



2008 – 2009 Grant Project Report

Project Title: Making Greater Binghamton Even Greater Part Two!

Project Creator(s): Mrs. Melissa Restuccia

School District: Vestal CSD

Grant Award: \$2376.00

Contact: restuccia2@hotmail.com

TRC 2008-2009 Project Synopsis for Making Greater Binghamton Even Greater Part Two:

Summary:

The Making Greater Binghamton Even Greater Project Part Two project took on a distinct focus this year with the financial support of the BOCES Technology Research Committee. The students worked directly with members of the Greater Binghamton Greenway Expansion Committee. It is my belief that by narrowing the focus of the project students were given an opportunity to explore an authentic task and channel their creative problem solving abilities. The final four campaigns developed from our project highlighted; health and wellness, historical aspects of the trail, nature and eco-friendly aspects of the Greenway. The artwork created with the Wacom Digital Tablets was less “cut and paste” than student work I have seen in previous years of teaching this course. Students expressed less frustration when trying to create original imagery in Photoshop because the digital tablet was user friendly. Photographic references and photos for final presentations were also easily obtained utilizing the Nikon Camera (in previous years, we had to sign a camera out of the library and often times cameras were not available). A review by four members of the Binghamton Metropolitan Transportation Group and New York Department of Transportation confirmed that our project was a success- there are immediate plans to show the student work at the monthly Greater Greenway County Planning meeting as well as using images on t-shirts for the upcoming Earth Day celebration in Binghamton. Technology has definitely elevated this classroom project to a very successful authentic task that has far-reaching effects on our community.

I originally planned to have this project started in fall of 2008; instead the entire project was pushed back to late spring of 2009. Upon entering school in September 2008 I discovered all my Dell Computers, Scanner and Printer were removed and were scheduled to be replaced with a new MAC Art Lab. I wanted to make sure the digital tablets that I ordered would work with the new equipment so I delayed purchasing the tablets until February of 2009. My computer lab as of late March has not yet been restored so we had to be flexible and began working in February in Photoshop CS3 and with the Wacom Digital Tablets in our school library. Our entire process went into fast forward.....

Timeline:

Mid-January 2009- Students were assigned design groups. The students developed group identity logos for their individual groups. The Vestal IT Department and I came up with a plan to install Photoshop CS3 in the library.

January 21st- Mark Bowers from the New York State Department of Transportation/ Greater Binghamton Greenway Committee Member and Advocate gives a presentation to the design groups describing: the Greenway area in its present form plans for Greenway expansion, the needs of Broome/Tioga Counties for Greenway Advertising and Advocacy.

January 21-Feb 4th Student work in groups brainstorming their unique approach to the Greenway project and gathering data first person and second person research for their individual folders.

February- 4th-14th Students work on Photoshop mini projects to familiarize themselves with program

February 14th - March 19, 2009 Students gather images for campaigns. Tablets were delivered! Students free draw to experience tablets and pen pressures. Students complete campaign using tablets for drawing, cleaning up images and as a substitute for a mouse.

March 19th-27th Groups prepare and photograph printed materials on final display boards for feedback. Work is photographed for Technology presentation.

Student Feedback from Surveys:

How did you utilize the digital tablets?

For control to remove areas and clean-up images, instead of a mouse to maneuver through Photoshop, free drawing/freehand drawing, shading images, create logos that were more complex and detailed than a mouse would allow.

What did you like about the tablets?

Easy to use, faster than the mouse, I liked how it was darker and lighter depending on the pressure, my drawings were more accurate, the stylus movements were very accurate in Photoshop, you could write and erase easily, it was like using a pen, and we could add our own style into our drawings

Did you have any problems using the tablets?

It was hard to break my mouse habit, sometimes my sensitivity was lost and I had to restart my computer, no problems but Photoshop confused me, no problems just took time to get used to, moving around the screen was tricky at first, I had trouble working small areas, I missed a lot of school and didn't get used to the feel of the pens very much.

Do you feel the tablets enhance the Vestal Advertising & Illustration course and the Art Department overall? Why?

Feedback from Binghamton Stakeholders:

Mark Bowers: Assoc. Capital Program Analyst & Regional Bike/Ped Coordinator Region NYSDOT

Scott Reigle, PTP: Senor Transportation Planner Binghamton Metropolitan Transportation Study

Jennifer Yonkoski: Senor Transportation Planner Binghamton Metropolitan Transportation Study

Zack McKenna : Environmental Specialist Region 9 NYSDOT

The members of NYDOT viewed the display boards and listened to short presentations explaining each design team's focus regarding the Greater Greenway. Individual feedback forms were completed for each group by each stakeholder. The feedback forms asked questions regarding logo clarity, clear

focus/purpose, unique campaign elements and feasibility of funding. The overall impressions of the campaigns were that the images were very professionally executed; the ideas were practical and could be implemented easily and cost effectively. One design incorporating the word “GREENWAY” into the form of bike really was a group favorite. This design was hand drawn with the new tablets and really utilized the digital technology. One stakeholder mentioned that he would approach a financial backer to get the Greenway bicycle logo on t-shirts for an upcoming Earth Day festival. The committee made plans to borrow the four display boards for upcoming public awareness meetings to promote the Greenway project. Overall, the clients were very satisfied.

A PowerPoint Presentation is available that visually records our process.

Equipment & Supplies	Cost	Rationale/Use
24 Wacom Tablets	(original quote 99.00 each) Actual Cost :51.00 each Total: 1,224.00 Purchased from CDW Government Inc.	Students used tablets to draw original images and to maneuver with greater ease through Photoshop. Students used tablets to create logos/products for the Greater Binghamton “client”
Foam Display boards & Color Copies	64.86 STAPLES	Students used boards to showcase their group displays. Display boards will be used to advocate the Greenway throughout the community.
Nikon D40 6.1MP digital SLR Camera Kit with 18-55 mm f/3.5-5.6 G ED IIAF-S Zoon-Nikkor lens 2 SanDisk 2GB Extreme III SD Memory Card Tiffen Pro –Haze Glass Filter	455.99 32.88 37.14 Total: 557.89	The project needed clean digital photographs for reference, recording process, and final display boards and presentations.

*****I have requisition/claim forms from Vestal Central Schools for all items purchased.