



UNC Adobe Small Grants: Communicating Research with Digital Media

Call for Applications

As more of our research, instruction, and scholarly collaboration occur in digital spaces, it is imperative that faculty and researchers are equipped to utilize digital tools to effectively communicate their research across multiple modalities and to a variety of audiences. Several years ago, the University entered a partnership with Adobe to make their digital composition tools available to instructors and students at no cost.

To further promote digital literacy and build visual communication capacities, Adobe, the Center for Faculty Excellence, and the University Libraries are collaborating to offer *Communicating Research with Digital Media* grants for faculty members and postdocs who are interested in using Adobe's Creative Cloud software to communicate their research.

Recipients of this grant will be awarded \$1,000 in funds to support the use of Adobe software and digital media to communicate their research across multiple modalities. Research conducted as scholarship of teaching and learning (SoTL) is also eligible. The funds may be used to remunerate recipients for time spent developing and applying digital media skills or to purchase supporting digital tools and related materials. Up to fifteen awards will be made.

Post docs, fixed-term faculty, and junior faculty with little to no experience using these productions are strongly encouraged to apply. Applicants do not need to know exactly how they plan to use such digital media tools when they apply. The introductory workshop for the program will introduce participants to a wide range of examples and applications in a variety of genres to illustrate the many possibilities these tools offer.

Some examples include:

- Adapting print-based written research into a dynamic, visual essay using Adobe Express to create graphics, images, and illustrations for hosting on the web
- Utilizing Adobe Audition to create an audio essay or podcast episode to convey, distribute, or highlight your research to different audiences
- Creating a short film in Adobe Premiere to explain or capture elements of your research for new audiences through a presentation, or to enrich a research funding application
- Utilizing Adobe Photoshop and AI tools to create graphics and images instrumental in illustrating and visually conveying your research

Project Support

A semester-long program has been designed to guide recipients as they learn to use Adobe's digital media tools and apply them to their research. Over the course of the semester, funding recipients will:

- Engage with the grant program cohort and meet the program team by attending an introductory session on **Friday, January 12 from 10am-12pm**. This session will introduce them to a variety of digital programs and ideas for integrating Adobe Creative Cloud tools into the process of communicating their research through multiple modalities to a variety of audiences. Please note this session is required.
- Partner with expert University Library staff to discuss and identify digital communication tools and related project design based on their intended audience and application.
- Learn a series of digital tools by attending workshops on *at least three out of four* following topics:

Introducing the production and editing of video with Premiere

- **Tuesday, February 6th from 3:30-5pm**

OR

- **Friday, February 9th from 11am-12:30pm**

Using web platforms for content delivery and web design with Express

- **Tuesday, February 20th from 3:30pm –5pm**

OR

- **Friday, February 23rd from 11:00am-12:30pm**

Introducing the production and editing of audio with Audition

- **Tuesday, March 5th from 3:00-5:30pm**

OR

- **March 8th from 11am-12:30pm**

Creating graphics and images with AI via Photoshop

- **Tuesday, March 19th from 3:30-5:00pm**

OR

- **Friday, March 22nd from 11:00am-12:30pm**

- Participate in a wrap-up lunch on **March 28th from 11:00am to 12:30pm** to share their work and reflect on the program
- Complete a survey on the experience.
- Submit, after the Spring 2024 semester is completed:
 1. A written reflection on the program;
 2. An outline of their research project and what mode(s) they chose to communicate their research;
 3. Provide a rough cut or excerpt of their research project they designed using Adobe's digital tools and platforms.

NOTE: Applicants should confirm their availability for the Introductory Session, workshops on three of the four topics offered, and the wrap-up lunch before submitting an application. See dates/times in bold above under Project Support. The Media and Design Center is not staffed to be able to offer make-up dates for this program.

Grant funding will be paid upon completion of full programming participation.

Program Goals

- Foster digital literacy, multimodal communication, and visual design for effectively communicating research;
- Provide faculty with the support, training, materials, and compensation to innovate with digital technologies in communicating their research;
- Distribute training and development opportunities widely across disciplines and departments utilizing digital tools for visual and audio communications.

Eligibility and Evaluation Criteria

Eligible applicants should:

- Be a fulltime faculty member at UNC-Chapel Hill or a postdoctoral scholar. Preference will be given to junior faculty members (tenure-eligible but not yet tenured), fixed-term faculty members (e.g., teaching or clinical faculty conducting research), and postdoctoral scholars.
- Have an interest in using Adobe Creative Cloud products to effectively communicate their research across multiple modalities and to a variety of audiences.

Applications will be considered with the goal of ensuring that grant recipients 1) represent a diversity of disciplines, 2) are at different points in time with respect to dissemination of their research results, 3) demonstrate a general vision for how digital media might be used to support their particular research goals, and 4) have a wide range of experience and/or interest in using digital tools for visual and audio communications to effectively communicate their research.

How to Apply

Complete the [online program application](#) by **Tuesday, November 28, 2023 at 5:00pm**.

Contact

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