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Unique Approaches to Creating Thematic Images to Enhance Professional Development Sites

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Unique approaches to creating thematic images to enhance professional development sites

Nargis Oskui (Manager / IT Consultant) in partnership with Pam Farmer (Director, Organizational Development & Training)

February 5, 2010
What we are talking about today

Storytelling through the use of picture metaphors

Metaphors: fanciful representations of an idea.

Examples

- NEO banner - http://odt.uoregon.edu/neo/
- ODT banner - http://odt.uoregon.edu/
- Proposed HR banner
Two elements necessary when telling stories using metaphors

1) Is it figurative? — *NOT literal*

2) Can it expand metaphorically? —
   *Can you create a story with the image(s)*
Website banner development

Purpose

- Picture collages to serve as visual story defining what goes on in that site
- Used to tap into the multiple learning styles of people accessing this site

Creating the picture story

- Create themes to describe the work of the department
- Use the themes to identify pictures
Questions to identify themes

• Consider the work you do for [department].

• Think of the different elements of your assigned functional area in [department].

• Do you have a picture of what that looks like.

• Now narrow that scope of that picture to focus on the services your are consistently asked to provide.

• What words or phrases describe that service?
Turning themes into pictures

What pictures depict the themes

Focus on the desired outcome:

Creating a fanciful and engaging story that depicts the service your unit provides
New Employee Orientation - banner formation
NEO section 1: About the UO

• Comprehensive research university

• With international presence
NEO section 2: Getting started

- Navigate a new work experience
- Find the answers to your questions
NEO section 3: Benefits & 4 – Work support services

a helping hand supporting
the ducks

scan and identify work
support services
NEO section 5: Work-life balance resources

promoting sustainability in environmental practices
ODT banner formation
Dynamic Graphics: Getting started
“Push” technologies:
Learning Events Countdown

New Employee Orientation

Where
When
Who
Contact us to find out!

Workforce Planning - Creating a vision

Date: 03/18/2010 9:00 am - noon
Location: Walnut Room, EMU
To Sign Up: Click Here
How things are done when people leave your unit? What techniques have you put into place to capture that knowledge while those individuals
Hosted eLearning Integration
ODT Services
Colorful, dynamic, appealing

ODT Services
The individual is unique and powerful in and of themselves, but the ability to realize what is fully possible comes when we join together to create a beautiful whole.

ODT Services... here to help you achieve.
Work Resources - Inspirational

Grow

“People grow through experience if they meet life honestly and courageously. This is how character is built.”

~ Eleanor Roosevelt
Contact module – dynamic, colorful, depicts partnerships
Metaphoric Learning

Fanciful thinking that meets multiple learning styles

*The sky’s the limit…*

http://odt.uoregon.edu/neo/
http://odt.uoregon.edu/