

IMPROPAL

IO 1: Flipped Learning

During Summer Semester 2018 at Worms UAS is placed an elective Module with the title "Designing e-learning Tools for tourism classes". The main issue is, that the participating students prepare short videos to explain general definition for tourism study programs.

The course starts in March 2018 the final was placed in June 2018.

In groups of 3-4 students, the students created "explanatory videos" ("Erklärvideos") on the tourism specializations taught in the Department of Tourism/Travel Management (Verkehrsträger-, Hotel-, Reiseveranstalter-/-mittler- und Destinationsmanagement), using the following software programs:

- Whiteboard Animation
- VideoScribe
- PowToon
- GoAnimate
- Moovly

Additional to realizing the videos the students have to develop a storyboard and a script with all steps they have planned. It was the first time the students in this course had the chance to participate on a creative lecture. The knowledge is important for their future work, because many marketing, product introduction or communication campaigns are based on short videos, so it is helpful if they know about the production process and some difficulties during the production process.

Feedback from the groups:

The WPM "Development of e-Learning Tools" was interesting and varied. Unlike other compulsory elective modules, the students were able to unleash their creativity in creating the videos, which also led to fun in the design and production. Positive is the group work to highlight, which has worked smoothly throughout the project phase. In addition to the group cohesion within our group, the helpfulness and team spirit of the entire WPM is to be evaluated positively.

The training in the tool and the creation of the video was a lot of fun, so you would recommend this module to other students.

We have to know a creative way to convey learning content. It was also interesting to switch perspectives, that is, to slip into the role of a teacher as a student and to think about didactic methods in this context.

From a critical point of view, a much more structured storyboard should be written in future. In retrospect, most of the problems that hampered project dynamics and caused time constraints lay at this point.

At least we want to repeat this module in the next summer term.

Disclaimer:

All content in this document reflects the author's view and the NA and the Commission are not responsible for any use that may be made of the information it contains.

Modulbeschreibung

Wahlpflichtmodul

Produktion von eLearning Videos im Tourismus

Kennnummer	Workload	Credits	Studien-semester	Häufigkeit des Angebots	Dauer
5n	150 h	5	5. Semester	Sommersemester	1 Semester
1	Lehrveranstaltungen Einzelveranstaltung	Kontaktzeit 4 SWS / 45 h 60	Selbststudium 105 h 105	geplante Gruppengröße ca. 25 Studierende	
2	Lernergebnisse (learning outcomes) / Kompetenzen Die Studierenden sind in der Lage, <ul style="list-style-type: none"> • Zielgruppen zu definieren und deren Bedürfnisse zu formulieren. • für unterschiedliche Anforderungen technische Lösungen zu finden entsprechend zu gestalten. • kurze „Erklärvideos“ zu produzieren und ein dazugehöriges Storyboard zu entwickeln. • einen Projektplan zu erarbeiten und in einer Gruppe ein Projekt erfolgreich (im Zeitrahmen) umzusetzen. • Gruppendynamische Prozesse zu erkennen und zu gestalten. 				
3	Inhalte <ul style="list-style-type: none"> • Einführung in die Handlungsfelder des eLearnings • Grundlagen der Projektarbeit • Umgang mit unterschiedlichen Tools zur Erstellung von Videosequenzen, z.B. <ul style="list-style-type: none"> - Whiteboard Animation - VideoScribe - PowToon - GoAnimate - Moovly • Umgang mit Kamera- und Tonaufzeichnungsequipment • Schneiden von Videos 				
4	Lehrformen Seminaristischer Unterricht, Gruppenarbeiten, selbständiges Arbeiten.				
5	Teilnahmevoraussetzungen Formal: Keine Inhaltlich: Keine				
6	Prüfungsformen Erarbeitung eines Storyboards und eines Videos (ca. 5-10 Minuten); Präsentation der Projektidee und -umsetzung sowie des Videos(20 min)				
7	Voraussetzungen für die Vergabe von Kreditpunkten Fertiger Video mit korrespondierendem Storyboard				

8	Verwendung des Moduls (in anderen Studiengängen) International Tourism Management (B.A., M.A.)
9	Stellenwert der Note für die Endnote 3,13%
10	Modulbeauftragte/r und hauptamtlich Lehrende Prof. Dr. Knut Scherhag; Sebastian Arbour (Lehrende)
11	Sonstige Informationen Literaturauswahl: <ul style="list-style-type: none">• Bea, F.X./Scheurer, S./Hesselmann, S.: Projektmanagement (Unternehmensführung, Band 2388), Konstanz/München: UVK 2. Auflage 2011• Schön, S./Ebner, M.: Gute Lernvideos: ... so gelingen Web-Videos zum Lernen, bod 2013• Simschek, R./Kia, S.: Erklärvideos einfach erfolgreich, Konstanz/München: UVK 2017