

Design/Evaluation/Implementation and Copyright Issues of IWB Based Material

Criteria for the Design/Evaluation/Implementation and Copyright Issues of IWB Based Material

When designing material for IWB lessons, certain questions need to be raised: Are the activities communicative? Are the goals clear? Will the learners learn (and not just have fun)? Will the teacher's preparation time be worthwhile? Can other teachers easily use the files? Is there enough audio-visual input (but not too much)? Are the IWB tools used well? Is there space for learners' contributions? Are resources copyright-free or authorised?

In the following we list criteria for the design of IWB based material for the foreign language classroom.

1. Activities or tasks should be designed around a real-life context and should have a clear communicative purpose.
2. Flipcharts should support teachers in setting the context for language learning activities, in motivating learners and in providing linguistic and cognitive support for the achievement of clearly defined language learning goals.
3. The main purpose for the design of IWB-based materials should be to enhance target language learning and not just for the sake of making the lessons more interesting and fun. In other words, they shouldn't be only learner-centred, but also learning-centred.
4. When designing IWB-based activities teachers should measure the personal cost of integrating the IWB against its return and its efficiency. In other words, they should ask themselves whether the same activity could not be implemented more easily via other means.
5. Flipcharts should include instructions on how they should be used and for which purposes. A brief explanation of the purpose of the activity, language learning goals and how the activity should be implemented can be collected on an overview page at the beginning of each flipchart. This way, flipcharts can be more easily shared with others.
6. Flipcharts should contain a good amount of visual, audio and tactile input (e.g. embedding of audio, image and video files). However, it is important to balance the amount of stimuli presented in order to avoid cognitive overload (e.g. adding too many images to one page).

7. IWB software tools should be appropriately used to add elements of physical and cognitive interactivity to the materials (e.g. drag and drop, hide and reveal tools, point and click programming).
8. Flipcharts should allow space for students' contributions and ideas in order to allow adequate room for learner experimentation and discovery. For instance, by including opportunities to redirect instruction and/or content based on learner feedback, and the inclusion of open-ended questions.
9. Flipchart design should also encourage learner autonomy, for instance by including links to web resources that students can use out of the classroom independently and by making clear reference to language learning strategies and important study skills to be used by learners in the new information age.
10. Flipcharts should only include copyright-free materials, unless permission for publication has been provided by copyright holders. In what follows we provide more information on copyright issues.

Copyright Issues

In order to design material that is safe to upload and share with the public you should bear some issues concerning copyright in mind. First of all, you should familiarize yourself with the copyright law. When searching for materials like pictures make sure to check under which license the pictures are protected. Do not assume that if there is no copyright symbol the material is not protected. Also you should not assume that if you credit the author of the material that you are on the safe side. You will need an explicit permission of the author or owner of the material you want to use. A good alternative is to use material that is listed under public domain or a creative commons license. Works that are in the public domain are not restricted by intellectual property rights, e.g. expired copyright or dedicated works like documentaries. Creative Commons licenses help to share and reuse material in a safe and legal way. Websites like flickr.com or commons.wikimedia.org offer a variety of pictures licensed under various creative commons licenses. There are also songs, sound files and videos that can be re-used under a creative commons license.

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