

#### **Experiential Learning An Adventure in Virtual Reality**

#### **6 STEPS FOR A SUCCESSFUL PROJECT**

- 1. Collaboration
- 2. Planning / critical path
- 3. Identify vital tasks
- 4. Jeopardy
- 5. Opportunities for stretch
- 6. The safety net

Extras: Learning outcomes Assessment strategy







Developed by Advertising & Digital Marketing Students for the Campus Safety Team.



In partnership with Northamptonshire Police, Fire and Crime Commissioner's Office.



Safer Nights Out: Funded by OPFCC for Northamptonshire, supported by the Home Office as part of the Safer Streets Programme.

### **Project brief:**

Communicate Safer Nights Out campaign messages to a student audience via a Virtual Reality Experience

- Understand the task & context
- Develop the creative idea & get sign-off
- Learn how to use the equipment
- Plan, film, edit the VR Scenario
- Design & buy all of the point-of-sale
- Deliver the experience at conference
- The VR kit is bait

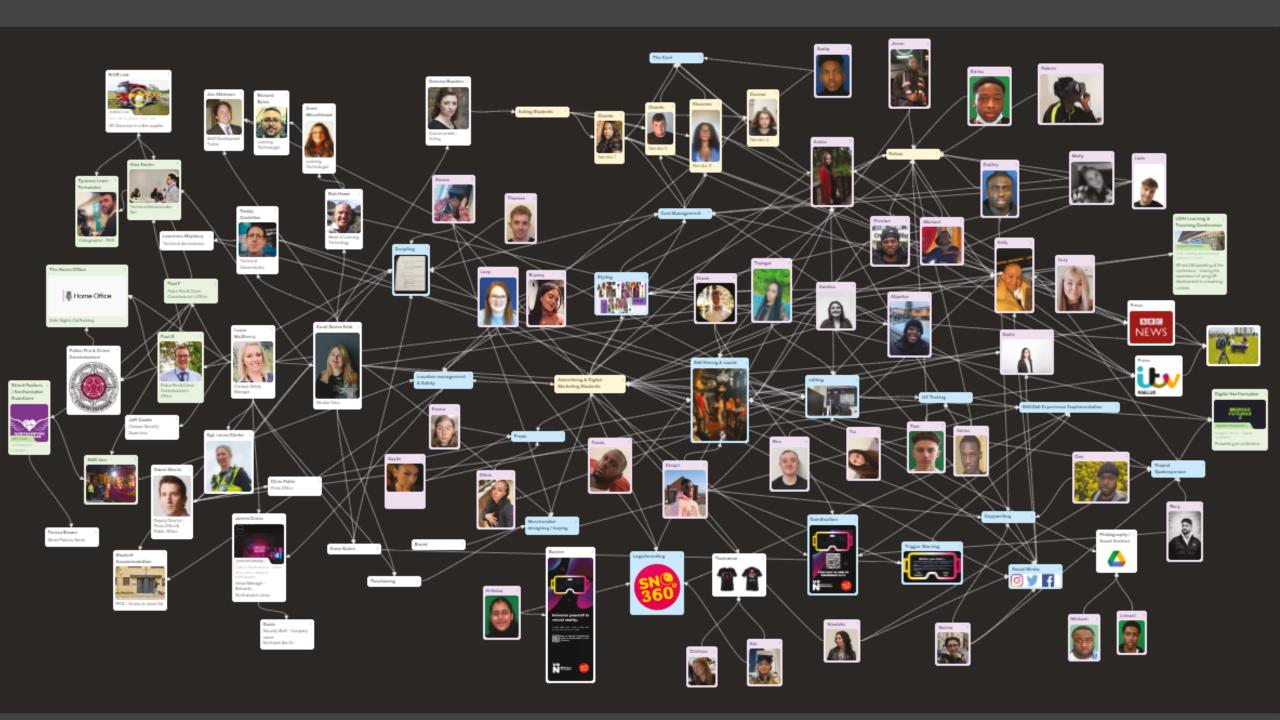


50 second year students
2 x 3-hour workshops (Tues-Fri) - practical
1 hour online – theory & assignment support
Semester 2



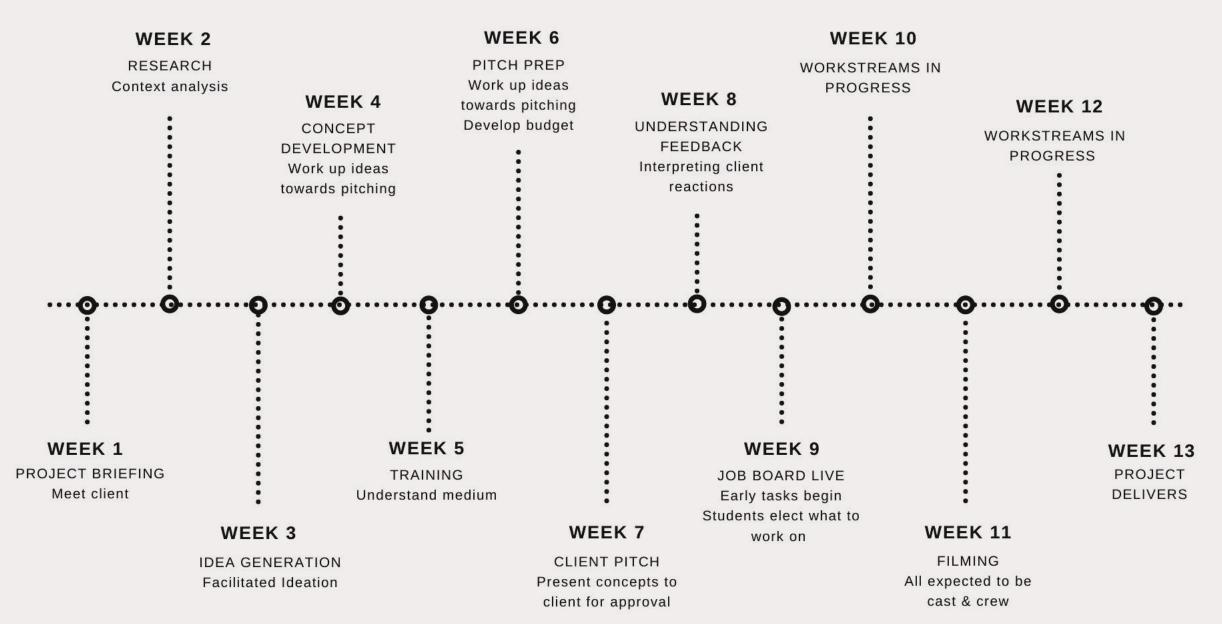
Learning to Learn

#### **1. Collaboration**



### 2. Planning / critical path

# **Project Timeline**



## 3. Identify vital tasks

It is not a democracy Intervene when necessary Over-deploy Explain your actions

SAFER NIGHTS OUT: POP-UP VIRTUAL REALITY EXPERIENCE - PROJECT PLAN																			
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Setup	Resource	17-Jan	24-Jan	31-Jan	07-Feb	14-Feb	21-Feb	28-Feb	07-Mar	14-Mar	21-Mar	28-Mar	04-Apr	11-Ap	EASTER	18-Apr	25-Apr	02-May	09-May
Agree communications brief document	LM/KS																		
Collate background resources / Safer Streets & Safety Team Comms	LM/KS																		
Agree procedures for storing/booking/collecting/returning Classroom in a	KS																		
Query do we need to insure/document/label assets?	KS																		
Classroom in a box delivery	PC																		
Book training days with RiVR	KS																		
PR / Photography Plan	KS/LM																		
Press Release	LM/Studen	ts/KS																	
Student Engagement																			
Students research campaign background	Students/K	(S																	
Brief students x 2	LM																		
Idea generation phase	Students/K	(S																	
Scenario Design & Production																			
Develop VR scenario concept	Students/K	s																	
RiVR Training for students & staff x 2	RiVR																		
Develop user experience	Students/K	s																	
Plan scenario filming	Students/K																		
Develop presentation for client	Students/K																		
Pitch concept to client	LM/Studen																		
Scenario Approval/Revisions	LM																		
Scripting	Students/K	s																	
Risk Assessments, photography release forms	Students/K																		
Planning & Casting	Students/K																		
Filming	Students/K																		
Edit	Students/K																		
Test user experience	Students/K																		
Develop Presenter instructions	Students/K																		
Test Presenter intructions	LM/Studen																		
Soft Launch event	ALL																		
Promotional Materials																			
Research comms supporting VR experiences	Students/K	(S																	
Idea generation phase	Students/K																		
Develop proposal & Budget	Students/K																		
Pitch to client	LM/Studen																		
Sign off costs / Purchase order	LM/KS																		
Develop comms	Students/K	(S																	
Proofing & production	Students/K																		
Delivery	Supplier																		
Print check	Students/K	(S																	

### 4. Jeopardy

Manage and communicate reputational risk & reward Expectation management (under-promise, over-deliver) The imperfect world – communicate failure, mess, drama Trust & vulnerability Authenticity wins



### **5. Opportunities for stretch**

Let them fly (often their ideas are better than yours) Secret skills come out Celebrate student wins publicly Encourage storytelling Ensure students doing exceptional work understand how to translate it into grade **Negotiated learning** 

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Atipatsa Likhwide (She/Her) • 1st Strengths: team work, communication, leadership skills, problem solving, soci...

I Hand the wonderful opportunity on Wednesday to be interviewed by ITV Angelia and BBC about safety in Northampton and the VR safety scenario we, the advertising and digital marketing students, filmed, edited and developed! It was my first ever TV interview, truely an experience I won't forget. Thank you Kardi Somerfield for the wonderful opportunity :

#digitalmarketing #opportunity #experience #tv #itv #vr



#### 6. The safety net (don't design-in failure)

Landmark experiences create FOMO and drive attendance up Later in the project create authentic tasks that can be undertaken at distance and asynchronously for resits & students with other challenges Share materials so theory + shared assets could still enable participation Assessment should include Reflection



#### Questions?

#### MKT2050 Managing the Communications Process

#### Learning Outcomes

Subject-Specific Knowledge, Understanding & Application

- a) Demonstrate understanding of the issues central to the task of planning and executing a marketing campaign
- b) Use appropriate business information to make decisions in relation to planning a marketing campaign
- c) Apply aspects of content production to a project in line with guidance provided

Employability & Changemaker Skills

- d) Create successful professional relationships and engage through the provision of meaningful contributions
- e) Demonstrate confident engagement in relevant professional communities and understand their own agency in the capacity to solve problems

### MKT2050 Managing the Communications Process

#### Assessment Strategy

This module is assessed by a web-based portfolio which is assessed at two points, equally weighted:

Part one (1500 words + website design)

- Context Analysis
- Idea Generation
- Proposal

Part two (2000 words)

- Campaign Element 1
- Campaign Element 2
- Campaign Element 3
- Personal reflection

The 'Campaign Elements' are negotiated learning – the students can elect which parts of their experience to write up. Their web content is expected to include literature (which can be theory, market research or practitioner) enhanced by evidence such as photographs, screenshots, videos or documents. **Title of proposal** : Experiential Learning – an adventure in Virtual Reality

Name(s) of Presenters – Kardi Somerfield & Laura McSherry

Please indicate the type of session you wish to contribute to: Talk (25 mins)

#### Abstract

This session introduces experiential learning explored through the lens of a Virtual Reality project on a Level 5 module. Fifty Advertising & Digital Marketing students across two workshop groups worked together to deliver this Home Office-Funded project for the Campus Safety Team and the Police Fire and Crime Commissioner's Office. They went on to launch SNO 360° and speak at the Merged Futures Conference for Digital Northants.

With employability and student experience at the front of mind we seized the opportunity to add Virtual Reality production to our students' skill set. This session will go behind the scenes of the planning module for the and include resources such as the outline teaching schedule and assessment strategy. We will also explore a data visualisation of the interpersonal network map for the project – it's a real team effort - and showcase the benefits of working with Professional Services colleagues.

Themes covered will include: integrating theory with experience, managing risk and uncertainty, internal and external stakeholders, handling non-engagement challenges and most importantly, did it work?

We plan to make the SNO 360° Virtual Reality Experience available for people to try on the day [outside of the session].