

The Borderless Classroom:

Initiatives to include international learning in university graphics programs in the United States

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Introduction



According to U.S. News and World Report, top ranked universities in the United States that have strong international programs offer students the following:

- Short-term faculty led programs that allows students to travel to a specific country to learn or experience cultural and language
- Meaningful exchange or partner agreements with universities from other countries
- Learning opportunities international students and faculty
- International internships
- Language immersions programs

Overview



Only ten percent of the student populations among 2618 universities in the United States have participated in a study abroad program.

- As university officials discover the value of international experience as conducive to strengthening the worldview of students as well as developing leaders in a global economy, international education is becoming more of a priority for universities in the United States.
- Students and faculty have interests in traveling to other countries.

Overview

- The reasons may have to do with
 - Language improvement
 - Appreciation for international culture
 - Acquiring diverse experiences at home and abroad to increase knowledge of global issues, regions, and cultures; improve intercultural skills, and develop attitudes that cultivate global citizenship
- This study examines university graphic communications degree programs that may or may not include international content in the program of study.

Survey Population



Faculty from university graphic communications programs in the United States have been invited to complete a survey to determine international learning content or programs offered to students. The results of this study will indicate:

- Percentage of graphics program with an existing international component to the program of study of students
- Level of importance or priority international education has at their university

Survey Population



- Instructional content involving international topics or instruction
- Percentage of graphics programmes that have or are actively engaged with international exchange
- Percentage of graphic communications programmes that have faculty led programs with international universities
- Percentage of graphic communications programmes that use technology, such as Skype or Face Time, to collaborate with international students and faculty

Survey Form

survey.appstate.edu/takeSurvey.aspx

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International Course Content

Faculty from university graphic communications programs in the United States are invited to complete a survey to determine international learning content or programs offered to students. This survey will indicate:

- Percentage of graphics program with an existing international component to the program of study of students
- Level of importance or priority international education has at their university
- Instructional content involving international topics or instruction
- Percentage of graphics programs that have or are actively engaged with international exchange

2. Does your college or university have value in an international experience for your students?

☐ Yes ☐ No

3. Does your college or university include an international studies office for students and faculty to obtain support for international endeavors?

☐ Yes ☐ No

4. Have you lead a group of students for an international exchange with another university in another country?

☐ Yes ☐ No

5. Have you hosted students and faculty from another country?

☐ Yes ☐ No



6. Does your university or college schedule international awareness activities?

☐ Yes ☐ No

7. How would you define international content for graphic communications classes? (For example, do you teach international paper sizes such as A3 or A4?)


84% Value an international experience

Q2. Does your college or university have value in an international experience for your students?

		Response Total	Response Percent
Yes		21	84%
No		4	16%
Total Respondents		25	
(skipped this question)		19	

80% have an International Studies Office

Q3. Does your college or university include an international studies office for students and faculty to obtain support for international endeavors?

		Response Total	Response Percent
Yes		20	80%
No		5	20%
Total Respondents		25	
(skipped this question)		19	


16% have led an international exchange

Q4. Have you lead a group of students for an international exchange with another university in another country?

		Response Total	Response Percent
Yes		4	16%
No		21	84%
Total Respondents		25	
(skipped this question)		19	



92% International awareness activities

Q6. Does your university or college schedule international awareness activities?

		Response Total	Response Percent
Yes		23	92%
No		2	8%
Total Respondents		25	
(skipped this question)		19	

79% teach international paper sizes

Q7. How would you define international content for graphic communications classes?
(For example, do you teach international paper sizes, such as A3 or A4?)

		Response Total	Response Percent
Yes		19	79%
No		5	21%
Total Respondents			24
(skipped this question)			20

Zero percent require language

Q8. Does your university or college require students to include another language other than English in their degree program of study?

	Response Total	Response Percent
Yes	0	0%
No	25	100%
Total Respondents		25
(skipped this question)		19



Zero percent require language

Q8. Does your university or college require students to include another language other than English in their degree program of study?

	Response Total	Response Percent
Yes	0	0%
No	25	100%
Total Respondents		25
(skipped this question)		19

40% of those surveyed include international content

Q9. Do you include in the preparation of your classes, international content? (For example, do you have students study about international tradeshows such as drupa?)

		Response Total	Response Percent
Yes		10	40%
No		15	60%
Total Respondents		25	
(skipped this question)		19	

Assignments with international content

Q10. If yes, what kind of assignments in your courses has international content?

	Total Respondents	9
	(skipped this question)	35



International content

- Research papers and presentations
- Study abroad
- Invited speaker at international conferences
- Group projects that include international assignments with clients residing in other countries (printing, packaging companies, software developers)
- Metric paper sizes, research technology, announcements at drupa
- Subscribe to international blogs
- Faculty led trips to drupa
- A study of the International Standards Organization (ISO)
- International issues with web, packaging, print ...
- Rebranding design projects for various cultures

International content



- Encourage competition in international design contests among students
- Understanding the global packaging workflow in terms of CPC's and prepress companies like SGS and Schawk.
- Understanding scannable data codes and how they work globally
- How the Internet has spread across the globe and some standards for web development for reaching the greatest number of viewers

Conclusion



- Establishing a “borderless classroom” makes it possible for students and faculty to prepare for an international learning experience
 - Inclusion of international content would give students and faculty the preparation for international exchange
 - Encourage students to learn more about language and cultures from another country
 - Incorporate an learning activities from an international perspective

Conclusion

- Provide students with a worldview of graphic arts/communication education
- Enhancement to new or existing international exchange agreement
- Further research is needed to address content reported by survey respondents

Resources



- [1] Global Learning: A world of opportunities for Appalachian Students. Quality Enhancement Plan:
http://qep.appstate.edu/sites/qep.appstate.edu/files/QEP-report-final_0.pdf , 2014
- [2] Queens College Study Abroad Program:
http://www.queens.edu/Academics-and-Schools/StudyAbroad.html?_vsrefdom=cmgd&gclid=COOr5udbGrL4CFScV7AodQkgAyg , 2014
- [3] <https://immerselearning.com/collaborative-virtual-environments-for-language-learning/>, 2014
- [4] <http://iteslj.org/Techniques/Tompkins-RolePlaying.html> , 2014

Questions & Answers



- Invite questions from the audience



Thank You for Your Attention!

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