

In the midst of a merger: **How to create innovative and engaging media at scale**

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Quick History



University merger

The South Australian Government announced the merger of our two biggest Universities.

NOVEMBER 2023



Transition begins

The University of Adelaide and UniSA formally begin the transition to a new university.

JANUARY 2024



2 years to design, develop & create:

- over 400 new degrees
- short courses
- timetabling
- IT systems
- new LMS
- everything ...
- Across 7 Campuses



The launch of Adelaide University

Adelaide University officially opens its doors to students and staff.

JANUARY 2026



Our curriculum is shaped by the **Adelaide Attainment Model**

The Adelaide Attainment Model is our innovative teaching and learning framework. It is designed to be contemporary, future-focused, and support lifelong learning.



A contemporary curriculum, informed by community and industry, created by bringing together our academic cohorts and drawing upon our deep academic expertise to design and deliver new programs aligned to the needs of society, now and into the future.



Stackable degree structures that enable multiple entry pathways, multiple exit points and incremental qualifications. This structure provides greater flexibility for students, supporting better access to education throughout life.



A digitally rich learning environment that will provide flexibility and choice in how students engage with learning activities. On-campus courses combine face-to-face and online learning, providing adaptable access to study materials, support and resources.



Embedded work-integrated learning will ensure every graduate can build relevant contemporary skills valued by employers. Students will engage with the latest R&D concepts and experience practical learner activities informed by industry insights.



Common Core courses aligned to Graduate Qualities will build relevant and transferable skills through a suite of interdisciplinary courses available to all students, providing a shared learning experience across the University.



The Adelaide Academy will provide high-potential students the opportunity to participate in a range of enhanced learning experiences such as research projects, industry placements, community projects, and specialised advanced-level courses.

How do we deliver a Digitally Rich Curriculum in less than 18 months?

Combining the CTL multimedia teams from 2 universities



Initial combined media team: 13 + 2 team leads and 2 managers = 17.

New we would need to hire more media professionals... what skills & how many?

Empowering Academics to create their own media



- Voiceover studios to be built
- Microphones to be borrowed
- Making Media workshops
- Panopto support and training (working group)

The Cycles – Part 3

Management of AU Course Development

- Standard courses and At Elbow - hours of engagement (40 & 80)
- 120 courses in 10-week development cycles
- Next 120 starting every 5 weeks (240 in development at a time)
- Plus 6 x Common Core

Additional media roles identified

- Hiring we Focused on staff with a variety of skillsets and backgrounds
- 3 x Multimedia Designers
- 5 x Media Technicians
- 2 x Animators/Graphic Designers
- 2 x Media Resource Coordinators

= 29 including me

> **CYCLE 1: STANDARD 5th August – 11th October 2024**

55 Course names / 39 Subitems

> **Cycle 1: AT ELBOW 5th August – 11th October 2024**

7 Course names / 45 Subitems

> **Cycle 2: STANDARD 9th September – 15th November 2024**

46 Course names / 24 Subitems

> **Cycle 2: AT ELBOW 9th September – 15th November 2024**

8 Course names / 27 Subitems

> **Cycle 3: STANDARD 14th October – 20th December**

95 Course names / 45 Subitems

> **Cycle 3: AT ELBOW 14th October – 20th December**

8 Course names / 29 Subitems

> **Cycle 4: STANDARD 18th November – 7th February**

65 Course names / 25 Subitems

> **Cycle 4: AT ELBOW 18th November – 7th February**

16 Course names / 39 Subitems

> **Cycle 5: STANDARD 6th January – 14th March**

66 Course names / 24 Subitems

> **Cycle 5: AT ELBOW 6th January – 14th March**

17 Course names / 54 Subitems

> **Cycle 6: STANDARD 10th February – 18th April**

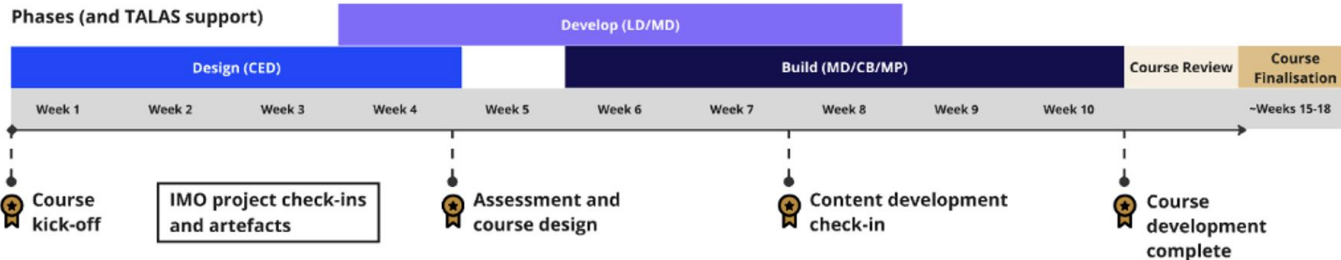
67 Course names / 41 Subitems

Overview of the Course Development Process

Familiarisation period

4 weeks

- Meet co-developers
- Review Course Development Essentials site
- Review Part 1 and Part 2 content
- Source existing UoA/UniSA materials
- Engage in design thinking



ATP = Academic Transition Panel, CED = Curriculum & Education Developer, LD = Learning Designer, MD = Media Design, CB = Course Builder, MP = Media Production, IMO = Integration Management Office

Kick off Week 1	Milestone #1 Week 4	Milestone #2 Week 7	Milestone #3 Week 10
Introduction to course development process • Course development process overview • Overview of Essentials site • Overview of support available • Presentation of required templates • Overview design phase	Assessment and Course Design • Completed Course Details Form • Draft learning content • Commenced media & build planning • Scripts for learning activities and media	Content Development Check-in • Canvas built out with relevant modules and topics • Learning content complete and semi-populated in Canvas • Built assessments • Recorded videos • Visual assets	Course Development Complete • Canvas course with relevant modules and topics • Finalised all learning content • Built assessments • Activities and media embedded • CurV record populated and exported to PDF

Team Structure & Role Responsibilities

Media 'Pods' structure – **DID NOT WORK**

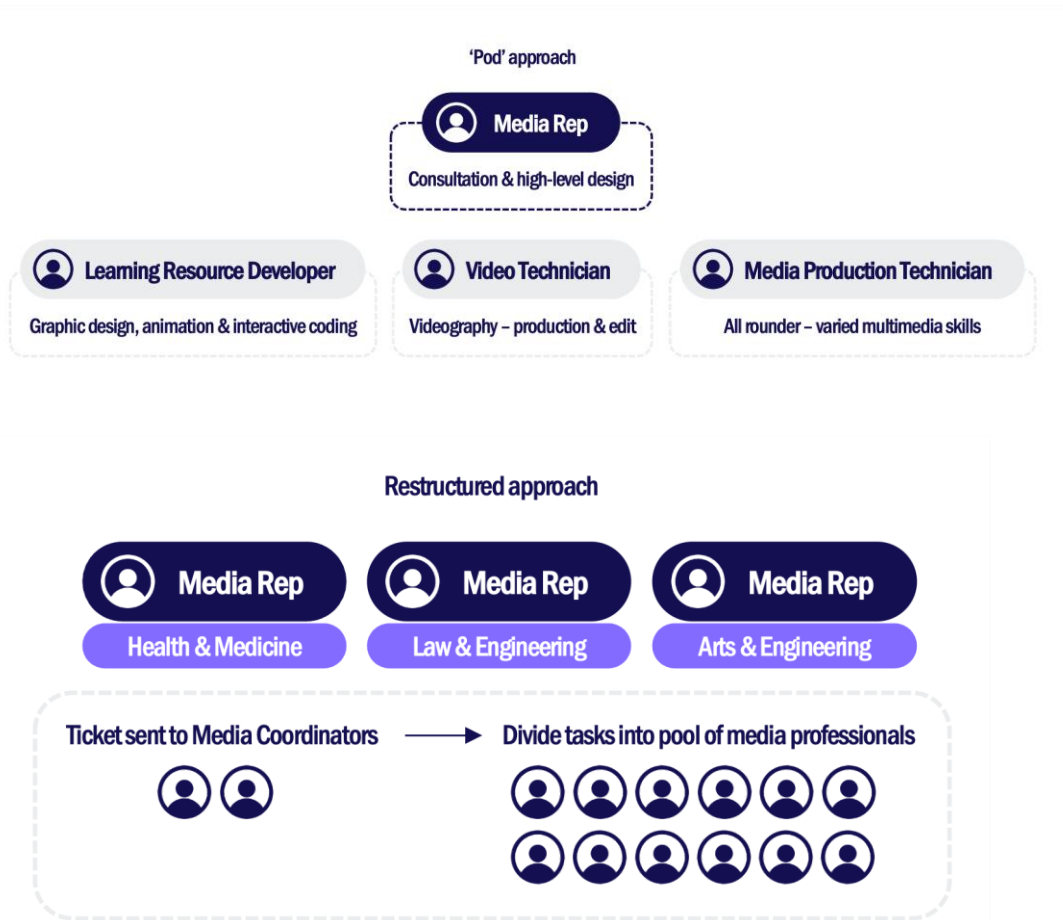
- * Decided early in 2024 to create 5 x 'pods' with a mix of staff and skillset from both foundation universities
- Skillsets needed varied across cycles and disciplines

Restructuring + impact of new roles

Media Designer/Rep role ✓

Media Coordinator role ✓

** negotiating QA timeframe to allow extra time



Some data...

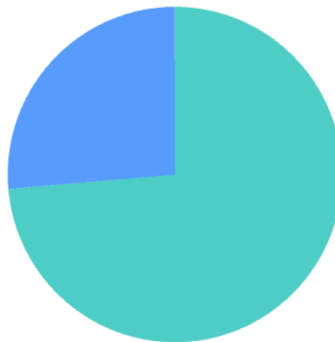
*** Number of courses actively supported by media team: 1511**

Course Engagement - Standard



● No Engagement: 58.1% ● Engaged: 41.9%

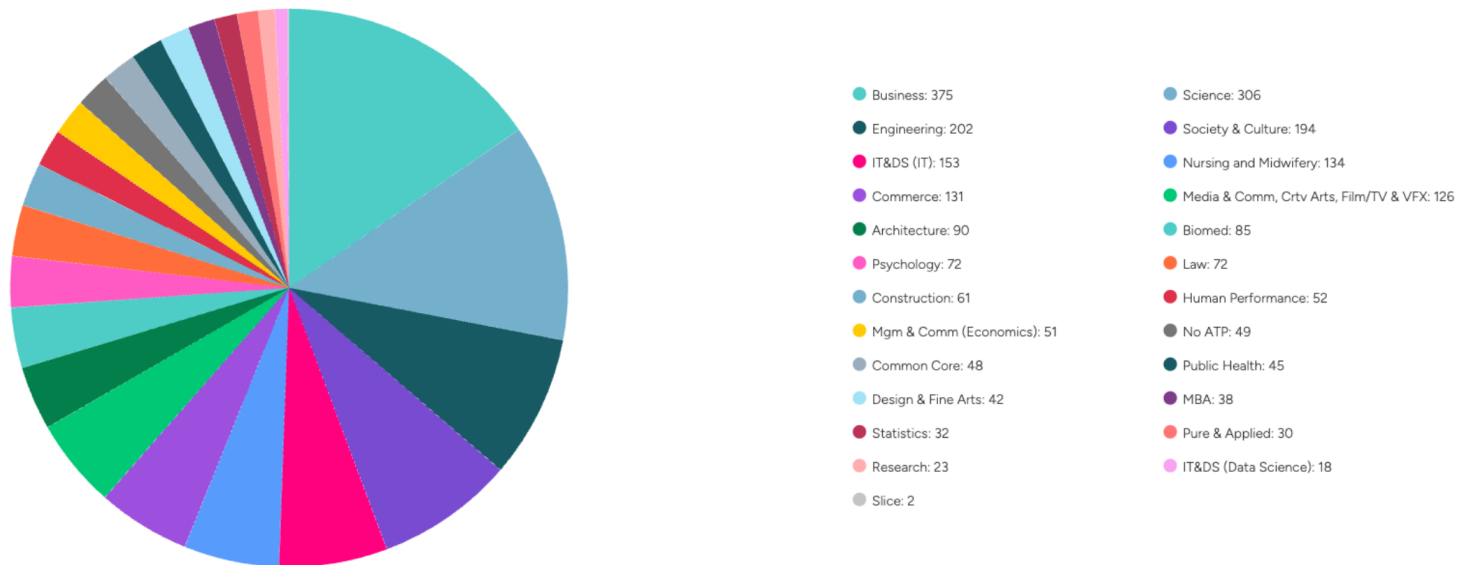
Course Engagement - At Elbow



● Engaged: 73.6% ● No Engagement: 26.4%

Engagement across disciplines

Top ATP Disciplines that requested Media support

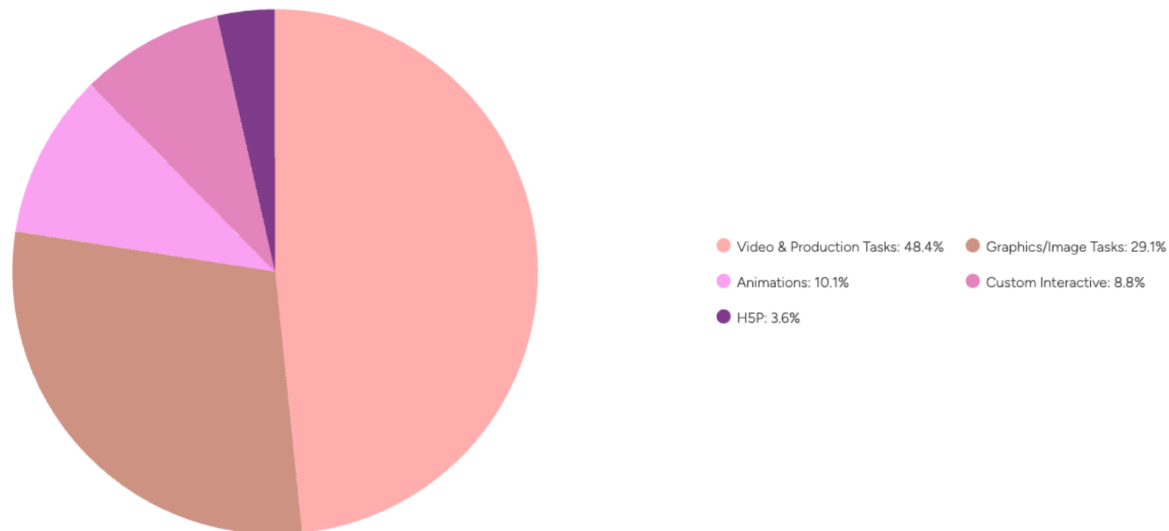


Types of media requested

* Total number of assets created in AU Course Dev: 5180

* Average asset completion time: 22.3 days

Media asset requests



Challenges along the way...

Harmonisation

- Bringing two teams together UniSA early design + UoA ticketing system
- Trust and building relationships
- Emotionally challenging

TIME

Academic Led

* Academic Engagement / loss of lectures

- Academics told 'no more lectures' in traditional long-form format
- Academic backlash and poor media reporting
- Media team to build trust and understanding re media role in enhancing student experience, not to diminish their identity as lecturers.

Feedback & Successes

“I’m so excited about the interactives...they will uplift student learning and engagement substantially.”

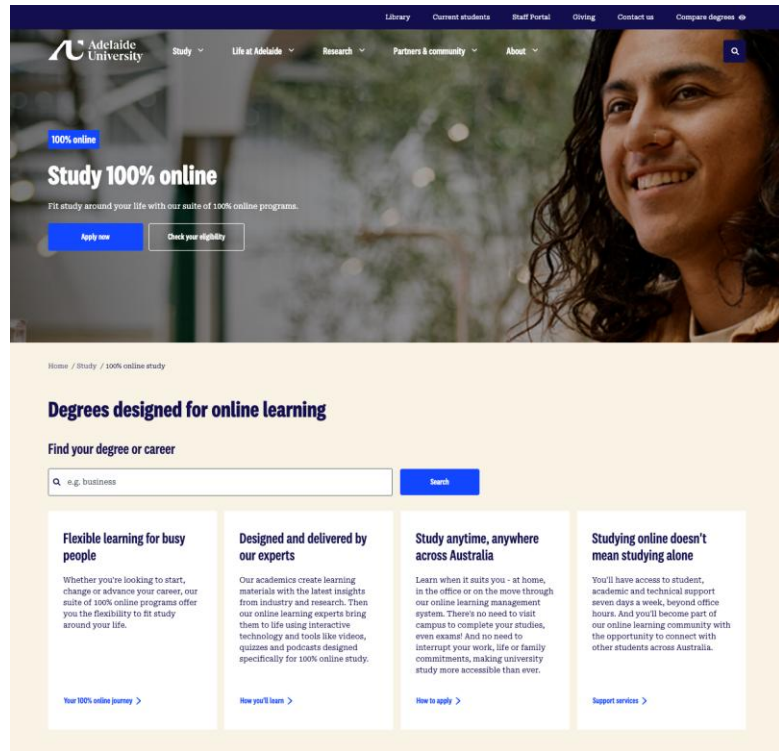
“Thank you so much again for the work your team put into my course development. The resources look fantastic!”

- **Establishing early media engagement as essential!**
& not only during the merger’s AU course development project
- Media team as essential in future **Business-as-Usual** practices.

What's next for Media Development?

Only just beginning....

- AU Online
- Unique Programs
- Research Centres
- Microcredentials
- On-Campus business as usual
- Industry engagement
- And more staff being hired...



The screenshot shows the Adelaide University website. At the top, there's a navigation bar with links: Library, Current students, Staff Portal, Giving, Contact us, and Compare degrees. Below this is a large banner with the text 'Study 100% online' and a sub-headline 'Fit study around your life with our suite of 100% online programs.' There are two buttons: 'Apply now' and 'Check your eligibility'. Below the banner, there's a section titled 'Degrees designed for online learning' with a search bar and a 'Search' button. Below the search bar, there are four columns of text describing the benefits of online learning: 'Flexible learning for busy people', 'Designed and delivered by our experts', 'Study anytime, anywhere across Australia', and 'Studying online doesn't mean studying alone'. Each column has a 'How you'll learn' or 'Support services' link at the bottom.

Short courses

For individuals	^
Short courses	
Professional certificates	
Micro-credentials	
For organisations	v
Contact us	

Micro-credentials for Classroom Confidence

Upskill with purpose. Teach with impact

The Australian Government has funded three FREE micro-credentials to upskill some of the most important members of our society: our teachers.

Ask a question

Register interest to enrol





Australian University Provider Number PRV14404 / CRICOS Provider Number 04249J