

Enabling a school community and cross year mentoring via social media in Visual Communications.

Saul Deane

Design Communications, Landscape Architecture

Enabling a school community and cross year mentoring via social media in Visual Communications.

Goals

1. To seed a self-sustaining cross year student **dialogue** on approaches to visual communication.
2. To engender a culture of peer **mentorship**.
3. Leave a design communication **legacy**

A Landscape Architecture Course

First Semester - Design Communications 1:

- Sketching - Spatial Representation investigation

Second Semester - **Design Communications 2:**

- Digital Media - Presentation (Photoshop, Indesign, Sketchup)



Why Design Communications 2 ?

1. Compulsory **whole school** - first year subject
2. **Common subject** of interest for first years and third years
3. 3rd and 4th year students have **valuable experience** and skills in presentation they can impart
4. Subject deals with **digital media** of which social media is a similar species.
5. **Computer based subject** therefore likely to be on social media

Student investigation of “social media mentorship idea”

Attitude to mentoring idea ?

Current 3rd years (now 4th years) were unanimously positive to the idea of 3rd years talking to 1st years, about experiences in visual communications and in fact more generally. Few not keen on sharing tips and secrets with immediate year below.

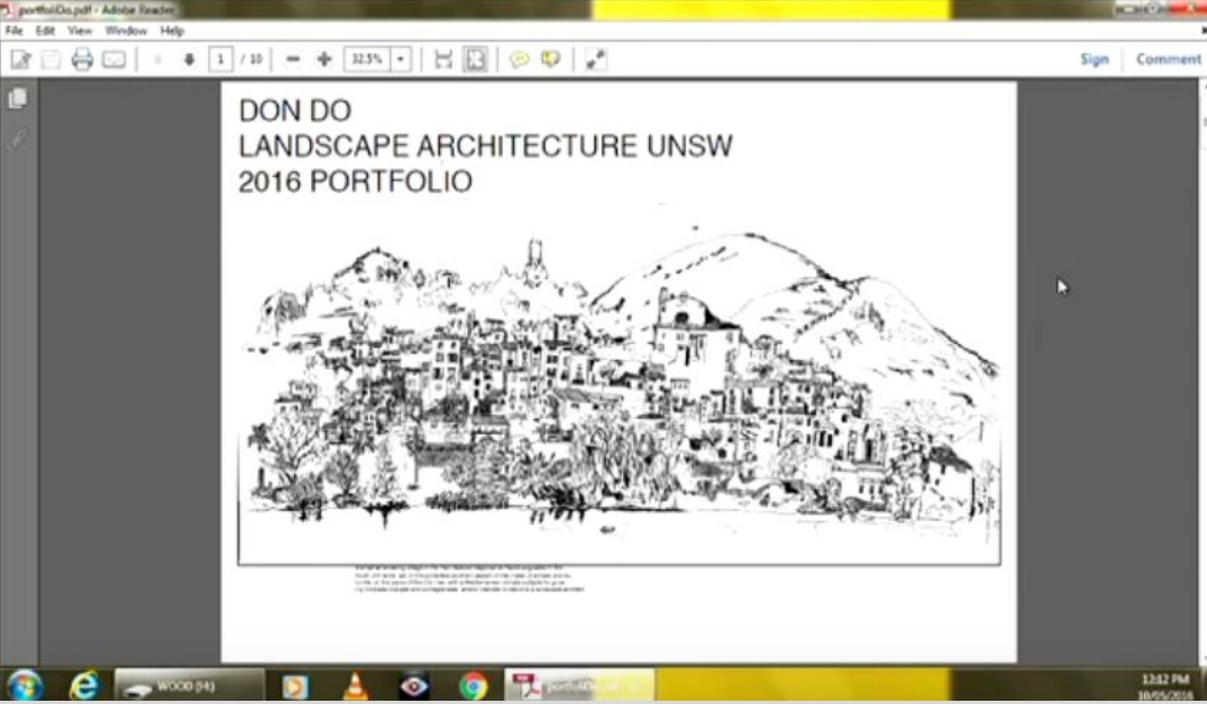
Implementation of idea ?

Coaxing the same 3rd years to talk to 1st years was difficult, little incentive and timing problems

How the threads of community were then laid.

Introducing 3rd years to 1st years:

1. **face to face** introduction
(in the lecture)
2. Providing a **social media space** for that dialogue to continue.
(Facebook)



Introduction of 3rd Years to 1st Years, Face to Face

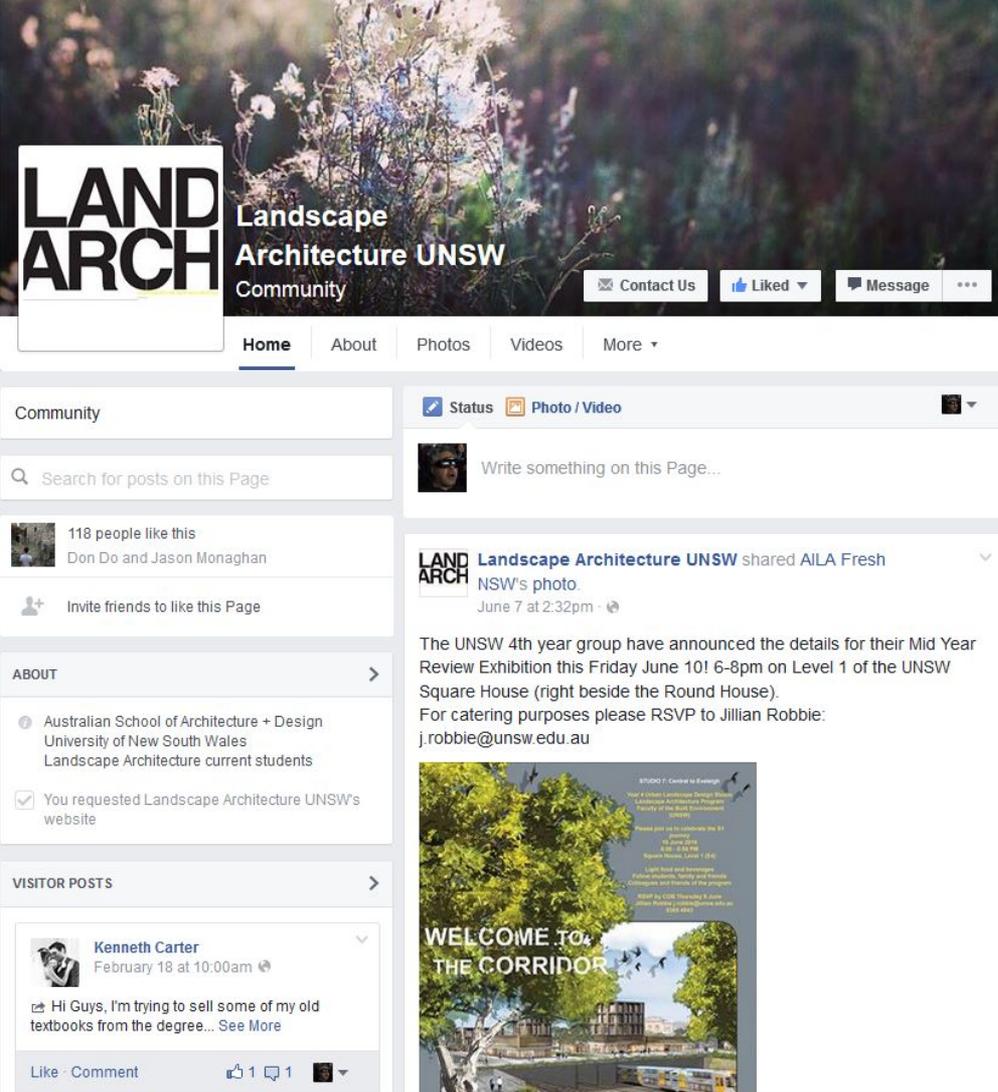
3rd Year reflections for 1st years:

- The variety of approaches to visual communication
- Ease of interaction

3rd Year reflections for Lecturer:

- Missed Sketchup,
- would have liked Illustrator intro.

- [Facebook - Landscape Communications](#)



Creation of Social Media space (Facebook Page)

- Public Page for Landscape UNSW
- Creates a home for the Group



UNSW landscape communications

Closed Group

Joined ▾ Share Notifications ⋮

Discussion Members Events Photos Files Search this group 🔍

Write Post Add Photo / Video Create Poll More

 Write something...

RECENT ACTIVITY

 **Stu Harris** June 9 at 5:20pm

Hi Saul, As Monday is a public holiday, are we still dropping in the sketch books?

Like Comment

Seen by 26

 **Saul Deane** Hi Stu, the sketchbooks wont be stamped on the Monday, so handin at 10am Tuesday is acceptable.

Like Reply · June 10 at 12:00pm

Write a comment...  

ADD MEMBERS

+ Enter name or email address...

MEMBERS 36 Members (3 new)



DESCRIPTION Edit

UNSW students and alumni dedicated to exploring visual communication ideas in landscape

GROUP TYPE School or Class

TAGS Edit

UNSW Faculty of Built Environment · Sydney, Australia

GROUP CHATS

No group chats, start one now.

+ Start New Chat

Creation of Facebook Group for ongoing Connection via Social Media

- Intra - 1st Year
- Inter - 3rd & 1st Year.

The Facebook group has only being going 4 months.

Student feedback has been the greatest impact so far

Identification of clashes, etc

[Facebook - Landscape Communications](#)



Saul Deane

May 4

Axonometric Video



Like

Comment

Seen by 28

Upload of Missed Lecture - Axonometric

[Facebook - Landscape Communications](#)



Saul Deane

May 28

Next Week
31st May
: Luna Park
Noon @ Mouth

Felt tip Pen
Clutch Pencil
Charcoal
Ink
Issued Colour Pencil
Stick glue
Sketchbook



Sharp, Martin 1980 -
Luna Park

Like Comment

You and 1 other

Seen by 29

Stu Harris Saul Deane, I don't think the excursion note was attached to the lavender bay email.

Like · Reply · May 29 at 12:04pm

Saul Deane replied · 1 Reply

Discussion of Upcoming Excursion to Lavender Bay

341 people like this
Don Do

Invite friends to like this Page

ABOUT >

- Ask for AILA Fresh NSW's address
- Ask for AILA Fresh NSW's phone
- http://www.aila.org.au/IMIS_Prod/AILAWeb/Becom...

PHOTOS >



UPCOMING EVENTS >

AILA FRESH // NATIONAL COMPETI...
Friday, September 25, 2015
14 guests

Subscribe

VISITOR POSTS >

Post Photo / Video

Write something...

Post

AILA Fresh NSW
September 6 at 10:17pm · 🌐

Last chance to enter! Get your sketch printed on 1500 satchels for nationwide distribution, and exhibition at the festival of landscape architecture - This Public Life
Entries close MIDNIGHT TOMORROW (7/9/15)
http://www.aila.org.au/.../AILA_FRESH_Satchel_Sketch_Comp.asp...



AILA FRESH Satchel Sketch Comp
That's right, the SACHEL SKETCH COMP invites students and graduates of landscape architecture to submit a digital sketch which incorporates the theme of this year's Festival, This Public Life. A jury will select the top 12 sketches with the winning
AILA.ORG.AU | BY ADVANCED SOLUTIONS INTERN...

Like Comment Share

AILA Fresh NSW shared their event.
September 3 at 3:59pm · 🌐

It's on tonight! See you at the Forresters from 6:30

THIRSTY THURSDAY
"CAUSE THURSDAYS ARE THE NEW FRIDAY!"

RECENT BY THE RIVER, AND WE GO TO CAL...
AILA FRESH NSW IS HOSTING SOME DRINKS TO...
MEET THE FINE PEOPLE FORBIDDEN TO DRINK...
UNAPPROPRIATE BEHAVIOUR IS NOT PERMITTED.

SET IN THE MOOD AS THE WEATHER SEEMS INTO...
MOVING AND DRINKING THE FRESH WITH SOME...
WITH TASTY DRINKS WITH YOUR EYES AND...
YOURSELF FROM SUNDAYS.

When
Thursday 3 September

Time
6:30 - 8:30pm

Where
The Forresters Hotel, 316




3rd Year postings of AILA events

Facebook - Reflections

1. The Facebook group never becomes inaccessible, like a Moodle page does.
2. Facebook is always being observed and provides spontaneous feedback.
3. Over time becomes a knowledge bank for the school

Negatives privacy and proprietal issues.

Mentor - Reflections

Incubating a meta learning environment across all years, takes presentation questions out of one year where there might be competitive pressures to non disclosure of communication tips and tricks, into other years where there is the possibility of a more mentoring and sharing relationship.

Ongoing

For the idea to gel it will take **3 years**, as the original cohort moves through the course. With 1st year students being exposed to visual communication and 3rd year mentors, and then as they themselves become 3rd years understanding their role as mentors within the school.