

# When these university staff utilised Facebook for an entire year - no one expected what happened next

TERNAN, Melvyn, DONCASTER, Anne, POWELL, Arnett and JONES, Martin Available from Sheffield Hallam University Research Archive (SHURA) at: https://shura.shu.ac.uk/25546/

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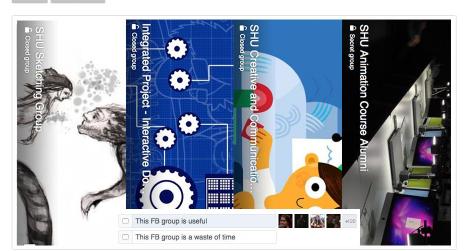
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### When these University staff utilised Facebook for an entire year - No one expected what happened next!

For Turbo Power by Melvyn Ternan





Melvyn Ternan For Sheffield Hallam

More posts by Melvyn Ternan



## presenters



**Martin Jones** SHU Sketching Group 171 members

### presenters



**Martin Jones** SHU Sketching Group 171 members



**Anne Doncaster** L5 Integrated project groups 30 members

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Martin Jones SHU Sketching Group 171 members



Anne Doncaster L5 Integrated project groups 30 members



**Arnett Powell** SHU Creative and Communication Placement Students 262 members



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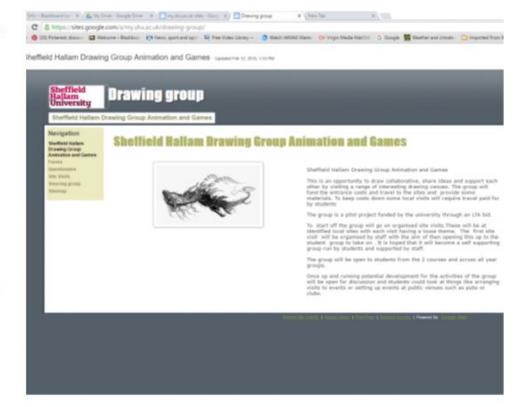
#### SHU Sketching Group 171 members

In 2015 I made a google web site to a communicate to students activities and trips for a LTA funded drawing group.

After the google site failed

I was told by students -"Put it on Facebook students wont look otherwise as they receive lots of uni info and ignore much of it."

Set up sept 2015



### Martin Jones SHU Sketching Group 171 members

Shu Sketching Group

This is a site for Games and animation students at SHU. As well weekly drawing topics, you can post good links to competitions, information and anything else drawing related...

Site uses - has meet the main criteria -l.e. Initially as a sketching topic format with weekly drawing topics - like daily spit paint

https://www.facebook.com/groups/134140930266295/ for current examples.

#### Users

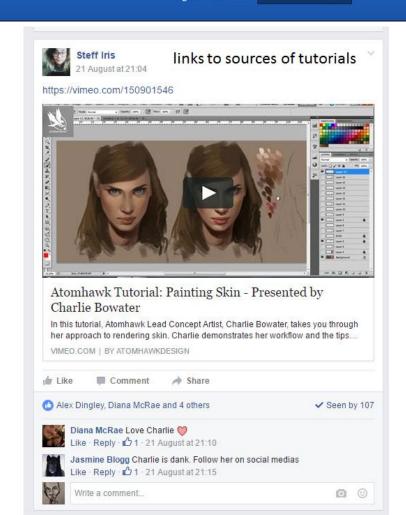
Is only for current students and Alumni - access has been restricted to safeguard improper use by non- accountable users.

Alumni have been very helpful - Tom bagsshaw,s post encouraging preservence and showing a comparison of old and new work was genuinely inspirational.



#### Shu Sketching Group Info about competitions





#### Shu Sketching Group Links to resources - mostly free



#### Work Opportunities



Kurt Eckhardt uploaded a file.

31 August at 14:03

We're looking for someone to create some character art for our current game demo. The game is going to be showcased at this year's EGX, so it's a really good opportunity to get your work seen.

Details are in the attached PDF. Let me know if anyone's interested, either PM me or contact me on the email address in the document.



### Martin Jones SHU Sketching Group 171 members

#### Shu Sketching Group

#### Critiques

The use of critiques offered by students has been a success and become one of the main uses of the site.

There has been good Communication - between year groups

Example-Really useful for 1st years last year.



This is for the "Environment" drawing we have to do. I've never done anything like this before so I didn't exactly have any idea how to approach it properly aside from what we did in class. It's supposed to be like an India/Venice type thing. Feel free to suggest changes.





#### Shu Sketching Group

### Running the site

I original thought the site would need regular admin by staff.

Through time The site has developed independently off with occasional input from staff.

The importance of having a committed admin volunteer cannot be overstated.

Students have kept the site relevant - when on 1 occasion students started to post general info this was discussed and dealt with by the users themselves. This is a good indicator of the students taking ownership of the group.

#### The Future

Encourage a wider use -not universally used-Same students

Reboot weekly topic

Restate that development work from all is welcome - work can be a simple sketch to a completed illustration

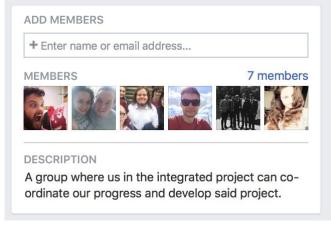
Add another Admin to share workload

Conduct a user survey?

### Anne Doncaster L5 Integrated Project Groups 30 members

- **Module Integrated Project Level 5 for Digital Media and Animation students**
- **Group Task working in groups of 5/6**
- Creating an Interactive Documentary for a brief created by Doc/Fest
- **Tight Deadline**
- **Project Management**
- Good communication within group members therefore key
- How best to communicate?

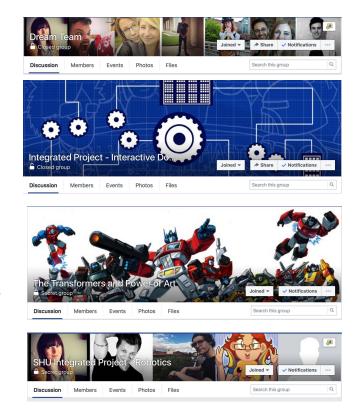




### Anne Doncaster L5 Integrated Project Groups 30 members

#### **Use of Facebook for Level 5 Integrated Project**

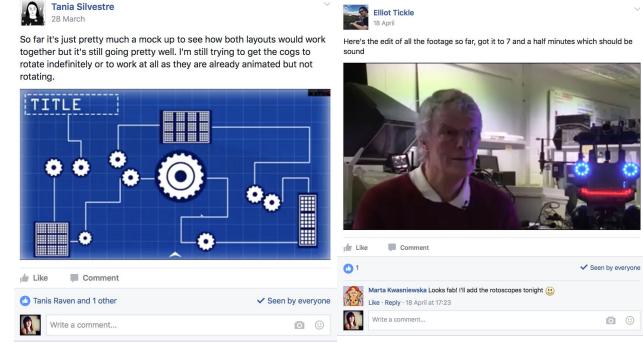
- Something students were familiar with
- Able to communicate regularly with each other
- More immediate and user friendly than email
- Able to brainstorm and share ideas
- Showcase progression
- Showcase ideas and get feedback
- Lecturers able to see who is engaging
- Lecturers able to see what the dynamics of the groups were
- Lecturers able to see any issues that are arising and problems with groups
- Lecturers able to input ideas and feedback when necessary
- Evidence of student participation



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#### Q

### Anne Doncaster L5 Integrated Project Groups 30 members



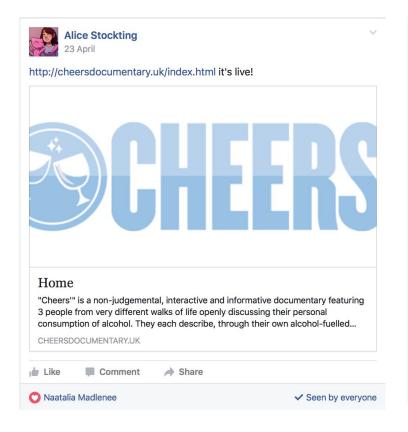


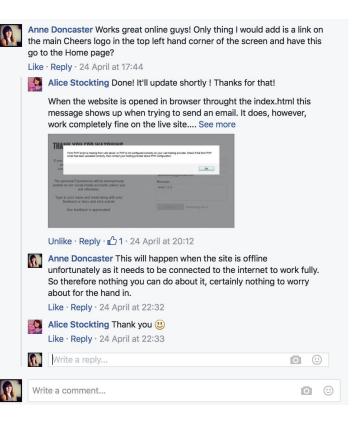
Write a comment...

✓ Seen by 5

0 4

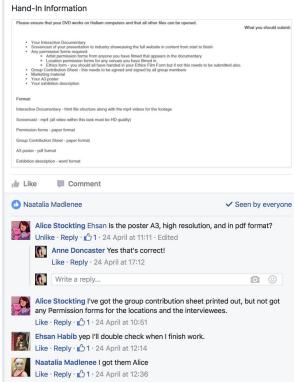
### Anne Doncaster L5 Integrated Project Groups 30 members





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#### Responses from students

'Communication was vital for this – in which case we mainly used Facebook; a group chat and page, as well as email communication. Using a combination of the two ensured a fast response from any team member, which was important in case any member of the team ran into problems or needed advice.'

We made sure we were supporting each other by keeping constantly in contact through a Facebook group, which everyone was in, as well as meeting up regularly to make sure the project was heading in the direction we all thought it should be.'

'We created a Facebook group where members would post their work or inquire about it in the time outside of the lesson. This, alongside an active Facebook chat allowed communicating between my teammates to work smoothly.'

### Arnett Powell SHU Creative and Communication Placement Students 262 members



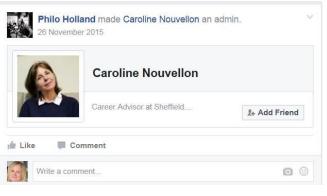
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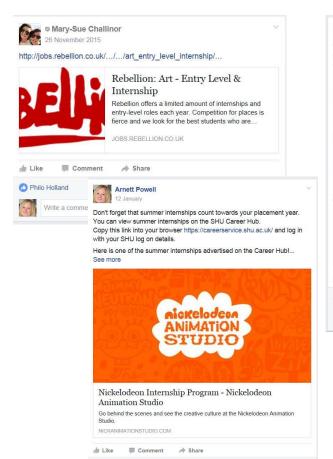
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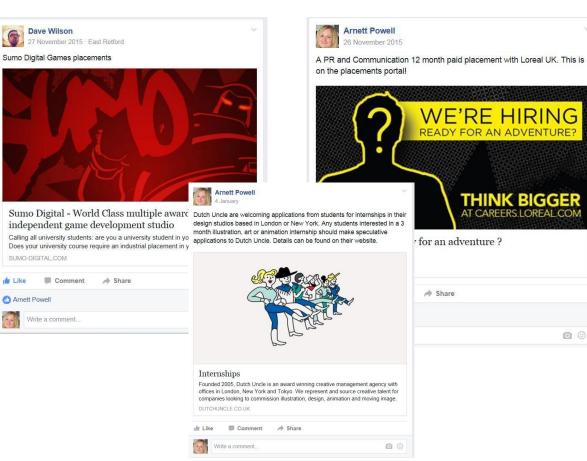


#### Format of posts

- Use of images
- Direct links to websites

#### Arnett Powell SHU Creative and Communication Placement Students 262 members





#### Arnett Powell SHU Creative and Communication Placement Students 262 members

#### Benefits of the group

- Increased student engagement
- Another way of communicating opportunities and useful information to students
- Promotion tool for employability sessions and workshops
- Creates a 'network' of students looking for and going on placement
- Answering student queries
- Helps students find placements!





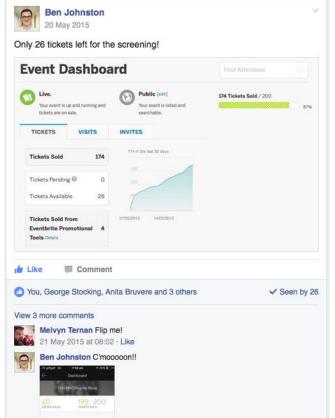




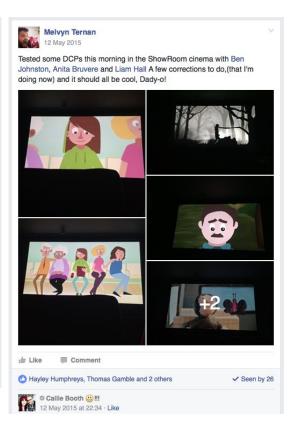


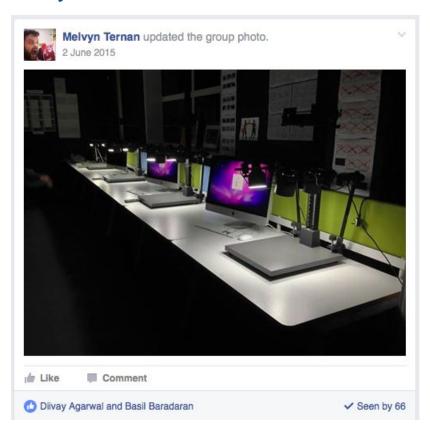


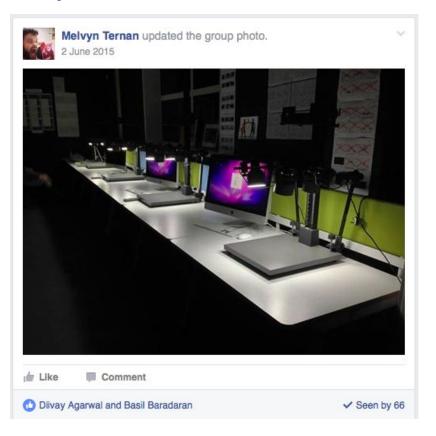
| 1 You and Hayley Humphreys                         | ✓ Seen by everyone |
|--|--------------------|
| 1 Hayley Humphreys, Dan Hodgson and 6 others       | ✓ Seen by everyone |
|  | ✓ Seen by everyone |
| Anita Bruvere and Liam Hall                        | ✓ Seen by everyone |
| 1 You, Hayley Humphreys, Elliot Train and 8 others | ✓ Seen by everyone |
| C Simon Taylor and Ben Johnston                    | ✓ Seen by everyone |
| 1 You, Amy Lindop, Grace Parker and 2 others       | ✓ Seen by everyone |
| Hayley Humphreys, Elliot Train and 5 others        | ✓ Seen by everyone |
| ① You, Liam Hall, Micky Wozny and 李龙               | ✓ Seen by everyone |
|  |                    |













Melvyn Ternan updated the description.

2 June 2015

This group is for everyone who graduated from the Sheffield Hallam Animation course either with a BA or MArt certification. Client work is often received that is more suitable for alumni - Your new job may require fresh graduates or you might just want to keep tabs on what everyone is up to. This is all that.





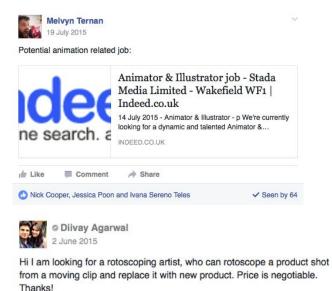




Life Style Culture Videos Shop Advertise



### Melvyn Ternan Animation Course year groups 136 members



Please comment if Interested and I will supply the clip.

Comment

Like



Hi all.

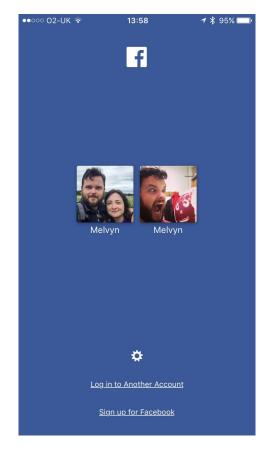
Cubic Motion in Manchester are looking for animators currently. They do facial animation for AAA games (like Until Dawn and Shadow of Mordor). Not sure if they've got a specific link on the page at the moment but if you direct it to David Barton in an email you'll be alright. He wants to see some examples of facial animation in a demo reel (though I wouldn't worry about it being anything extravagant, just a bit of lip-sync and knowing phonemes will help). If you guys want some more information just give me a shout, I've been here a while now @.



#### Cubic Motion: Computer Vision and Facial Animation

Award winning provider of human, character and creature facial animation content and technologies to the largest studios and publishers: from performance...

CUBICMOTION.COM



## The Prime Directives

These Facebook groups are not used to:

Replace

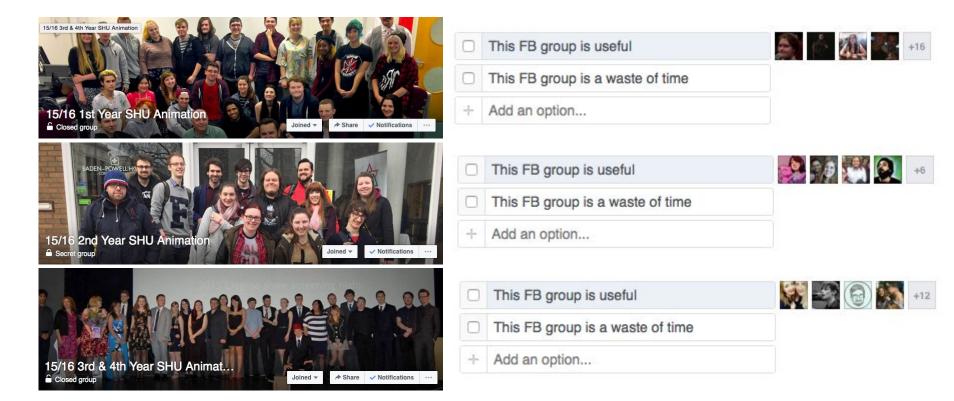
## The Prime Directives

These Facebook groups are not used to:

Replace

or

Chase







Luke Stannard im so proud to be part of this group! (!)





Like - Reply - 13 - 28 September 2015 at 02:21





Nay?

Yay?

f Like < 70K SHARE

When these University staff utilised Facebook for an entire year - No one expected what happened next!

Questions? For Turbo Power by Melvyn Ternan





More posts by Melvyn Ternan

