Re-Enchanting the City: Designing the Human Habitat
Massive Open Online Course (MOOC)
ZeeMaps - Participants’ Locations
Course Design Aims

• Develop expertise in fully online course delivery for a large audience.

• Promote the Faculty and BE programs to potential students.

• Test and explore a course that could form a common experience for first year students in the Faculty.
Approach

The material was structured in 3 layers:

1. **BE Academics** – video discussions
2. **Profession & stakeholders** – interviews
3. **Narrative** – Assoc Prof (Practice) Elizabeth Farrelly - perspective on Central Park and weekly themes

Each week had a Built Environment academic lead that introduced the themes as well as its specific discipline focus.

Videos were supplemented with external resources, including infographics illustrating elements of Central Park and the built environment disciplines.

Social Learning included discussions around focused questions and sharing of participants own images related to the subject – through the social media platform of Padlet.
Videos

Academic – yellow
Narrative – purple
Profession – green

(Premiere Pro, AfterEffects, Photoshop)
Infographics

Central Park
(Photoshop, Illustrator)

Designed by
Phillippa Camemolla
Timeline Infographic

Central Park Development
(Photoshop, Illustrator)
Course Run Measures

• **5,961** joiners
• **2,479** learners (5.8% joiners)
• **49,046** steps visited (average 20 / learner)
• **42,646** steps completed (average 17 / learner)
• **8,112** Comments posted (average 3 / learner)
• **47** Statement of Participations sold

*Statistics accurate as at midnight 26 June 2016*
Outcomes

• Very high participant satisfaction.

• Learners praised the nature of the social learning and commended the diversity of contributions.

• Learners stated they see their cities and the built environment differently after completing the course.

• A number of participants expressed interest in future studies (PhD) at UNSW with at least one enrolling in a Master’s degree.
Participant Comments

“The course has broadened my understanding of the built environment and believe that I will look at these elements of the built environment with new light now in my day to day experiences.”

“I have done several MOOC courses and the points and debate from participants here is probably the most engaging of all of them, really enjoyed hearing and seeing posts from those interested in the same subjects around the world - a global community!”

“It has been a great time. Thanks a million. I love the experience of scholars and mentors involved in this course. I also love the case study. Central Park is a perfect case study. I love the illustrations, examples and different ways of communicating ideas.”

“I’m knocked out by Patrick Blanc’s passion and enthusiasm. I was unconvinced before ... now I’m converted!”

“I am thrilled with the discussions in particular, which are adding greatly to my experience of the course. I have participated in some quite good (and a few mediocre) MOOCs up to now, and this is by far the best in terms of both content AND class participation.”

"5 weeks of resourcefulness, your well planned course giving motivation to go on forever. Highly appreciating your team’s resourcefulness”

What a fantastic course! I have learnt a great deal and am inspired by the content. Thankyou :)

“Thank you for making me think differently.”

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Re-Enchanting the City MOOC - Post Course Survey

Question: Please rate how you felt about the course design

- Course orientation materials (i.e. course map/video)
- Ability to download video content
- Subtitles
- Discussion between subject experts (debate)
- Audio downloads
- Written transcripts of all material
- Study skills advice
- Use of animations in videos

- Strongly liked
- Liked
- Neither disliked nor liked
- Disliked
- Strongly Disliked
Re-Enchanting the City MOOC - Post Course Survey

Question: Please rate how you felt about learning on FutureLearn

- Reading articles
- Watching videos
- Reading comments posted by other learners
- Discussing things online with other learners
- Doing quizzes and tests
- Receiving feedback
- Giving and receiving peer review on assignments
- Following links to other related content

Legend:
- Strongly liked
- Liked
- Neither disliked nor liked
- Disliked
- Strongly Disliked
Re-Enchanting the City MOOC - Post Course Survey

Question: How would you rate your overall experience of the course?

- Excellent: 36%
- Good: 59%
- OK: 1%
- Poor: 1%
- Very Poor: 4%
Enrol now!

Please enrol and encourage your students to do so as well.

https://www.futurelearn.com/courses/re-enchanting-the-city