

evolved → →

Reimagining Film Studies:

Reimagining Film Studies: Enhancing Course Design with Interactive Content and AI in Brightspace

Evelyn Chan, George Brown College



Land Acknowledgment

- George Brown College is located on the traditional territory of the Mississaugas of the Credit First Nation and other Indigenous peoples who have lived here over time.
- We are grateful to share this land as treaty people who learn, work and live in the community with each other.
- [Learn more about our land acknowledgement.](#)



Presenter & Collaborator



Evelyn is a Learning Technologies Specialist at George Brown College with expertise in instructional design, digital content development, and educational technology.

She has worked on projects with Sheridan College, Workplace Safety & Prevention Services (WSPS), OCAD University and the Canadian Space Agency, focusing on course development and accessibility.



She holds a Master's degree in Digital Media and specializes in eLearning tools such as H5P, HeyGenAI, Visme, Articulate, and Vyond.



In collaboration with Bernie Gaidosch

Special thanks to Bernie for his expertise in film studies and for providing feedbacks and key data for this project.



Learning Objectives

By the end of this session, you will be able to answer:

- Explore ways to use interactive content in film studies.
- Understand benefits of switching from textbooks to OER.
- Examine student-centered assessments.
- Recognize the instructor's evolving role online.

Idea

“What if learning film felt more like making film?”

Film Studies Overview

TLX collaborate with Bernie transforming in-class to fully online and making decision to drop a real textbook for his unique teaching experience.

1

Student Filmmaking



FILM STUDIES CRN-49085-202402
49085.202402 • Winter 2025
Ends May 11, 2025 at 11:59 PM



FILM STUDIES CRN-49091-202402
49091.202402 • Winter 2025
Ends May 11, 2025 at 11:59 PM

2

Dropping the Textbook & Making it Real (Degree Level)



[XLIST Winter 2025](#)
[IAC190-0002](#)
IAC190-0002202402 • Winter 2025
Ends May 11, 2025 at 11:59 PM



XLIST Winter 2025
IAC190-0001
IAC190-0001202402 • Winter 2025
Ends May 11, 2025 at 11:59 PM



3

International Cinema



DEV LHUM 1218
International Cinema
DEV-2041-202301-001 •
Development/Sandboxes

The Pain:

When Film Studies Gets Stuck in the Past

Struggles & Lack of Online Presence



FILM STUDIES CRN-
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49085.202402 • Winter 2025
Ends May 11, 2025 at 11:59 PM



FILM STUDIES CRN-
49091-202402
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Strong Foundation

Used as a flexible template for 2 more courses

My role:

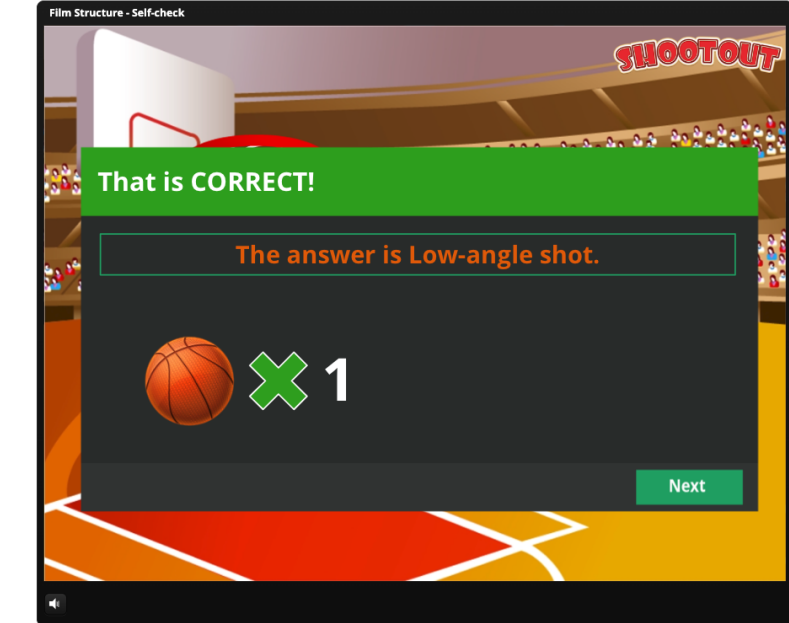
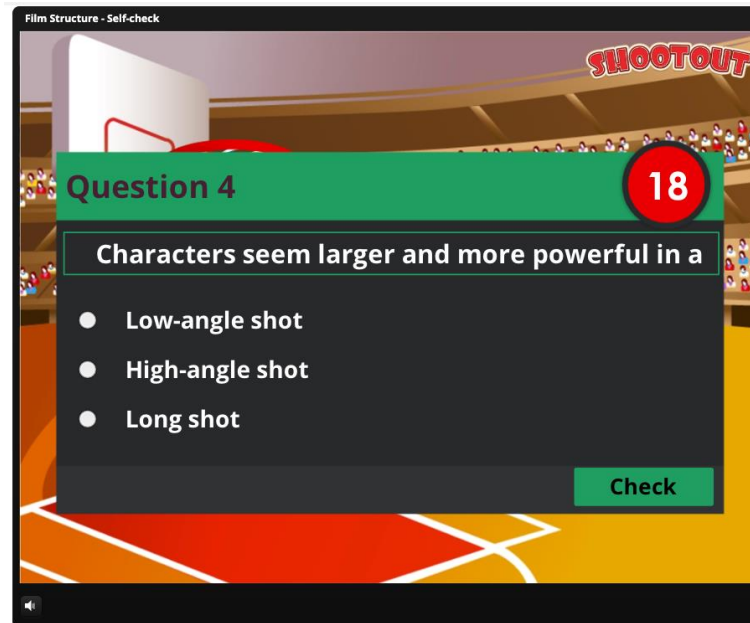
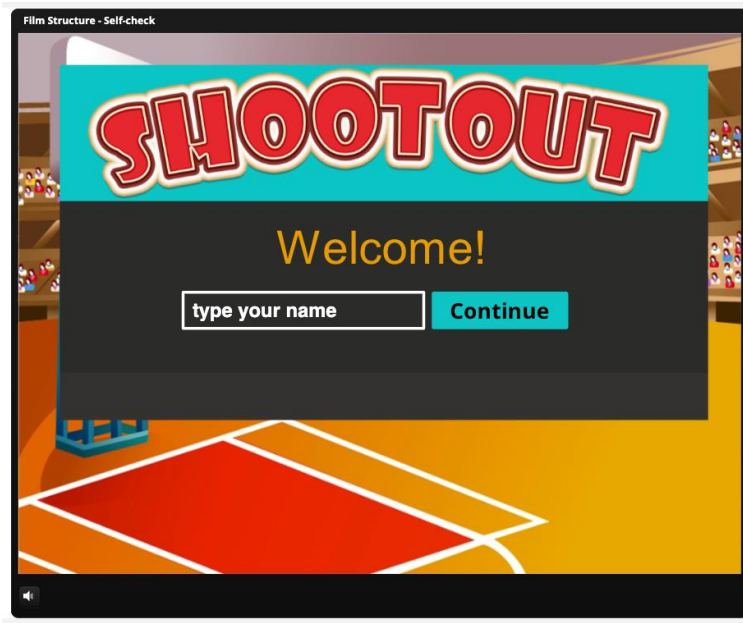
- Shaping course structure
- Integrating multimedia and interactive elements

Focus Across Projects:

- Visually engaging
- Accessible and inclusive
- Designed to support effective learning
- Supportive of self-paced learning



Storyline Interactives



Blackboard to Brightspace

Introduce yourself HERE

Weekly Learning Modules

Groups

My Grades

test

Course Management

Control Panel

Content Collection

Course Tools

Evaluation

Grade Center

Users and Groups

Customization

Packages and Utilities

Help

GHUM 1079 - Film Studies

Professor Name: Bernie Gaidosch Contact: bgaidosc@georgebrown.ca

Getting Started / Important Course Information

Welcome to the course! Here you'll find the course outline, schedule, professor bio, and other important information.

Weekly Learning Modules

Here you will find the weekly learning materials, including readings, videos, self-checks, assignments and other assessments.

FILM STUDIES CRN-49085-202402

Bernie Gaidosch Impersonating

My Home Communication Assessments Grades Course Tools Zoom Course Admin Tools Media Library More

Search Topics

Table of Contents

Print Settings

Import Course Bulk Edit Related Tools Expand All Collapse All

Upload / Create Existing Activities

About this course Web Page

Course Outline PDF document

Textbook & Other Resources Web Page

Table of Contents	118
Essential Information (Start Here)	8
Assessment Lists	13
Introduce yourself HERE	1
Weekly Learning Modules	95

Making Self-Checks Fun and Varied

Q1 Which does not belong in this group?

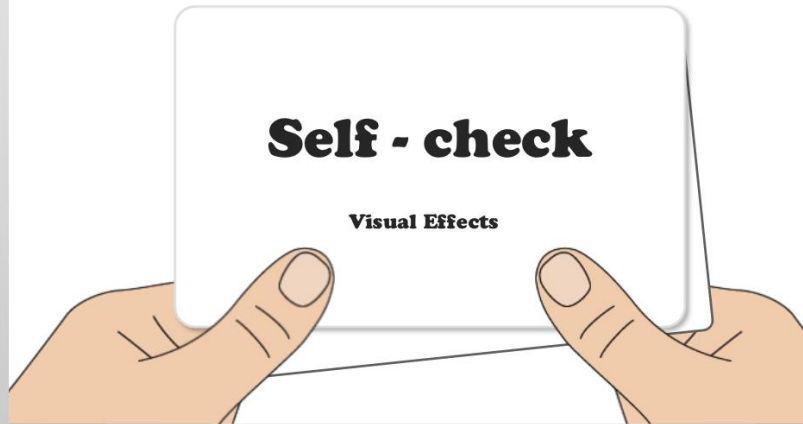


- A The montage
- B The eyeline match
- C The master shot

1/5

Next Question

Visual Effects - self check
Question List



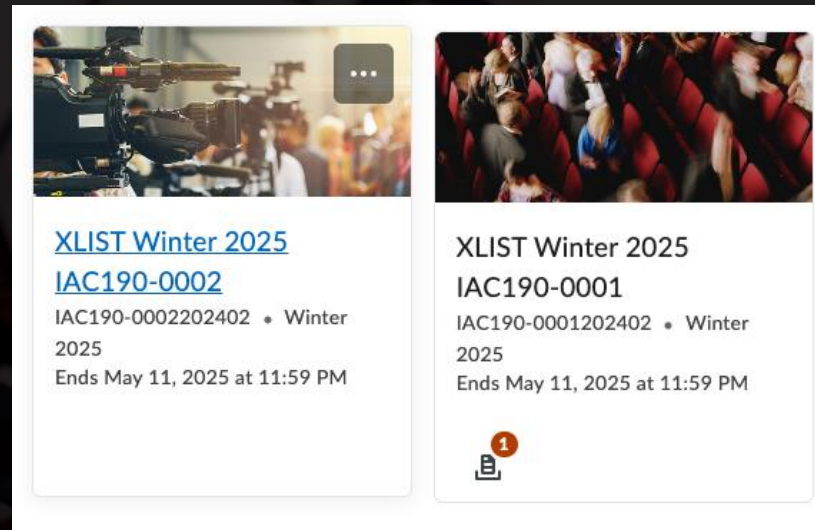
< PREV NEXT >

Production Design

START

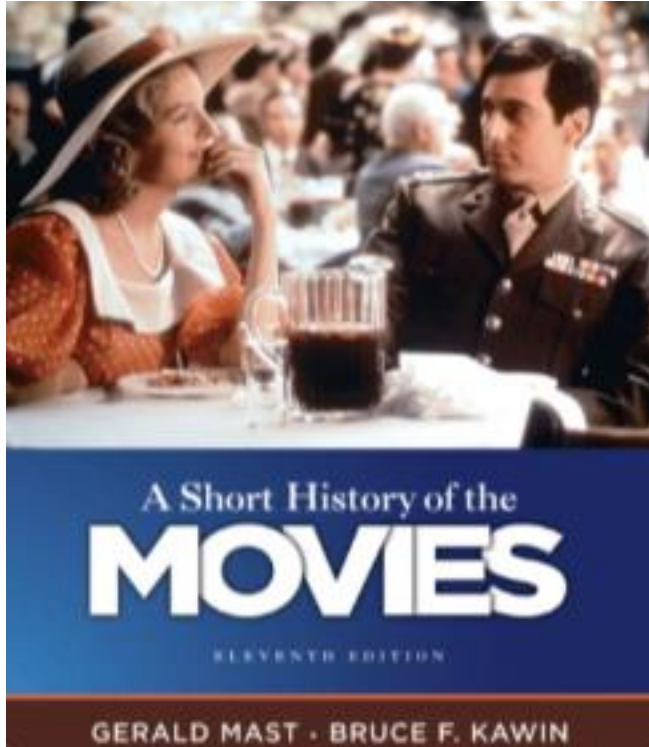
The Vision: Rebuilding the Course

OER, Interactivity



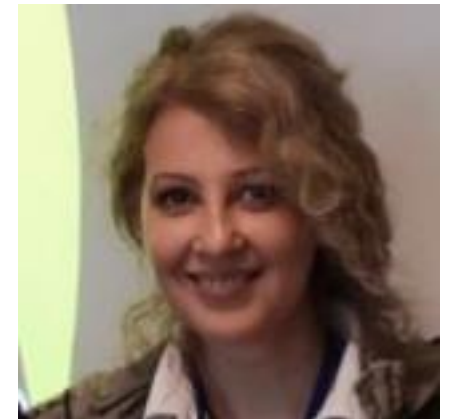
The screenshot displays two course listings side-by-side. The left listing features a thumbnail image of a camera on a tripod with a person in the background, a three-dot menu icon in the top right corner, and the following text: [XLIST Winter 2025](#), [IAC190-0002](#), IAC190-0002202402 • Winter 2025, and Ends May 11, 2025 at 11:59 PM. The right listing features a thumbnail image of a crowd of people, and the following text: XLIST Winter 2025, IAC190-0001, IAC190-0001202402 • Winter 2025, and Ends May 11, 2025 at 11:59 PM. Below the text in the right listing is a document icon with a red notification bubble containing the number '1'.

How We Rebuilt the Course

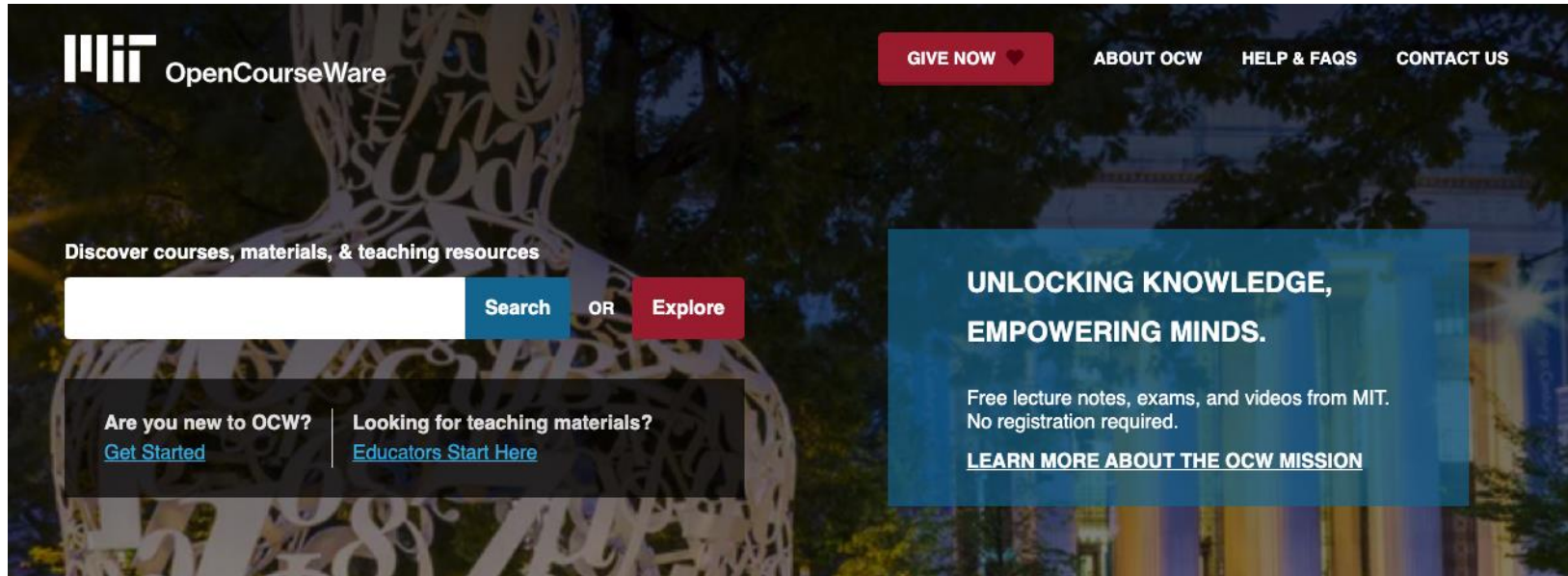


- Replacing textbooks with OER (Pain > Action)
- Using multimedia to explain film theory
- Creating assessments that reflect creativity → not just recall
- Switching LMS platforms (Blackboard → Brightspace)

evolved →



MIT OpenCourseWare



- We've adopted the MIT OpenCourseWare model by transforming hours of lectures into smaller, digestible modules.
- It was important for Bernie to drop the textbook in favor of Open Access resources because it removed an obstacle to students accessing the course materials, consequently increasing retention rates and overall student success.



The Action:

Our Process, Tools, and Outcomes

Fresh, Multimedia, Interactivity



DEV LHUM 1218
International Cinema
DEV-2041-202301-001 •
Development/Sandboxes

Where We're Headed

- Currently in progress is the development of the International Film Course LHUM 1218 led by Professor Bernie, this course offers an immersive journey through the diverse landscapes of cinematic storytelling across various cultures.



The screenshot shows a course management system interface. On the left is a sidebar with a search bar and a table of contents. The main area displays 'Essential Information (Start Here)' with a list of course components and their page counts.

Table of Contents	Page Count
Essential Information (Start Here)	9
Assessments List	5
Module 1: Introduction	2
Module 2: Classic German Cinema	13
Module 3: French Cinema	13
Module 4: Italian Cinema	13
Module 5: Anglo Cinema	13
Module 6: Western Europe Cinema	10
Module 7 (NEW): Eastern Europe Cinema	9
Module 8 - intercession week	
Module 9: Japanese Cinema	9
Module 10 (NEW):	5

The main content area shows 'Essential Information (Start Here)' with a dropdown arrow, 'Print' and 'Settings' icons, and a section for 'Add dates and restrictions...'. Below this is a large image of people around a chalkboard. At the bottom, there are buttons for 'Upload / Create', 'Existing Activities', and 'Bulk Edit'. A list of course components follows:

- [Course Introduction and Course Outcomes \(placeholder\)](#) (Web Page) ✓
- [Professor Bio & Contact](#) (Web Page) ✓
- [Course Outline old \(placeholder\)](#) (Word Document) ✓
- [Textbook & Other Resources](#) (Web Page) ✓
- [Warning Disclaimer](#) (Web Page) ✓
- [Kanopy Streaming Video Access and other](#)

Building from the Ground Up

- Camtasia video



The screenshot shows a course management system interface. On the left is a sidebar with a search bar and a table of contents. The main area displays 'Essential Information (Start Here)' with a list of course activities.

Table of Contents:

Item	Page Count
Overview	
Bookmarks	
Course Schedule	
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Essential Information (Start Here)

Add dates and restrictions...

Upload / Create Existing Activities Bulk Edit

- Course Introduction and Course Outcomes (placeholder) Web Page ✓
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- Textbook & Other Resources Web Page ✓
- Warning Disclaimer Web Page ✓
- Kanopy Streaming Video Access and other

Reimagining Course Design:

Our Framework

The format is structured around **four key stages of learning**:

1. **Semantic Foundation Knowledge** – This stage is supported by quizzes that build foundational understanding.
2. **Integration** – Two lead-in activities help students begin applying what they've learned in a structured way.
3. **Reflection** – Discussions allow for reflection, peer feedback, and revisions.
4. **Active Application** – The final film production is where students synthesize their learning into a creative, practical project.



The Evolution

From Tests to Creativity

From Tests to Creativity

Before

- Textbook quizzes – 40%
- Participation – 10%
- Written assessments – 20%
- Essay – 30%

After

- Quizzes – 30%
- Discussions – 20%
- Lead-Up Assignments 1 & 2 – 20%
- Film Production Project – 30%



The Human Touch:

Bernie's Experience with Teaching Film Studies Online
4:35-min Faculty Testimonial



The Evidence:

Student Projects in Action

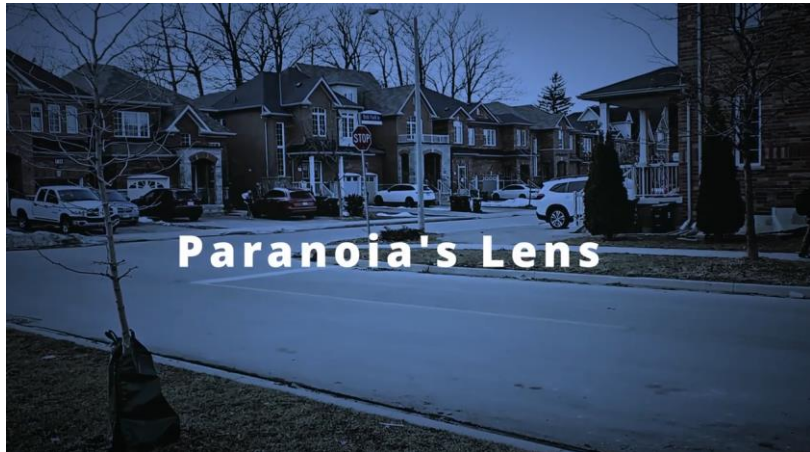
A New Chapter in Student Learning

- “Bernie’s journey reminds us of the power of adapting with our students in mind.”



Students Creating Real Film Projects

- “*Paranoia’s Lens*” by Christina Silva



2:15 min

- “*Friday Night Fever*” by Elora Barnes



1:49 min

- “*Date Night*” by Adrian Aguirre



2:26 min

The Impact

Student Voices on the Transformation

- *“A fun and meaningful moment getting to know more about movies and their beauty.”* – Jeremy
- *“Dear Professor Bernie, this course has been both practical and amazing. Thank you for the knowledge you’ve shared with us.”*
– The Cannon Group
- *“Your passion for film was evident, and it made the online learning experience truly enriching.”* – Christina



The Transition: Empowering Instructors as Facilitators

Shifting the Instructor's Role — from traditional lecturer to **facilitator**.

Supports the film assignments and creative process

Posts **twice-weekly updates** to guide student progress

Facilitates meaningful discussions and interactive engagement

The Outcome: Expanding Reach and Impact

Launched Film Studies course reached 1,200+ students in the first 8 semesters

Fast forward to now — and that number has more than tripled for across 25+ semesters.

Over 4000 Students



Let's Connect



Thank You!

For more details, please visit the online interactive: explore the Vyond AI segment and watch student film samples.

Email: evelyn.chan@georgebrown.ca



SCAN ME



<https://bit.ly/evelynpresentation>

Conference Schedule



Description	Time
Registration/Coffee/Breakfast	8:00 am - 9:00 am
Opening Remarks & Keynote	9:00 am - 10:50 am
Concurrent Session Block 1	11:00 am - 11:50 am
Lunch	11:50 am - 12:50 pm
Concurrent Session Block 2	1:00 pm - 1:50 pm
Spotlight Talk Block 1	2:00 pm - 2:25 pm
Spotlight Talk Block 2	2:35 pm – 3:00 pm
Concluding Ceremonies	3:00 pm – 4:00 pm