Using Short Learning Programmes to Develop Students' Digital Literacies in Art and Design Education

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Abstract : Global socioeconomic developments and ever-growing technological advancements of the art and design industry indicate the pivotal importance of lifelong learning. There exists a discrepancy between competencies, personal ambition, and workplace requirements. There are few , if at all, institutions of higher learning in South Africa which offer Short Learning Programmes (SLP) in Art and Design Education. Traditionally, Art and Design education is delivered face to face via a hands-on approach. In this way the enduring perception among educators is that art and design education does not lend itself to online delivery. Short Learning programmes (SLP) are a concentrated approach to make revenue and lure potential prospective students to embark on further education study, this is often of weighted value to both students and employers. SLPs are used by Higher Education institutions to generate income in support of the core academic programmes. However, there is a gap in terms of the translation of art and design studio pedagogy into SLPs which provide quality education, are adaptable and delivered via a blended mode. In our paper, we propose a conceptual framework drawing on secondary research to analyse existing research to SLPs for arts and design education. We aim to indicate a new dimension to the process of using a design-based research approach for short learning programmes in art and design education. The study draws on a conceptual framework, a qualitative analysis through the lenses of Herrington, McKenney, Reeves and Oliver (2005) principles of the design-based research approach. The results of this study indicate that design-based research is not only an effective methodological approach for developing and deploying arts and design education curriculum for 1st years in Higher Education context but it also has the potential to guide future research. The findings of this study propose that the design-based research approach could bring theory and praxis together regarding a common purpose to design context-based solutions to educational problems.

Keywords : design education, design-based research, digital literacies, multi-literacies, short learning programme

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