Diversity in assessment – why Xerte?

- Develops student digital literacy skills.
- Encourages staff to develop rich multimedia content with interactivity that will improve the learning experience and engagement.
- Easy to use interface based on page templates that requires no technical knowledge
- Cross-platform authoring tool e.g. mobile friendly
- Xerte learning objects can be re-used. Linking to current Scottish Open University project promoting the use of open source resources. (OEPS)
- Raises accessibility awareness – Xerte was designed with accessibility in mind.

Dundee Business School:

Business Practice - Adopt a company

Assessment – 40%

Event design for income generation for the Guide Dogs for the Blind Association

Problem

Inconsistent file type submissions

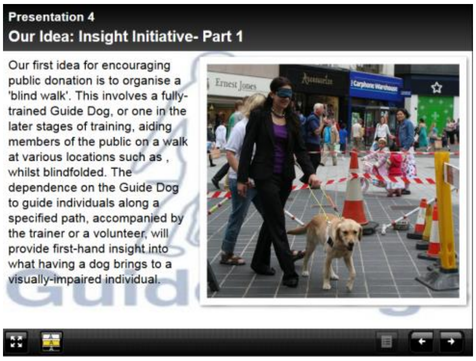
Solution

Students were strongly encouraged to use the same tool (Xerte)

Students as Content Creators

Problem solving
creativity
Student
collaboration
Digital literacy

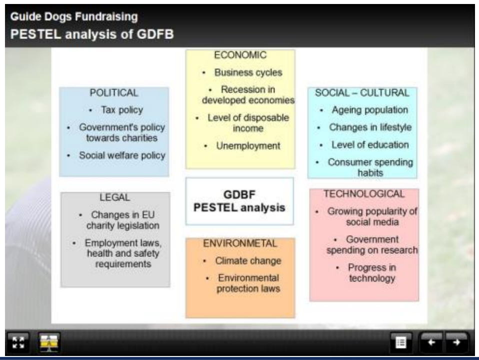
“generate innovative applications that can be used by clients as part of their business activity.”



Presentation 4

Our Idea: Insight Initiative- Part 1

Our first idea for encouraging public donation is to organise a 'blind walk'. This involves a fully-trained Guide Dog, or one in the later stages of training, aiding members of the public on a walk at various locations such as , whilst blindfolded. The dependence on the Guide Dog to guide individuals along a specified path, accompanied by the trainer or a volunteer, will provide first-hand insight into what having a dog brings to a visually-impaired individual.



Guide Dogs Fundraising

PESTEL analysis of GDFB

GDBF PESTEL analysis

POLITICAL
- Tax policy
- Government's policy towards charities
- Social welfare policy

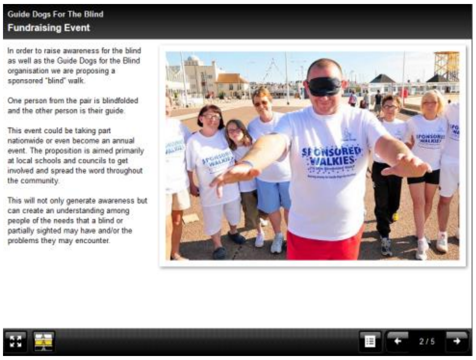
ECONOMIC
- Business cycles
- Recession in developed economies
- Level of disposable income
- Unemployment

SOCIAL – CULTURAL
- Ageing population
- Changes in lifestyle
- Level of education
- Consumer spending habits

LEGAL
- Changes in EU charity legislation
- Employment laws, health and safety requirements

ENVIRONMETAL
- Climate change
- Environmental protection laws

TECHNOLOGICAL
- Growing popularity of social media
- Government spending on research
- Progress in technology



Guide Dogs For The Blind

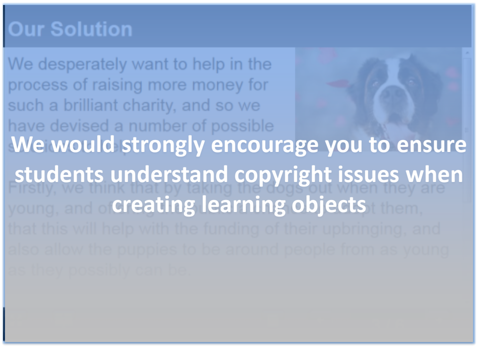
Fundraising Event

In order to raise awareness for the blind as well as the Guide Dogs for the Blind organisation we are proposing a sponsored "blind" walk.

One person from the pair is blindfolded and the other person is their guide.

This event could be taking part nationwide or even become an annual event. The proposition is aimed primarily at local schools and councils to get involved and spread the word throughout the community.

This will not only generate awareness but can create an understanding among people of the needs that a blind or partially sighted may have and/or the problems they may encounter.



Our Solution

We desperately want to help in the process of raising more money for such a brilliant charity, and so we have devised a number of possible

We would strongly encourage you to ensure students understand copyright issues when creating learning objects

Firstly, we think that by taking the dogs out when they are young, and o

them, that this will help with the funding of their upbringing, and also allow the puppies to be around people from as young as they possibly can be.

Xerte Examples

- **Creating Accessible content**
- Embed google forms
- Accessibility guidance
- Meeting the needs of users
- Alcohol consumption – good example of incorporating quizzes
- Frontend was a web page and each of the sections linked to a Xerte LO.

Embedding Digital Storytelling into T&L practice

Students from three schools will work in groups to develop digital storytelling techniques using WeVideo to:

- Design solutions to business probl
- Communicate complex ideas visually