

CASE STUDY

Pellissippi State Technical Community College



lynda.com Online Training Boosts Learning for Students in Media Technologies Classes at Pellissippi



School:

Pellissippi State Technical
Community College

City & State:

Knoxville, Tennessee

Grade Level:

Higher Education

"For those teaching computer applications, especially online, lynda.com online training is a resource we can't live without."

Gay Bryant,
Coordinator, Web Technology
Media Technologies Program
Pellissippi State Technical
Community College

CHALLENGE

When the Media Technologies program at Pellissippi introduced online courses in 2002, instructors found it a challenge to effectively teach software like Adobe® Dreamweaver®, Fireworks®, and Flash® over the internet. Some created their own movies to capture voiceover, design, and screen shots, and put these on a CD to mail to students. Most weren't totally satisfied and wanted to find an alternative way to enhance their instruction.

Web Technology program coordinator Gay Bryant looked into a range of options and was impressed with lynda.com's online training. She liked the vast range of titles, the quality of the content and movies, and the 24/7 access that was available as part of the Multi-User Subscription program.

"Many instructors had used lynda.com Hands-On Training™ books in their classes and found them to be excellent," said Bryant. "When I found out that lynda.com had started offering online video training, I informed the faculty and some of them tried it out and were very pleased. So we decided to move forward with a pilot program for the 2006–07 school year."

SOLUTION

Bryant funded the pilot program through a special state grant. The Web Technology concentration under the Media Technologies program was able to offer full access to the lynda.com Online Training Library®, first to 75 students, then to 100 students and five faculty members involved in online courses during the spring.

Web technology is one of four concentrations in the college's Media Technologies program, along with communication graphics technology, photography, and video production. Instructors teaching Introduction to Media Technologies, as well as several courses in the Certified Internet Webmaster (CIW) program, integrated a wide range of lynda.com tutorials for subjects as diverse as Adobe Dreamweaver, Flash, Photoshop®, Illustrator®, and After Effects®; JavaScript; CSS; HTML; and PHP. Usage of the tutorials was monitored and incorporated into the students'

BENEFITS

participation grade as well as the other graded elements of the course. For the Web CIW Foundations class, one assignment required that students compose a simple website using CSS. They were directed to the lynda.com CSS tutorial, where they could gain insight into the pros and cons of CSS, learn the basics, and apply skills immediately.

In CIW Site Designer, students regularly accessed lynda.com videos on Adobe Dreamweaver, Fireworks, and Flash, all of which helped them learn about ways to enhance their class website project and prepare for a certification exam.

Students in the CIW E-Commerce Designer course viewed lynda.com movies and took the accompanying quizzes on blogging, search engine optimization, and usability. Many of them went beyond the required videos and watched several others, mainly on topics related to web development.

RESULTS

At the end of the spring semester, all of the students took part in an online evaluation to assess the effectiveness of the lynda.com tutorials. The results showed that they found the online training to be an invaluable and essential resource.

When asked if they'd be willing to pay for the training themselves, almost 80 percent said yes. Up to 90 percent said they learned more in the course because of the videos. Many students found the videos as helpful or more helpful than using the textbook.

"Using these movies truly enhanced our web-delivered courses," said Bryant. "They provided up-to-date instruction with examples and show-and-tell that are difficult for online instructors to do. And since students could access the entire lynda.com Online Training Library®, they could dig deeper and explore topics of interest to them, even if they were not covered in the class."

"The quality of the instruction is so good. For those teaching computer applications, lynda.com online training is a resource we can't live without. It takes the burden off of the teachers."

Instructors in all areas of the Media Technologies program have been using the training themselves for professional development. Those in computer science and video are looking into setting up gaming coursework, so they've requested licenses. *"We're continuing the pilot through the next school year and are working toward getting ongoing funding from the college starting in the fall of 2008,"* said Bryant. *"It's worth every penny to have these professionally produced videos available for our classes."*

- › Enhances instruction for online courses.
- › Allows students to explore topics of interest not covered in class.
- › Offers instructors a high quality, effective way to learn new programs on their own.
- › Provides reports that help evaluate usage and effectiveness of training.
- › Instruction is available from any computer anywhere, 24/7.

MORE INFORMATION

Pellissippi State Technical
Community College
www.pstcc.edu

Pellissippi Web Technology
<http://www.pstcc.edu/departments/web>

Gay Bryant,
Coordinator, Web Technology
865.694.6488
gbryant@pstcc.edu

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