**Appendix 3** DIAL coordinator final reflections

The journeys of DIAL coordinators [**Rossella Emanuele**](http://process.arts.ac.uk/users/remanuele) and [**Kaye Pryce**](http://process.arts.ac.uk/users/kpryce) are documented in their [***Confessions of a DIAL coordinator’***](http://confessionsofadialcoordinator.myblog.arts.ac.uk) blog. It takes the format of a journal, tracking the developments and identifying what in future DL coordinator roles may involve.

## Rossella Emanuele

My 6 months contract as a DIAL coordinator is coming to an end in few weeks. It is time for reflections of the impact this experience had on my development, with particular emphasis on potentiality for career developments.

I will start by saying that I am really grateful for the experience, I thoroughly enjoyed and I am hoping there will be opportunities to build on this experience in the near future.

A bit about myself: I have been working for the University as an Associate Lecturer in Fine Art since 2006. I did my teacher training at the Institute of Education and my work placement at Wimbledon College of Art. Soon after my post graduate studies I got my first teaching post as Associate Lecturer for Fine Art/Sculpture at Camberwell College of Art Foundation, more recently I have been employed by CCW Progression Centre as a Fine Art Lecturer and as a Visiting Practitioner on Camberwell BA Drawing. My field of interest lies between art and education and my art practice explores materiality through digital media.  Since last September, I have been contributing to the DIAL Project, which is part of the JISC UK research Digital Integration Into Arts Learning Programme, as a DIAL Coordinator. I had previously worked with Chris Follows,  the DIAL Project Manager, in 2010 at Wimbledon College of Art.

In this post I want to reflect on how the DIAL coordinator role enabled me to engage with Art & Design Education from a slightly different angle, enhancing my understanding of Digital Literacy and giving me an insight into potential new ways of integrating and embedding Digital Literacy within the Art and Design Curriculum.

In this respect I feel that the DIAL experience has helped me identifying a research area, which I would be interested in developing further, which focuses on the relation between the Fine Art Curriculum and Digital Literacy. I feel that my experience as a Fine Art Lecturer and as a DIAL Coordinator have equally informed my current knowledge and understanding of the Art & Design Curriculum in relation to Digital Literacy and I believe this is an area that will greatly expand in Art & Design Education in future. In this respect I believe there is a need to find new strategies to further integrate these two fields.

The DIAL Project sets out to do exactly this, its initial aim was of contributing to create a network of self-identifying UAL communities made up of students and staff that express and assess their digital literacies and cultivate processes, resources and toolkits, which in turn support the communities’ development and growth. Most of the projects DIAL took on focused on career development, employability and/or cultural change. With this intention, in the last two years, the DIAL project has been engaging with a speculative and inquisitive attitude, with a great diversity of projects across UAL, supporting over 20 projects that focused on specific needs in relation to career development either for staff and/or for students.

I started the role of DIAL Coordinator when the project had already been running for nearly two years; in this respect the start was very much learning about the context for all those projects. This enabled me to engage with a such a diversity of ideas that fed into me developing a much broader perspective of Digital Literacy across UAL different Colleges, in terms of both Academic courses’ needs as well as Teaching and Learning Resources and Facilities’ needs. This diversity greatly helped in enhancing my understanding of Digital Literacy in the first place and consequently helped me identifying common ground between different courses and disciplines.

In this respect I feel my Lecturer experience has been very important, as I have been able to use my awareness of academic priorities in order to avoid potential tensions between the two programs in relation to challenging tasks such as:

* Scheduling workshops that would not clashed with timetables and assessment procedures
* Effective communication strategies in order to reach the greatest number of students as well as UAL staff and alumni
* Effectively liaising with course directors and staff in order to avoid impinging on an already very demanding work schedule
* Booking of rooms for organising workshops and event across UAL has been an area that has requested a great deal of negotiation in order to find the most effective way of accessing University resources

Generally I would say that there has been a tendency across UAL of treating DIAL as a pilot project outside of the college agenda, which proved to be quite an hindrance in relation to scheduling workshops embedded in the course structure.

There have been a number of lessons learned from these challenges:

The first one is in terms of knowledge of the actual facilities and who to contact in building such as CSM – King Cross

Building up of good work relationship across different colleges with knowledge of the technical teams as well as the academic team is another very important aspect for the smooth running of any event that has to be planned

From the focus group and questionnaires results I have done with students and staff attending the DIAL workshops, it seems that the most effective way for reaching the greatest number of students is through the courses’ timetable. In this respect an area that would need further attention is how to raise awareness of the importance of UAL DL strategies with Course directors. This is another important aspect that I would be interested in researching further.

Even if my role as a DIAL coordinator ends with the 5th of July, the DIAL project will run to the end of December, in this respect I believe Chris Follows the DIAL Project Manager, will have the opportunity to further expand and evaluate the many implications of the DIAL project for UAL future DL strategies.

On my part, I can say that despite being a 6 months part time post, the experience has been very full on and equally enriching. Amongst the previously mentioned points, I have learnt that there are many crossovers between the Academic and Digital Literacy agenda that I believe would request further investigation.

As to me I just want to say thank you to DIAL for the opportunity, particularly thanks to my Line Manager, Chris Follows and my colleague Kaye Pryce, they have been invaluable colleagues, I thoroughly enjoyed working with them and learn a lot from them. I also wish to thank Laura North with who I work closely for few months to develop a Video Presentation Skills Teaching and Learning Resource, which I hope many will find helpful. On this experience, Laura North and myself have devised a virtual co-editing system that I will be describing on a Video Presentation Skills overview post I am co-writing with her.

Finally, I can say that this experience has greatly expanded my knowledge and understanding of Digital Literacy, has helped me to further developed a ‘rise-up to the challenge’ attitude which I believe is most necessary in the fast pace changing digital world. I am confident this precious experience will feed into my career development. Many thanks.

## Kaye Pryce SELF EVALUATION DIAL coordinator

I must admit, a few months ago, I had no idea what this meant, was or what impact it would have on my digital literacy skills or my digital competency levels.

Just few months on, not only has my digital knowledge and experience soared, but I have a far greater appreciation and understanding of the scale and possibilities of DIAL. So what is DIAL I hear you ask? I see the DIAL project as an experimental, exploratory, cultural change programme set up to explore and assess UAL's digital landscape – past, present and future.

In its short lifetime, the DIAL project has enabled a mix of UAL digital natives, digital immigrants and even digital luddites to come together for a common cause - to blur the digital divide and engender a digital literacy framework and tools for UAL. Through webinars, conferences, face-to-face and Skype meetings, emails, experimenting with digital tools, training programmes et al - digital fears have been alleviated, knowledge and ideas have been exchanged, stimulating debates, collaborations and critical thinking has taken place, resources have been shared and interesting projects and networks have been formed. To boot, I have had the pleasure of being exposed to much of this and have had the opportunity to work with digitally like-minded colleagues and students.

However, it has not all been plain sailing. The DIAL co-ordinator role was fresh and new - not just for me but for the DIAL project as well. There were no references or benchmarks to look to, no office, no desk, simultaneous deadlines and other grey areas, so it was quite daunting having to "boldly go where no (wo)man has gone before". It helped that I had a project manager who had an eighteen-month head start and clearly had a firm handle on the project. I also had a co-worker who started at the same time, was in exactly the same position as me and the wonders of mobile technology really helped. My colleague and I have personal mobiles and were armed with tools of the trade: iPad tablets, Internet access, digital cameras, wireless hard drives, memory sticks, Lego (that's right Lego) and quality time to execute our tasks and responsibilities to full effect. In a digital world, who needs an office anyway?

Overall, I have liked the nature and the overall experience of this co-ordinating role because it allowed me to use both my head and my heart. The role has represented exactly what it said on the tin - from co-ordinating meetings and training sessions and conjuring up designs to video editing and contributing to reports and potential research papers. The work has been challenging, occasionally difficult, but extremely varied and rewarding.

Although digital life started for me a long time ago (if truth be told I am a digital native trapped in a digital immigrants body), because of DIAL, my CPD portfolio has grown considerably to include:

 KNOWLEDGE

* a clearer understanding of digital literacy and digital competency framework and tools
* an awareness of UAL networks
* an awareness of UAL digitally-led projects
* increased exposure to a range technologies (particularly social media)

SKILLS

* Confidence Building
* Time and Project Management
* Video Editing (Premiere Pro and iMovie)
* Graphic Design (printed and screen-based graphics)
* Motion Graphics (After Effects)
* Negotiation and Communication skills

Thank you DIAL