



VICKY CASELLAS´S DOCTORAL THESIS SUMMARY

TITLE:

EDUCATIONAL COACHING, ONLINE SYNCHRONOUS VIDEO CONFERENCE AND OTHER DIGITAL TOOLS APPLIED TO ON LINE TEACHING. IMPLEMENTATION THROUGH SYNCHRONOUS VIDEO CONFERENCE OF AN ON LINE COURSE OF INTRODUCTION TO DESIGN PROJECTS

INTRODUCTION

This PhD stems from the online/offline educational project Arte Casellas, aimed at meeting two basic needs: firstly, to offer secondary school students a proper training in order to pass the specific entry test for the Upper Level Vocational Training Cycles of Design and secondly to overcome obsolete educational paradigms, by stimulating teacher's entrepreneurship and economic independence.

This project, supported by a web page, was already applying basic concepts of personal branding and educational marketing and, among other products, an on line course taught through synchronous video conference to teach Technical and Artistic Drawing, Creativity and History of the Design. This course eventually was turned into the subject of this research.

SUMMARY OF THE DOCTORAL THESIS

Chapter one includes both, the introduction and justification of the research and the hypothesis which states that the use of educational coaching, synchronous on line video conference and other ICT digital tools applied for distance learning allow an agile and personalized learning of Technical and Artistic Drawing, Creativity and History of the Design, oriented to the development of the basic abilities for the creation of design projects.

In addition, the first chapter presents a summary of the antecedents, objectives and methodology employed.

The general objective is to study the characteristics of an educational model turning around the design projects based on the new paradigms that ICTs generate nowadays and the assessment of their effectiveness by comparing them with the traditional face-to-face teaching model.

The main objectives may be summarised as follows:

- To study whether the use of educational coaching may be established as a fundamental and integral base of the collaborative relationship between teacher and student.
- To define the bases to design agile, effective and practical tools in order to make teaching and assessment possible as far as on line learning is concerned.
- To implement customized learning plans by using the aforementioned tools in order to assess their efficiency.
- To identify new employment alternatives for teachers based on the creation of their own projects, their personal brand and the educational branding.

The methodology is based on three paradigms: Quantitative, Qualitative and the so-called Educational Art-Research.

Chapter two provides the theoretical framework of this research.

Chapter three is devoted to explain the origins of the didactic project, context, timing and basic competences, general and basic objectives, methodology and didactic strategies and both, specific and cross-curricular contents. The information is complemented with a reference to the material resources that have been used, the structure of the class sessions and the different phases of the assessment of the global didactic project.

Chapter four shows that the results and conclusions of the hypothesis checking have been positive and the objectives have been reached, as it has been proved that:

- Educational coaching applied online and used as the fundamental and integral basis of the collaborative relationship between teacher and student, favours reaching

the learning objectives and the personal degree of satisfaction in relation with the process and the learning results.

- Distance learning of contents related to the creation of design projects by using Hangout, the video conference tool by Google as a didactic tool is something perfectly viable, applicable and susceptible of evaluation, even when applied to learning which, up to now, had been conducted exclusively face-to-face-
- It is possible, as the results of the case study show, to implement personalized learning plans, starting from the students' real needs by optimizing timing and results.
- New employment alternatives for teachers can be developed, based mainly in the creation of personal projects, personal branding and educational branding as proved by the project www.artecasellas.es created by this PhD student, which supports this investigation.

The results of the case study have been satisfactory as the majority of the initial objectives have been covered and have been validated by an official educative institution as well.

Chapter five includes the bibliographic references, bibliography, web references and webbbgraphy.

Finally, chapter six includes two appendices with documents on the evaluation of the case study and the topics this covers on art, design and creativity.

CONCLUSIONS OF THE INVESTIGATION

As a final conclusion, it can be stated the undoubtedly innovative character of this research due to several reasons:

- There a very few cases in which synchronous videoconference had been used for Design and Drawing Teaching.
- It has been verified that by using strategies connected to this educational coaching, the necessary competences for teacher's and student's self-assessment are highly optimized.

- The training acquired by the student who took the course implemented as case study was audited by qualified persons alien to this research. Those persons confirmed the student had acquired the optimal training to pass the test described in the case study.
- It has been proved that the time a student needs to reach a set of objectives similar to those required by the Fine Arts High School is comparatively less than supposed.
- The implementation of the Arte Casellas project offers an interesting proposal for the improvement of teachers' working situation and economic independence by providing them with an interesting way to offer their knowledge, experience and products to potential clients through the Internet by creating their own branding and on line project.