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The Hybrid Law Library Orientation: Video Creation, Face-to-Face Reconfiguration and Comparative Assessment

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What To Expect

Why UGA Law Library approached orientation differently.

How we approached and designed it.

What it consisted of:

(1) updated a libguide for "home-base"
(2) new video to deliver basic info to 1Ls
(3) day of face-to-face outreach

The results and how we assessed impact.
What’s the Problem?

In Spring 2018 UGA Law Library was removed from the 1L orientation schedule. Instead we were asked to come up with another method of orientation for incoming students.

**OLD MODEL**
One librarian spoke in person to law students on orientation day (1 hr max.)

**NEW MODEL**
Content to be delivered to students online and try to take advantage of open time slots on picture day.
3-Prong Design

1. Enhance existing 1L LibGuide to serve as "home-base".

2. Develop a new, short, multi-purpose virtual tour in video format.

3. Invite students to stop by the library the day they have photos taken (offer live tours, meet librarians & staff, and share resources like study aids).

Our Solution
"Whiteboard-style" images were drawn from library spaces or photos to give it a longer life than live video or slideshows.
Make images more generic with tracing so final videos have a longer life.
PHOTOS
Take or acquire photos of the locations, spaces, objects or interactions that will become your video "slides" or scenes.

HAND DRAW
Using large white paper trace in pencil the outlines illuminated through a large screen computer monitor. Revisit the spaces to trace again in sharpie.

SCAN IMAGES
Use a book scanner or other large format scanner to capture flat high quality images of your final drawings. Send yourself PDF or JPG files or save to a USB drive when done.

AUTO-TRACE
Use Adobe Illustrator to open the image files, then select "Object" -> "Image Trace" -> "Make" to auto-trace the outlines. Use the "Image Trace Panel" to edit the style of trace.

PNG
Save it! Open in Photo editor to crop, edit and save as .PNG

Visual stories
pencil, paper, eraser, sharpies, scanners, Photoshop & Illustrator

Visual stories
Once you have black & white "icon" style PNG's, use Prezi to animate, add other icons, and even text and logos.
Screen capture your Prezi using Screencastomatic or QuickTime.

Then edit a final video with audio recording in iMove or other editor.

Law Library Orientation
It was challenging, but our new format of orientation allows for greater assessment when in the past we had none.

We were able to count 4 types of interactions:

- Video plays in YouTube
- LibGuide views
- Email opens & clicks from MailChimp
- Face-to-face # of students (tours & chats)
Data-Driven

We were able to compare online & in-person results.

Not only could we see which method was more effective...

...we could use it to tell our story.
Questions?
Thank You!

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