



# Framingham

---

## State University

Framingham State University  
Division of Graduate and Continuing Education  
Continuing Education  
Syllabus

**Course Name:** PRDV 73628 **Digital Storytelling and Web Stories using Adobe Spark**  
**Dates:** Spring 2022

**Location:** ONLINE

**Credit Hours:** 1

**Instructor:** Jennifer Hair  
**Title:** Adjunct Instructor

**Phone:** 816-225-9338  
**Email:** [jezerrer@hotmail.com](mailto:jezerrer@hotmail.com)

### Course Description:

Strong leaders of tomorrow start their journey today in our classrooms. Students who can communicate and direct their learning towards their own interests are more likely to take initiative to act and use their creative and analytical thinking skills. With the FREE online program (and iOS apps!) Adobe Spark anyone can create authentic, professional looking visual content for their project, passion or business! Adobe Spark is a GAME-CHANGER that is easy to use and share! Create dynamic materials for lesson planning or student content-curation to tell a story through the use of impactful social graphics (Posts), web stories (Pages), and animated videos (Videos). Ideal for ALL levels, curriculum and comfort levels of technology. Learn how to help students self-publish!

### Course Objectives:

*At the end of the course, students will be able to:*

- Explore and actively engage in the use of Adobe Spark and its use in education.
- Create and develop a methodology of communicating with other educational professionals to share classroom activities, lesson plans, resources, concerns, and philosophies.
- Explore and identify how Adobe Spark is transforming online multimedia generators and critically evaluate the growth of digital storytelling among educators.
- Analyze considerations of Adobe Spark for classroom use by creating, designing, and developing appropriate lessons.
- Identify and evaluate how Adobe Spark can support a collaborative teaching environment and collaborative tool for learning.
- Create professional looking images for all of your social media channels using Adobe Spark Post
- Create compelling web pages to tell your story using Adobe Spark Page
- Create super effective animated videos (like this one) in minutes using Adobe Spark Video
- Discover and explore educational resources and organizations dedicated to the future of education.

### National Standards:

This course will apply the National Educational Technology Standards (NETS), the National Board for Professional Teaching Standards (NBPTS), and the Common Core State Standards within the individual lessons plans and projects assigned for course completion. See list below of standards attached to each Learning Objective and Outcome.

NETS:

1. Facilitate and Inspire Student Learning and Creativity

2. Design and Develop Digital-Age Learning Experiences and Assessments
3. Model Digital-Age Work and Learning
4. Promote and Model Digital Citizenship and Responsibility
5. Engage in Professional Growth and Leadership

NBPTS:

1. Teachers are Committed to Students and their Learning
2. Teachers Know the Subjects they teach and How to teach those Subjects to Students
3. Teachers are responsible for Managing and Monitoring Student Learning.
4. Teachers Think Systematically about their Practice and Learn from the Experience.
5. Teachers are Members of Learning Communities.

**Textbook/Materials:**

Internet Access

Instructor will provide all external links and video tutorials

**Content Outline:**

**Module 1:** Inspiration for What You Can Achieve With Adobe Spark and where in the world can I find assets to use?

1. [Sign up for a free Adobe ID](#)
2. Log into Adobe Spark <https://spark.adobe.com/blog/2016/05/19/welcome-to-adobe-spark/>
3. What Can you Create with Adobe Spark?  
<https://spark.adobe.com/edu/>
4. Where can I find resources for assets for digital storytelling? (Google image search, Pixabay, Creative Commons)

Resources:

1. Official PDF paper guide (not for the faint of heart)  
<https://spark.adobe.com/images/Adobe%20Spark%20Edu%20Guide.pdf>
2. Additional Resource for step-by-step directions <http://citt.ufl.edu/tools/adobe-spark/>
3. Adobe Spark Gallery: <https://spark.adobe.com/gallery/>

Discussion Board Questions:

1. Introduce yourself - post a brief background, both professionally and personally. Reply to another student
2. Reflect: What is your experience with Adobe Spark? Heard of the website? What brought you to this course? Experience with Digital Storytelling? 4-5 complete thoughts and please respond to another student.

**Module 2:** A First Look At Adobe Spark Post

1. Open PDF directions for creating social media post (Moodle)
2. Log In using your Adobe ID
3. Click the + sign, Post
4. Scroll through and determine best theme to begin design with
5. Find assets and gather important information
6. Create! (Directions and screen recordings posted in Moodle)

You can SHARE or DOWNLOAD your posts. Sharing provides a web link - download saves as a .jpg to your desired destination.

Resources:

1. Adobe Blog for creative ways to use Spark in the classroom <https://spark.adobe.com/blog/>
2. Youtube Channel from Adobe to Subscribe for tutorials  
<https://www.youtube.com/playlist?list=PL7Fkn3UcIHZP3JAAtqDKT1BYvSj5FYhc7K>

Discussion Board Projects/Reflections:

SHARE your first Spark project - (POST) Directions for sharing here <https://adobespark.zendesk.com/hc/en-us/articles/218902267-How-do-I-share-my-Spark-creation-> Review two student projects.

A First Look At Adobe Spark Video

Adobe Spark can also be used to create lectures, tell stories, provide instructions, present slideshows, and generally present audio and visual information in an illustrated video format.

Training for Teachers: <https://spark.adobe.com/page/JJcZ3JQWIJPic/>  
Video Tutorials and Screen Castings posted in Moodle.

Discussion Board Projects/Reflections:

Share/post your Spark Video project. Review two student projects.

### **Module 3:** A First Look At Adobe Spark Page (Part One)

See Moodle for video tutorials/screencasting/directions

To get started, click on Page which will bring you to a screen asking you to add a title and a sub-title. You can also add your lead photo here.

Next you can add photos, text, links, video, a photo grid or glideshow. Each element is pretty self explanatory except for photo grid and glideshow.

A photo grid will add a collage of photos from a selection of images that you upload. Your images are automatically arranged into a nice grid layout. You can edit the grid by rearranging the order of images, making images full page or adding and deleting images from the grid.

Resources:

1. How to create powerful presentations with Adobe Spark  
<https://www.macworld.com/article/3151449/software-graphics/how-to-create-powerful-presentations-with-adobe-spark-video.html>

Discussion Board Projects/Reflections:

Share/post an original Adobe Spark Page project. This will just be a beginning - there are so many options, it will take us two weeks to explore attributes and then edit.

### **Module 3:** A First Look At Adobe Spark Page (Part Two)

Spark Page for Educators: <http://www.freetech4teachers.com/2016/07/adobe-spark-guide-for-educators.html#.Wk--COZOV4>

Resources:

2. How to create powerful presentations with Adobe Spark  
<https://www.macworld.com/article/3151449/software-graphics/how-to-create-powerful-presentations-with-adobe-spark-video.html>
3. How My Students Use Spark to Create Online Presentations <https://www.weareteachers.com/adobe-spark-page-students/>

Discussion Board Projects/Reflections:

1. 5 Ways to Honor Student Creativity <http://classtechtips.com/2017/07/19/honor-student-curiosity-adobe-spark-creation-tools/>
2. Advanced features of Spark Page options <https://www.diyphotography.net/adobe-spark-page->

#### Module 4: Collaboration/Content Curation

You will be assigned a partner from instructor. You are to share one of your Page, Video or Post projects. Give each other thoughtful feedback and suggestions/ask questions about how a certain look was achieved, etc. There are guiding questions posted in Moodle.

Resources:

1. Adobe Education Exchange Network - collaborate with educators all across the globe <https://edex.adobe.com/en>
2. Pinterest board for ways to use Adobe Spark <https://www.pinterest.com/jenniferzhair/adobe-spark/>

Discussion Board Projects/Reflections:

Post your collaboration efforts and projects traded in discussion board. You only have to respond to your particular partner this week.

Course Wrap-up and BONUS section

*Putting It All Together/Final Project*

- Create a digital storytelling/multimedia lesson using what you have learned throughout your coursework/findings/professional learning network using Spark. It may focus on one subject area or they may be cross-curricular.
- Make this useful to your current position. Your unit can be aimed toward students, teachers, or whoever your main audience would be for the position that you hold. Include at least one plan that includes a type of assessment (formal or informal--multimedia project rubric is an example)

Discussion Board Projects/Reflections:

Post your final project and reflection. You do NOT have to respond to other students this week.

BONUS: We have been working with the desktop version of Adobe Spark - there are also versions of integrated applications for the iPad. In the App Store on your iOS device search and download

- Spark Video
- Spark Post
- Spark Page

#### **Assessment: (Please see attached rubrics)**

Class Participation Weekly Forums	30%
Projects (3)	50%
Final Project and Reflection	20%

#### **Grading Scale:**

- 90%-100% = A
- 80% - 90% = B
- 70% - 80% = C
- 60%-70% = D
- 59% and below = F.



## ASSESSMENT TOOLS

### Participation Rubric:

There are four modules. You will receive a participation grade for each module. The scoring is as follows:

- 3 You participated in all components of the module.
- 2 You participated in most components of the module.
- 1 You participated in some components of the module.
- 0 You did not participate in the module.

The sum of your 4 participation grades will be divided by 12 for a final participation grade.

### Discussion Rubric:

Score:

- 3 You thoroughly participated in the discussion (3 or more posts). Your contributions were relevant to the posted topic(s), detailed & keep the conversation moving.
- 2 You participated in the discussion (2 posts). Your contributions were relevant to the posted topic(s), & helped keep the conversation moving.
- 1 You participated in the discussion (1 post). Your contributions were somewhat relevant to the posted topic(s).
- 0 You did not participate in the discussion.

### Learning Activity Rubric:

Score:

- 3 The activity was thoroughly completed, demonstrates deep reflection about the topic, and provides evidence of genuine understanding of how the assignment relates to your professional work.
- 2 The activity was completed, demonstrates reflection about the topic, and provides evidence of understanding how the assignment relates to your professional work.
- 1 The activity was partially completed, demonstrates minimal reflection about the topic, and provides little evidence of understanding how the assignment relates to your professional work.
- 0 The activity was not completed.

Project Rubric:

### Multimedia Project : Spark Your Students!

Teacher Name: **Jennifer Hair**

Student Name: \_\_\_\_\_

CATEGORY	4	3	2	1
----------	---	---	---	---

<b>Mechanics</b>	No misspellings or grammatical errors.	Three or fewer misspellings and/or mechanical errors.	Four misspellings and/or grammatical errors.	More than 4 errors in spelling or grammar.
<b>Content</b>	Covers topic in-depth with details and examples. Subject knowledge is excellent.	Includes essential knowledge about the topic. Subject knowledge appears to be good.	Includes essential information about the topic but there are 1-2 factual errors.	Content is minimal OR there are several factual errors.
<b>Attractiveness</b>	Makes excellent use of font, color, graphics, effects, etc. to enhance the presentation.	Makes good use of font, color, graphics, effects, etc. to enhance to presentation.	Makes use of font, color, graphics, effects, etc. but occasionally these detract from the presentation content.	Use of font, color, graphics, effects etc. but these often distract from the presentation content.
<b>Originality</b>	Product shows a large amount of original thought. Ideas are creative and inventive.	Product shows some original thought. Work shows new ideas and insights.	Uses other people's ideas (giving them credit), but there is little evidence of original thinking.	Uses other people's ideas, but does not give them credit.
<b>Organization</b>	Content is well organized using headings or bulleted lists to group related material.	Uses headings or bulleted lists to organize, but the overall organization of topics appears flawed.	Content is logically organized for the most part.	There was no clear or logical organizational structure, just lots of facts.
<b>Permissions</b>	All permissions to use graphics \"borrowed\" from web pages or scanned from books have been requested, received, printed and saved for future reference.	All permissions to use graphics \"borrowed\" from web pages or scanned from books have been requested and received.	Most permissions to use graphics \"borrowed\" from web pages or scanned from books have been requested and received.	Permissions were not requested for several graphics \"borrowed\" from web pages or scanned from books.

<b>Sources</b>	Source information collected for all graphics, facts and quotes. All documented in desired format.	Source information collected for all graphics, facts and quotes. Most documented in desired format.	Source information collected for graphics, facts and quotes, but not documented in desired format.	Very little or no source information was collected.
----------------	--	---	--	---