A Case for Real World Projects: A Partnership with Penitentiary

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Topic Synopsis:

As a professor, we seek to find many ways to engage our students. In lab based creation courses the integration of a real-world project can provide benefits to both the corporation involved and the students participating. This presentation will showcase a case study that involved eight university students as they developed a marketing video for a state wide corporation that creates many different products. This corporation is unique in the sense that they employ only the incarcerated. As a part of the project, part of the students work time involved visiting and working within the prison system. Students were provided a pre-post than survey in regards to their experience as well as the impact it had on their own learning.

Presentation Format:

The presentation will provide an overview of the study that was conducted and best practices for integration of similar projects into curriculum. A slide presentation will be presented with discussion.