

Curriculum, Climate and Community: Graphic Communications Management using the Ryerson Experiential Learning Model

Gillian Mothersill

School of Graphic Communications Management

Elaine B. Frankel

School of Early Childhood Education

Katherine Penny

School of Hospitality and Tourism Management

Ryerson University

Toronto, CANADA

**RYERSON
UNIVERSITY**

The logo for Ryerson University, featuring the text "RYERSON UNIVERSITY" in white on a blue rectangular background, with a yellow vertical bar to the right.

A brief overview of experiential learning

“The outcome of a carefully designed mix of pedagogic and curricular strategies embracing varied learning challenges, activities and environments”

Introduction

- **The experiential learning inventory was conceived by a subcommittee of the university's Learning and Teaching Committee.**

Building the Model

- **Audit Conducted (2008)**
 - **Experiential activities included:**
 - **Labs, studios, case studies, practica, problem-based learning**
- **Data compiled and the model was distributed to all undergraduate programs**
 - **Brochure**
 - **DVD**
 - **Web site**
- **See the handout provided for you.**

A Brief History of GCM

- **Printing Management (2 years) one of the first programs at Ryerson Polytechnic Institute**
- **First graduating class 1950 (4 students)**
- **First female graduate 1970**
- **Ryerson becomes a university – 1993**
- **Heidelberg Centre for Graphic Communications Management opens in 2001**
- **GCM intake for Fall of 2012 \pm 170 students**
- **Faculty = 10 FT, numerous PT**

BACHELOR OF TECHNOLOGY (B Tech) School of Graphic Communications Management

GCM 01

GRA 102 Layout & Typography I <small>Lec: 1hr; Lab 1.5 hrs</small>	GRA 202 Layout & Typography II <small>Lec: 1hr; Lab 1.5 hrs</small>
GRA 103 Intro to Electronic Premedia I <small>Lec: 1hr; Lab 1.5 hrs</small>	GRA 203 Intro to Electronic Premedia II <small>Lec: 1hr; Lab 1.5 hrs</small>
GRA 104 Printing Processes I <small>Lec: 1hr; Lab 1.5 hrs</small>	GRA 204 Printing Processes II <small>Lec: 1hr; Lab 1.5 hrs</small>
MKT 100 Marketing I <small>Lec: 3 hrs</small>	CMN 279 Business Commun. <small>Lec: 3 hrs</small>
	GMS 200 Intro to Global Management <small>Lec: 3 hrs</small>

GCM 02

GRA 322 Electronic Document Design I <small>Lec: 1hr; Lab 1.5 hrs</small>	GRA 422 Electronic Document Design II <small>Lec: 1hr; Lab 1.5 hrs</small>
GRA 323 Intermed Electronic Premedia I <small>Lec: 1hr; Lab 1.5 hrs</small>	GRA 423 Intermed Electronic Premedia II <small>Lec: 1hr; Lab 1.5 hrs</small>
GRA 324 Printing Processes III <small>Lec: 2hrs; ab 1.5 hrs</small>	GRA 424 Quality Control in Printing <small>Lec: 2hrs; Lab 1.5 hrs</small>
GRA 320 Binding & Finishing I <small>Lec: 1hr; Lab 2 hrs</small>	GRA 420 Binding & Finishing II <small>Lec: 1hr; Lab 2 hrs</small>
ACC 100 Intro Financial Accounting <small>Lec: 3 hrs</small>	ACC 406 Intro Management Accounting <small>Lec: 3 hrs</small>
MKT 300 Marketing Metrics & Analysis <small>Lec: 3 hrs</small>	

GCM 03

GRA 216 Manufacturing Management for Graphic Arts <small>Lec: 3 hrs</small>	GRA 116 Estimating Graphic Arts <small>Lec: 1hr; Lab 1.5hrs</small>
GRA 533 Adv Electronic Premedia I <small>Lec: 1hr; Lab 1.5hrs</small>	GRA 633 Adv Electronic Premedia II <small>Lec: 1hr; Lab 1.5hrs</small>
GRA 534 Printing Processes IV <small>Lec: 1hr; Lab 1.5 hrs</small>	GRA 634 Printing Processes V <small>Lec: 1hr; Lab 1.5 hrs</small>
GRA 530 Management Studies I <small>Lec: 3 hrs</small>	GRA 630 Management Studies II <small>Lec: 3 hrs</small>
GRA 230 Selling in the Graphic Arts <small>Lec: 2 hrs</small>	

GCM 04

GRA 704 Management of Workflow I <small>Lec: 1.5 hrs</small>	GRA 804 Management of Workflow II <small>Lec: 1.5 hrs</small>
GRA 743 Managing Advanced Technology I <small>Lec: 1.5hr; Lab:1.5hrs</small>	GRA 843 Managing Advanced Technology II <small>Lec: 1.5hr; Lab 1.5hrs</small>
GRA 741 Management Studies III <small>Lec: 1 hr; Lab 1 hr</small>	GRA 841 Management Studies IV <small>Lec: 2 hrs</small>

Liberal Studies Table A <small>Lec: 3 hrs</small>	Liberal Studies Table A <small>Lec: 3 hrs</small>
--	--

Liberal Studies Table A <small>Lec: 3hrs</small>

Liberal Studies Table B <small>Lec: 3 hrs</small>
--

Liberal Studies Table B <small>Lec: 3 hrs</small>
--

Professionally Related Table I <small>Lec: 3 hrs</small>

Professionally Related Table I <small>Lec: 3 hrs</small>

Professionally Related Table I <small>Lec: 3 hrs</small>

Professionally Related Table I <small>Lec: 3 hrs</small>

Professionally Related Table I <small>Lec: 3 hrs</small>

Professionally Related Table I <small>Lec: 3 hrs</small>

Liberal Studies Table B <small>Lec: 3 hrs</small>
--

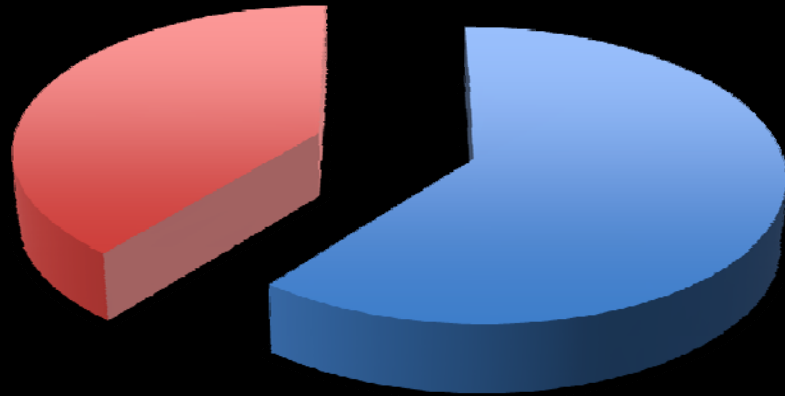
Minors available to students in Graphic Communications Management (16 - eff Fall 2011)

Accounting
Business Communication
eBusiness
Economics
Entrepreneurship and Innovation
Finance
Global Management
Human Resources Management

Information Technology Management
International Business
Law
Marketing
News Studies
Organizational Leadership
Retail and Services Management
Sales Management and Service Quality

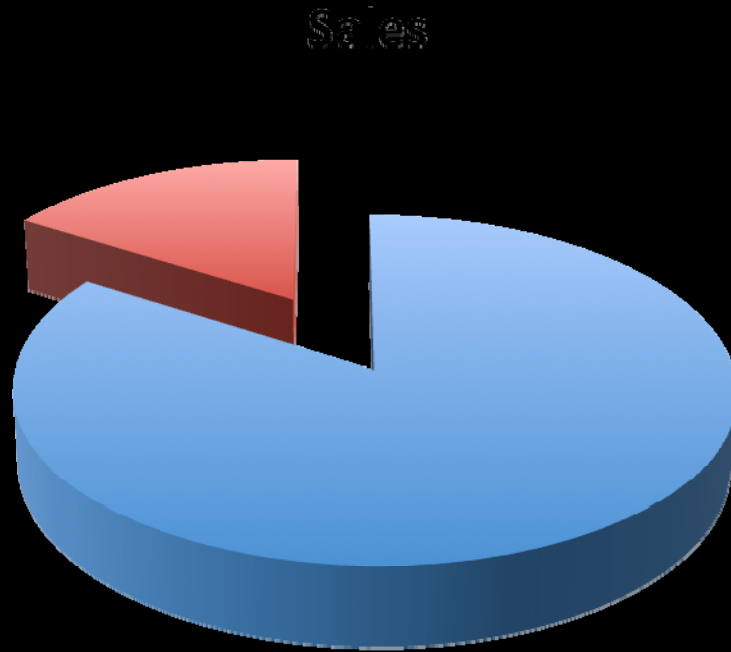
Revised March 2011

The Audit – Ryerson University



- Non-Experiential Courses = 1384
- Experiential Learning Courses = 894

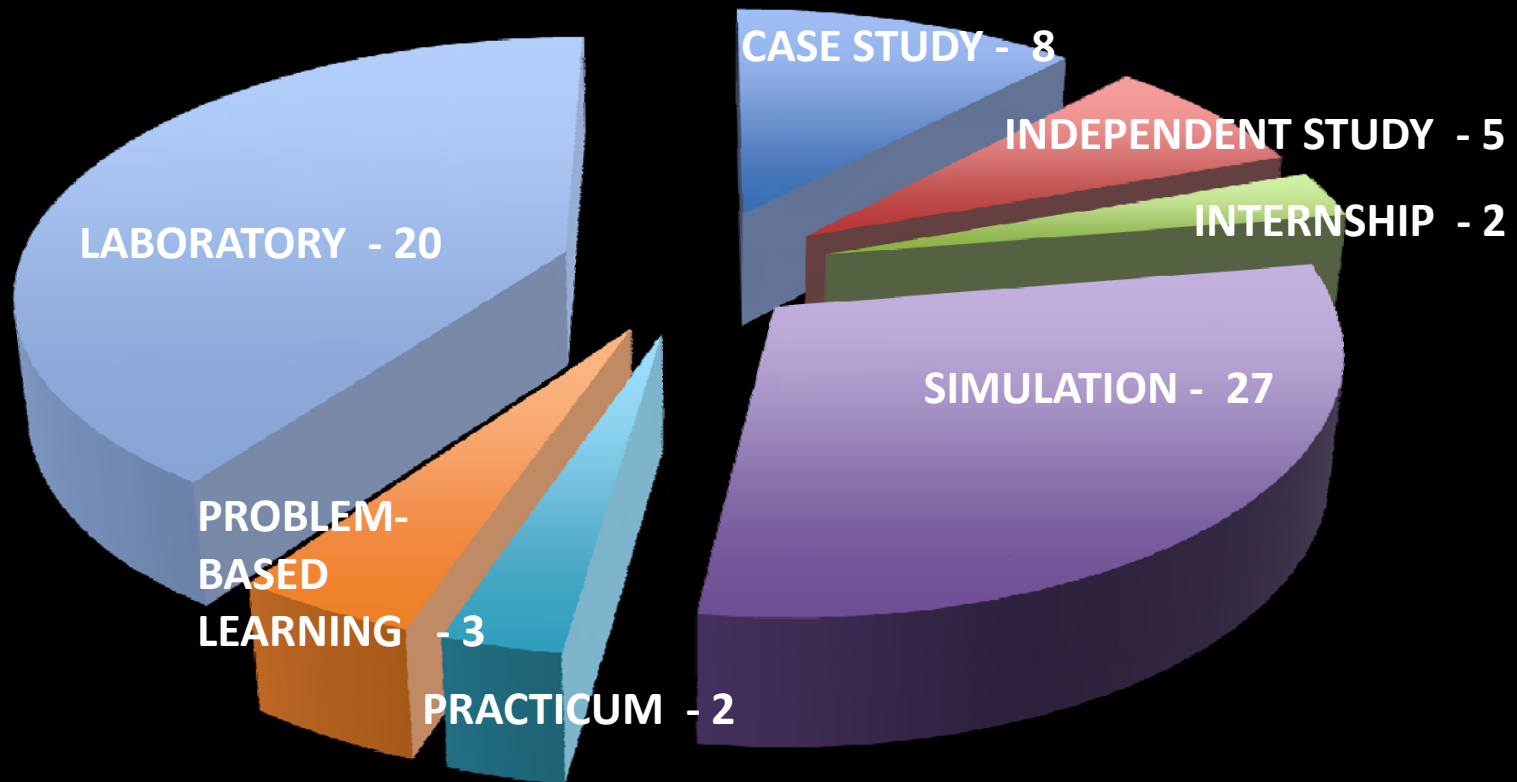
The Audit – Graphic Communications Management



Experiential Learning Courses = 30

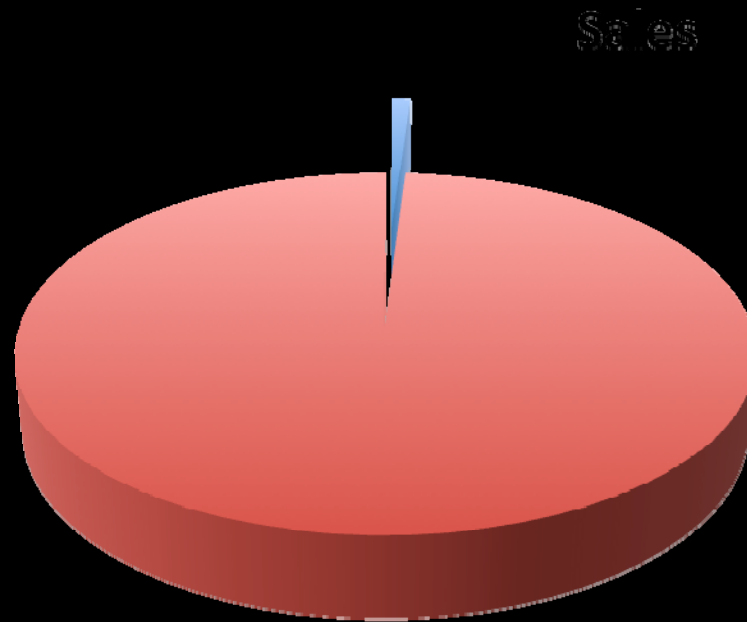
Non-Experiential Courses = 158

Experiential Activities in GCM



2008

GCM – Required vs. Elective Experiential Learning Courses



**Required Experiential
Learning Courses = 97%**

**Elective Experiential
Courses = 1%**

The Ryerson EL Model

The model was developed to encompass four key lenses:

- Curriculum
- Climate
- Community
- The Learning Cycle

Ryerson Experiential Learning Model

Curriculum

- **Iterative**
 - Laboratories favour iterative practice
- **Intentional**
 - Preparation of students for industry careers in a wide array of disciplines
- **Integrative**
- **Engaged**

Ryerson Experiential Learning Model

Climate

- Inclusive
- Adaptable
 - Education changes as technology in the workplace changes
- Creative
- Participatory
 - Students must participate to obtain the maximum from their degree.

We looked at Ekvall's dimensions of creative climate.

Ryerson Experiential Learning Model

Community

- Holistic
- Transformative
 - Student feedback is very positive. Some students who would not otherwise consider university education attain education + career
 - Benefits to entire families
- Reflects Diversity
 - Embraces all students who want to pursue an education in printing management and technology
 - Industry supports diversity

Ryerson Experiential Learning Model

The Learning Cycle

- **Abstract Conceptualization**
- **Concrete Experience**
- **Active Experimentation**
- **Reflective Observation**

The Challenges

- **How to support experiential learning in the face of internal and external pressures**
 - Closing of labs, removal of equipment
 - Consistent and ongoing changes in industry
- **Ensuring that students are prepared for their futures:**
 - As employees
 - As academics
 - As leaders
- **Determining the balance between experiential and fact or theory-based learning**

Conclusions

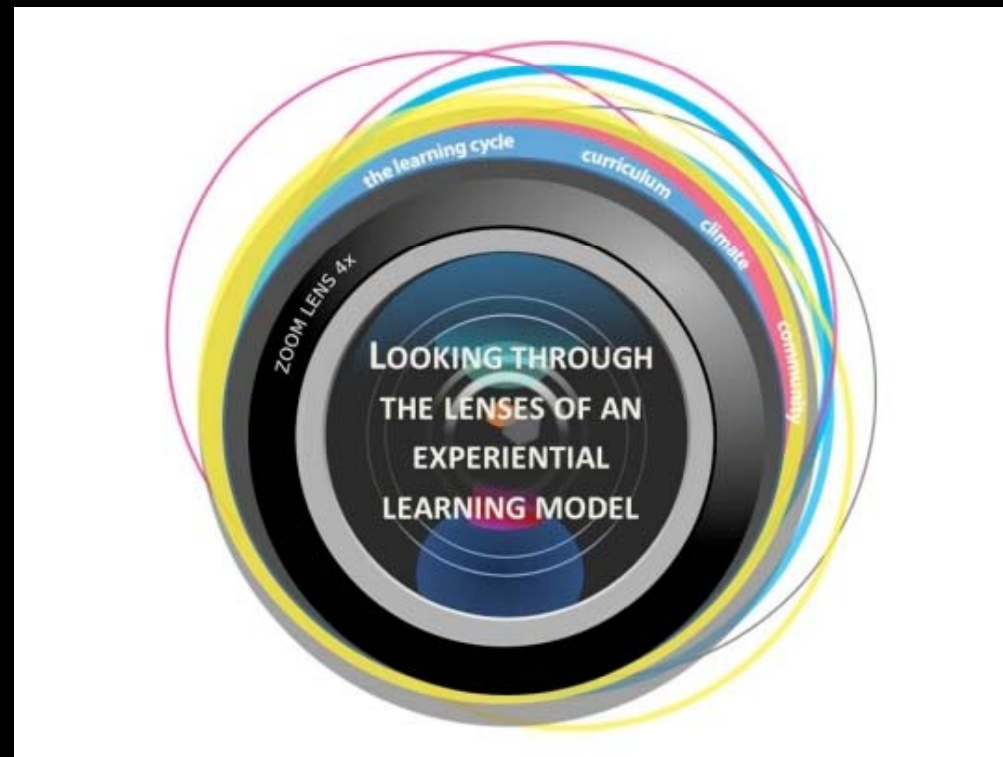
- **We are facing the challenges of teaching students raised in a media-rich environment**
- **Experiential learning promotes cognitive, affective, psychomotor and spiritual ways of knowing**
- **Active involvement is no longer an “add on” – it is an essential component of the learning process**
- **Ryerson EL model incorporates concepts of curriculum, climate and community to enhance understanding and use of experiential learning**

What is next?

- **The committee is planning to conduct a follow-up audit within the next year, to compare results with the original data**
- **Dissemination of the results of the original audit and work with individual schools to assess how experiential learning is part of their curriculum**
- **To move to assess reflection/reflective practice as part of experiential learning.**

Link to the full video and resources:

<http://www.ryerson.ca/experiential/ELModelandVideo.html>



Questions and Discussion