of the student work.

Impact on Learning

Incorporating Adobe Podcast in the summative assessment has had a positive impact on student learning, leading to improvements in engagement, creativity, and critical thinking. Also, due to the tool being 100% online, this greatly improved access for all students. It should also be noted that the tool worked seamlessly across all devices (Apple, Android, and Windows).

Adobe offers a dynamic and interactive learning experience for students. The ability to move away from more traditional assessment methods and a multi-modal approach captured students' attention and immersed them in the learning process. Engaging with media-rich content can make the assessment more enjoyable and relevant, motivating students to invest more time and effort into producing their podcasts.

Students were empowered to express their creativity and imagination through their podcasts, allowed students to design summative assessments that aligned with their ideas and vision. The freedom to experiment within the platform also allowed them to explore different storytelling techniques and presentation styles, fostering a sense of ownership and originality in

their work. Due to the simplicity of the tool, 100% of students engaged and submitted their assessments. Jonathan was quoted as saying…

"Adobe Podcast is so simple that you just can't get it wrong".

The recording of podcasts using Adobe Podcast required students to think critically and strategically. They carefully planned and structured their podcasts to effectively convey their ideas and messages within the given word limit.

Future Applications and Expansion:

Due to the success of the tool, Jonathan is planning to use this tool again in the following academic year and is already exploring other ways of utilising Adobe Podcast and other Adobe applications to incorporate audio and other rich-media content in more formative and summative assessments.

Conclusion:

Due to the simple design and use of Adobe Podcast, staff and students quickly mastered the application enabling them to concentrate on the module content and produced professional sounding end products that met the assessment requirements.

Adobe Podcast has offered students an engaging and creative platform to showcase their knowledge and skills. The capabilities of the software have stimulated student's curiosity and passion for learning, encouraging them to think critically and strategically.

Students produced captivating and well-crafted podcasts that reflected their individuality, demonstrated their understanding of the subject matter and fostered a deeper appreciation for the learning process.

Additional Resources & Useful Information

- [Digital Transformation CPD.](#)
- [Teesside University's Knowledgebase-Guides](#).
- For help & support with Digital Pedagogy, Adobe or MIEE related queries contact elearning@tees.ac.uk & adobehelp@tees.ac.uk