

This work has been submitted to **NECTAR**, the **Northampton Electronic Collection of Theses and Research**.

**Conference or Workshop Item**

**Title:** Strengthening the impact of case studies through the use of a digital medium

**Creators:** Bramble, P. and Murray, J.

**Example citation:** Bramble, P. and Murray, J. (2014) Strengthening the impact of case studies through the use of a digital medium. Workshop presented to: *1st Validation of Prior Learning (VPL) Biennale, Rotterdam, 09-11 April 2014*.

**Version:** Presented version

**Official URL:** <http://www.vplbiennale.com/workshop-paul-bramble-and-jane-murray-uk-strengthening-the-impact-of-case-studies-through-the-use-of-a-digital-medium/>

**Note:** The embedded video has been removed from this PDF to create a smaller file. A PDF including the video is available from the NECTAR link below.

<http://nectar.northampton.ac.uk/6682/>





# 1<sup>ST</sup> VPL BIENNALE

Rotterdam, 9-11 April, 2014  
- Workshop -

## Strengthening the impact of case studies through the use of a digital medium

Chairs: Paul Bramble & Dr Jane Murray



# Workshop Outline

15.00-15.10	Welcome and Introductions
15.10-15.30	Paul Bramble: Dissemination and the digital medium
15.30-16.05	Group Work: Lets get creative, exploring the UK case studies visually
16.05-16.15	Group discussion
16.15-16.20	<i>Final words</i>

# Dissemination and Exploitation of project results

**Dissemination** means to spread widely. In terms of the Erasmus+ Programme this involves spreading the word about the project successes and outcomes as far as possible.

**Exploitation** means to use and benefit from something. For Erasmus+ this means maximising the potential of the funded activities, so that the results are used beyond the lifetime of the project.

# Understanding your audience

Tailor to particular needs and type of project. The goals may be:

- raise awareness;
- extend the impact;
- engage stakeholders and target groups;
- share a solution and a know how;
- influence policy and practice;
- develop new partnerships.

# Who's your audience?

- Stakeholders
- Experts
- Practitioners in the field
- Other interested parties



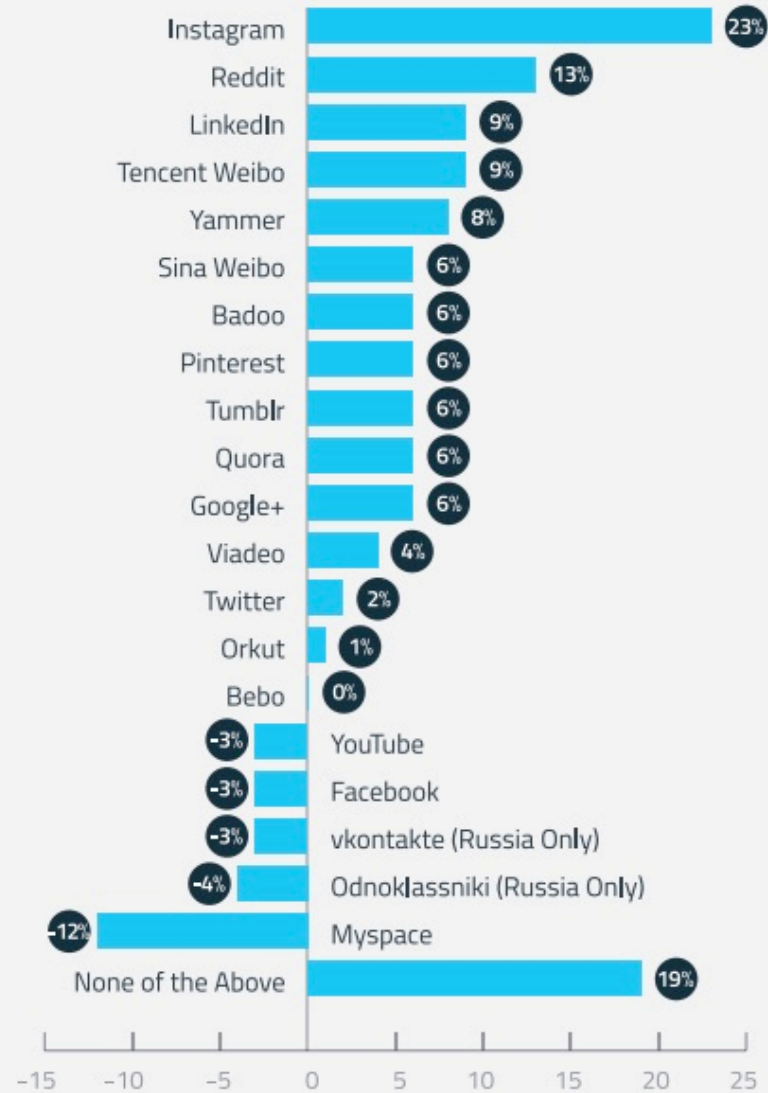
# ALLinHE Audience

## UK Stakeholders

- Policy Adviser for Employment and Skills
- Admissions Tutors, University
- Head of Research and Policy
- CEO's
- Head of 6th Form
- Curriculum Administration Advisor
- Students
- Head of HE Schools Engagement
- Curriculum leaders, Further Education colleges
- Head of Student Services
- Academics
- European Agency

# Social Generation

TOP 20 SOCIAL PLATFORMS - CHANGES IN ACTIVE USAGE



% change in millions of active users between Q2 and Q4 2013

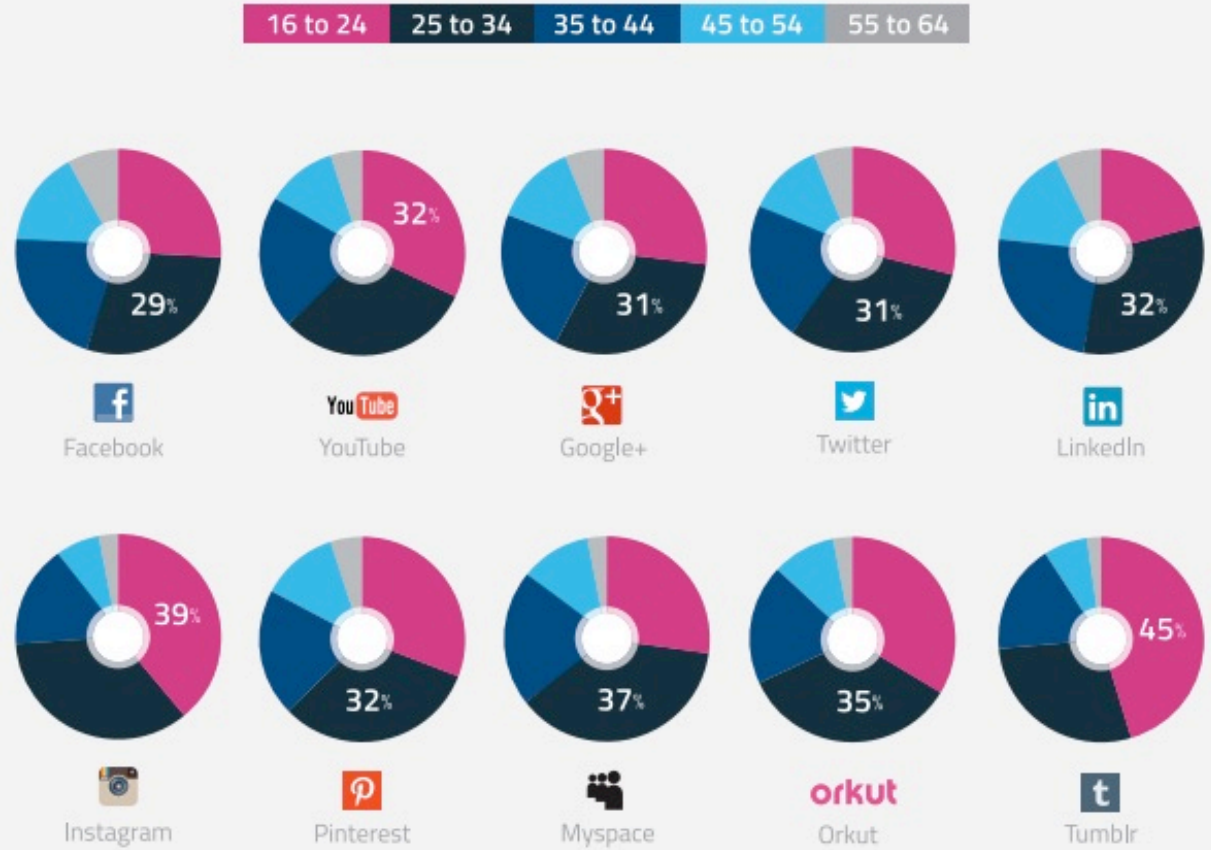
**Question:** Which of the following services have you used or contributed to in the past month using any type of device?  
e.g. PC/Laptop, Mobile phone, tablet, etc

**Source:** GlobalWebIndex Q4 2013 // **Base:** Global internet users aged 16-64, exc. China.



# Social Generation

ACTIVE USERS OF THE TOP 10 SOCIAL PLATFORMS, BY AGE



**Question:** Which of the following services have you used or contributed to in the past month using any type of device?  
e.g. PC/Laptop, Mobile phone, tablet, etc

**Source:** GlobalWebIndex Q4 2013 // **Base:** Global internet users aged 16-64, exc. China.

# Digital Medium tools

- Prezi



- VideoScribe



- PowToon



# Digital Medium tools

I am not saying don't use such tools as PowerPoint, but be careful of your audience.



# Something I made for our stakeholder event

(Video file removed - see coversheet for details)

---

# Lets get creative

- Split into groups
- Take one/two case studies
- Design a visual story 20 mins
- Present your story to the group 5 mins each group

*Thank you  
for listening*

Written and presented  
by Paul Bramble

**WE ARE** [NORTHAMPTON.AC.UK](https://www.northampton.ac.uk)