



### **Overview of the Curriculum Project**

I integrate the Student Media Awards into two modules on the BSc in Multimedia Programming and Design Degree course, in the Information Technology Department at Limerick Institute of Technology for the past three years. I deliver a number of creative modules and felt that the Award offered students a fantastic opportunity to not only gain experience and exposure in the real world, but really think about their lifestyle choices and the effects of smarter travel on not only their lives, but their peers, family and wider community. The Student Award was integrated into the module curriculum by being run as a project that covered a number of learning outcomes and was awarded a large percentage of their continuous assessment grade for the module. Once completed students presented their projects to their peers and received feedback, allowing for concept growth and also educating each other on Smarter Travel in general.

### **How the project was developed and implemented within the course curriculum**

I was introduced to the regional and local Smarter Travel representatives three years ago when the student media award was in its infancy by Ultan Gogarty, the Estates Manager of LIT. I met with both representatives a number of times to support and give direction/feedback on the development of the award and initially helped to write the spec and its requirements. This was a very rewarding experience and allowed for me to give my expertise in digital media education but also taught me a lot about Smarter Travel, its concept, aim and campaigns. Originally I was mainly focused on the video entry as it tied in more closely with my second year digital video module, but I now run it in my first year interactive design module also. The award is set as a practical project brief that they work on for a number weeks of the term. I give the students the guidelines from Smarter Travel and show examples of winning entries from previous years. We then hold a class discussion on 'what is smarter travel?' and how it impacts our lives. We invite guest speakers to come and talk with the students covering a range of topics, we have had representatives from Smarter Travel, film directors and designers. Then students work through concepts/designs which are presented to their peer, guests and myself on an ongoing basis, finally they present their finished designs to the class before applying for the Awards. The projects are graded using a grading matrix and the weight of the project is approximately a quarter of their overall grade for the module. The students really engage with the concept of the competition, it really adds both interest and weight to their work, it gives the classroom an excited buzz and attending the awards ceremony is one of the highlights of the academic year for them.

### **Statement from Ultan regarding Denise's participation in the Awards:**

*I shared the information regarding the multi-media awards to both Moylish and School of Art lecturers. I didn't get much interest except for Denise. Denise did not hesitate to grasp it, promote it, and integrate it with her course work. The successes of her students have certainly filtered into the broad academic arena. Smarter Travel is now seen to have a resonance in many courses. It is only recently that we have set up a Smarter Travel work group. We have academic representation from ranging from Sports to Video and Sound. They are all now looking to integrate Smarter Travel in to their course work, and all this is due to Denise's pioneering efforts. Denise's success with her students has certainly inspired both staff and student, and I am witnessing this first hand.*

Ultan Gogarty, Estates Manager, LIT



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## **Please provide details of any plans to bring further smarter travel related projects into curriculum programmes**

Yes, I plan to continue to run the Smarter Travel Media Award each year. As outlined above I have now integrated the award into two modules in my programme and next year we hope to have a third entry from our new Virtual Reality module, which will bring a totally new edge to the entries. I have also recently joined our campus Smarter Travel Committee and hope you add value to the campus wide projects that we hope to run in the coming months and years.

## **Results and impact on students**

My students have received fantastic results, with winning first place in 2016 and 2017. For the digital video entries my 2<sup>nd</sup> year students work in groups and we would have on average 5 groups entering yearly. This year my 1st year students are entering the poster competition so we will have approximately 20 entries. To date, my students have entered nearly fifty entries in total. This has allowed students to build up their confidence, to showcase their work on a public stage and express their thoughts on the effects of smarter travel to not only their peers but a much larger audience. Below is a quote from Kate Healy & Laura Meaney, on their winning entry last year:

***“The awards offered us a great opportunity to put into practice what we study during our course at LIT. The concept for our video was to explore the historic streets and forgotten beautiful locations in and around Limerick from the perspective of our wonderful actor Hooch, the dog. We are just over the moon at winning the award”.***

The impact of the Awards can be seen right across the student learning environment, it offers the students an excellent landscape to showcase their creative and digital storytelling skills within a real-world scenario, which cannot be replicated by classroom based projects. From my own perspective as an educator, it's fantastic to see my students engaging with others from different educational institutes, seeing their confidence in their skills develop and the enjoyment of the awards ceremony, where all involved in the awards were brought to the Bell Table in Limerick city for a screening of their entries on a big movie screen. The students would never have had the opportunity to see their work in such a fashion without the awards, so for that alone we are all very grateful.

**Our winning entry for 2016 reached one of the highest levels of views for a single week on the LIT Facebook page 2,300. Great media exposure for both LIT and Smarter Travel!**





#### 2016 Winner

**“Walking isn’t that ruff”** by Kate Healy & Laura Meaney - **1,700 views**

<https://vimeo.com/159498028>

#### 2015 Winner

**“Break Free”** by Declan O’Dwyer, David Bain, Brian Fitzgerald, John McNamarra, Joanna Anyaogu – **600 views**

<https://vimeo.com/119378159>

A simple search on Vimeo or YouTube brings up more LIT student videos, for example **“Game Over”** by Shannon Lyons & Josh O’Shea has over **1,300 views** <https://vimeo.com/159503245>

#### Opportunities and challenges of implementation

As I was involved for the beginning of the student awards, many aspects of the project were mapped out before adding it to my modules so therefore, I did not encounter any challenges. The only aspect was that originally the format was a little limited, in that it was mainly for video entries but now the award is open to all media entries from video, print, mixed media, animation and so on, which I think it's an excellent addition as it allows for more students nationally to get involved. I would also suggest for the Poster (Graphic Design) entry that student be allowed to submit a digital version of their design rather than printing and sending to Dublin which can be quite expensive for them. The aspect that I felt worked extremely well was the movie premier head at the Bell Table Theatre in Limerick. It was a fantastic concept to allow the students to see their finished work on a big movie screen. They really loved it and it was such a thrill, the format allowed for them to experience their work in a completely new manner, allowing for both reflection and audience reaction/engagement.



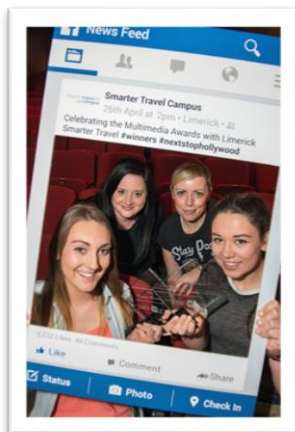
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2015 Multimedia Winners L to R: Sharon Daly, Smarter Travel Campus; Delcan Dwyer; Brian Fitzgerald; Voanna Anyaogu; David Bain; Joe McNamara Limerick IT and Michael Aherne, Head of Transport Development National Transport Authority. Taken at the Smarter Travel Awards event in Dublin.



2016 Multimedia Winners Kate Healy and Laura Meaney. Photo taken at the Bell Table Awards event, Limerick.



Back row (L to R): Ailis Ni Chofaigh (LIT Postgrad Student) Denise McEvoy (Lecturer). Front row Laura Meaney (winner) and Kate Healy (winner).



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### Smarter Travel Student MultiMedia Awards

By Richard Lynch on April 29, 2016 @richardlynch

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Smarter Travel Student MultiMedia Awards 2016 - Picture above: Vinod Gavin O'Regan, Eoin Walsh, Chris Bark and Mark Spavovkis.

Limerick Students win at Smarter Travel Student MultiMedia Awards 2016

Students from colleges in Limerick have been awarded for creating poster illustrations for the National Transport Authority's annual MultiMedia Awards, Limerick yesterday.

"The awards offered us a great opportunity to put into practice what we study during our course at LIT. The concept for our video was to explore the historic streets and forgotten beautiful locations in and around Limerick from the perspective of our wonderful actor Booch, the dog. We are just over the moon at winning the award and representing Limerick in the Smarter Travel MultiMedia Awards" said winning student **Kata Healy**.

"The Smarter Travel MultiMedia Awards offers the students an excellent environment to showcase their creative and digital story telling skills with in a real world scenario. We are delighted to have won the award in 2015 and to win again this year demonstrates the high calibre of both our students and our programme," added **Denise McEvoy**, Lecturer BSc in Multimedia Programming & Design.



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