

Abstract

Creative Project: Experiential Learning in Global Culture: The 2012 London Olympic Games as an Immersive Journalism Framework

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Date: May, 2013

Pages: 49

Since Ball State University implemented experiential learning as an integral part of undergraduate education, the concept of higher education shifted away from classroom lectures toward project-based learning, especially for media-focused majors. Students enrolled in these experiences focus on projects and collaboration rather than tests in many upper level courses. However, Ball State's focus on "immersive learning" pushes the boundaries and definition of a classroom environment. In the summer of 2012, the London Olympic Games became a showcase example of experiential learning. The project, teaming journalists, photographers, designers, and broadcasters, created a media outlet of stories from the Olympic Games. As a graduate assistant for BSU at the Games, I helped facilitate project creation while also immersing myself in the culture with 35 undergraduate students. As a capstone to the experience, I created an hour-long television special that aired on national television, which is my creative project. This paper dissects what qualities and advantages experiential learning brings to higher education, through my experiences during the 2012 London Olympic Games.