



UNC/Adobe Course Development Grants

2020-21 Call for Applications

Background

As more of our instruction, research, and scholarly collaboration occur in digital spaces, it is imperative that faculty are equipped to utilize digital tools, promote digital literacy and digital communications skills in their undergraduate classrooms. Three years ago, the University entered a partnership with Adobe to make Adobe's powerful digital composition tools [available to instructors and students](#).

To further promote digital literacy and digital communication skills across the curriculum, Adobe, the Center for Faculty Excellence, and University Libraries have partnered on a course development grants program. These small grants are designed for instructors who are interested in integrating Adobe Creative Cloud (CC) Suite tools and assignments into their courses. Twenty-one instructors participated in the initial 2018-2019 program.

Program Goals

- Foster digital literacy, digital communication skills, composition, and communication across the UNC curriculum
- Provide faculty with the support, training, direction, materials, models, and compensation to innovate with instructional technologies
- Distribute course development opportunities widely across disciplines and departments

Course Planning During the Pandemic

In light of uncertainty during the COVID-19 pandemic, it is important to note that both instructor and student support for Adobe-enabled course assignments can be provided remotely by University Libraries. In fact, some instructors may find these course assignments to be an effective way to engage students in remote learning environments. That said, expectations regarding the quality and scope of some student projects may require adjustment, depending on student access to supporting technologies such as microphones and cameras.

2020-21 Application Guidelines

Recipients of this grant will be awarded \$1250 in course development funds to design and implement a digital literacy assignment in a course they will teach in Fall 2020, Spring 2021, or Summer 2021. The funds can be used to remunerate faculty for their course development time, to fund a graduate assistant to assist in implementing these programs into the course design, and/or to purchase materials related to the assignment.

No previous expertise with Adobe products is required, as participants will receive training and support in using and teaching with these programs. In fact, instructors with little or no experience using these products are strongly encouraged to apply. Nor do applicants need to know exactly how they plan to use the Adobe tools when they apply. The introductory workshop for the program will introduce participants to a wide range of exemplars and applications, in a variety of genres and modes, and across diverse disciplines and departments.

Sample course assignments include:

- Utilizing Adobe Audition to create an audio essay or podcast episode.
- Creating a short film or documentary in Adobe Premiere.
- Authoring a research paper as an interactive, multimedia, online Adobe Spark microsite or social media campaign.
- Using Adobe InDesign to create a poster, online visual graphics, or digital/print materials that showcase a student research project.

Project Support

A semester-long program has been designed to guide instructors as they learn to use these tools and apply them in the classroom. Program participants will:

- Attend a virtual introductory workshop before classes begin that will introduce them to a variety of digital programs and ideas for integrating Adobe CC tools into their courses.
- Partner with University Libraries' Media and Design staff to:
 - develop an assignment using digital literacy tools
 - develop an assessment rubric
 - integrate the assignment into their overall course design
 - forecast and schedule any needed media production instruction sessions
 - forecast and schedule any needed media production equipment
- Submit, after the semester is completed:
 1. 3-4 minute instructor video or audio narrative describing their assignment sequence

2. Assignment prompt
3. Assignment rubric
4. Sample/model student projects using these digital tools
5. Signed permissions to showcase student projects

Eligibility and Evaluation Criteria

To be eligible, applicants must:

- Be a faculty or graduate instructor of record for a 3-credit-hour undergraduate course to be offered in Fall 2020, Spring 2021, or Summer 2021.
- Be committed to using Adobe CC Suite tools to facilitate a course assignment.

Funding is available for up to 15 awards. Applications will be reviewed by representatives from the faculty, University Libraries and Center for Faculty Excellence. Applications will be considered with the goals of ensuring that applicant interests are a good fit with the goals of the program and that grant recipients represent a diversity of disciplines and a wide range of experience using digital literacy tools.

How to Apply

To apply, complete the [short online application](#) by **Friday, May 22, 2020 at 5:00pm**. You are welcome look over the [application questions](#) in advance.

Contact

Please contact Winifred Metz (freddie@email.unc.edu) at University Libraries with any questions.