

## PSA Project: The DESIGN Phase

### Outline

**Project Title:** 21<sup>st</sup> Century Teaching & Learning – Considering New Media

**General Goal:** The piece will serve as an entrée to my department (of instructional technology) to be deployed on my departmental webpage.

**Specific Outcomes:** The overall intent of the PSA is to pique interest of faculty and other users of our site so they will consider participation in our events and/or use of our services in general. My department's overall goal is to support faculty in thoughtfully selecting and utilizing technology in their teaching to support student learning.

### Audience

Primarily faculty members at my institution and other visitors to our website.

### Content Outline

- I. The 21<sup>st</sup> century context – in general
  - A. A world of ubiquitous technology
  - B. A world of personal computing devices
  - C. A world of networked learning
  - D. A world of global connections
  - E. A world of 'new literacies'
- II. The 21<sup>st</sup> 'new media'
  - A. 'social' media
  - B. 'participatory culture'
  - C. 'socially constructed knowledge'
  - D. 'collective intelligence'
- III. 21<sup>st</sup> century literacies (per Howard Rheingold)
  - A. Attention
  - B. Participation
  - C. Collaboration
  - D. Network Awareness
  - E. Critical Consumption
  - F. Curation (my addition...there may be others)
- IV. How can the Department of Instructional Technology guide you?
  - A. Regularly scheduled events
  - B. Online materials and resources
  - C. Custom programming
  - D. Individual consultation