

WhitneyDoceo.org

(see separate document --Doceo Overview 2000-- for description of the site)

Overview

The Whitney's web resources have been created primarily to explore how new information and educational technologies can be used to enrich and enhance the ways in which Museum visitors and Internet audiences learn about works of art. WhitneyDoceo.org is the Whitney Museum's web site for K-12 educators. It was designed by name.net (formerly Rollercoaster and generation.net). WhitneyDoceo is linked and/or related to four Whitney Museum web site initiatives:

Whitney.org

Whitney.org is the museum's web site where users can find the latest information on the Whitney's exhibitions and programs. Users can connect to the Doceo site from Whitney.org's home page.

AMICO

Whitney.org is linked to the Art Museum Image Consortium (AMICO) at www.amico.org. AMICO's growing online library contains images of and information on more than fifty thousand art works from 31 institutions across North America. It includes over five hundred images of works by Edward Hopper in the Whitney's collection. The WhitneyDoceo web site was conceived as a potential model for developing K-12 content for the AMICO database of images.

Artmuseum.net

In conjunction with *The American Century: Art and Culture 1900-2000* exhibition (April 1999 through February 2000), the Whitney and Intel Corporation launched an innovative cultural and technological initiative to bring a rich art educational experience into homes and schools across the nation and around the world. The American Century web site (www.artmuseum.net) includes more than 200 images and resources on American art and culture. Artmuseum.net includes a Family Activity Center. This area of the site is designed to introduce families to selected works of art in *The American Century* exhibition. The family area features 51 works of art from *The American Century* exhibition, interactive tools, and art activities to do both on the computer and off-line. When *The American Century* web site expires in 2001, these activities may be archived on the Whitney.org web site, or adapted to become part of the Doceo site.

Youth2Youth.org

Youth Insights is the Whitney's intergenerational program that trains high school students to talk about twentieth-century and contemporary American art with children, teens, families, and senior citizens. Participants in this year-long program develop skills to expand their knowledge of American art and culture and build a dialogue across generations. In collaboration with Whitney Museum staff and the Center for Children and Technology, Youth Insights participants have developed Youth2Youth, a web site where they can share their perspectives and knowledge about American art and culture online with their peers across the nation and around the world. Links will be made from Doceo to the Youth2Youth web site to enable young people to share their insights and opinions about works of art in the Whitney's collection.

During the next few years, WhitneyDoceo.org tools and resources will be developed in conjunction with exhibition-related topics and art genres, with a specific focus on works represented in the Whitney's permanent collection. This will create the curricular groundwork for the inclusion of digital images from the museum's collection in the AMICO database. Over time,

Doceo's tools and resources will then be incorporated into an interface designed for use by K-12 AMICO subscribers in conjunction with the AMICO database of images.

In creating and determining the future content and structure of the web site, it is essential that teacher involvement, collaboration, and feedback be an integral and ongoing aspect of WhitneyDoceo development.

WhitneyDoceo.org initiative and future plans

Summary Outline

Phase 1-6

1999-2000

Phase 1: WhitneyDoceo web site initiative

WhitneyDoceo.org was conceived as a two-part project:

- To fulfill the Whitney's agreement and collaboration with Intel to create an educational web site that used works of art from *The American Century Art and Culture 1900-2000* exhibition. The site was designed to provide educational online tools and resources for K-12 educators and students nationwide.
- To build a model web site whose components, tools, resources, and structure could be used and tested by K-12 educators. A group of educators would participate in a research and development initiative to determine WhitneyDoceo.org's usability in the classroom, and to assess its potential to become a front-end interface for K-12 educators across the country who subscribe to AMICO.

Phase 2: Implementation

- **Web site creation**
Content, design, and functionality for WhitneyDoceo.org were planned and produced by Whitney education staff and consultants, and the design company, Name.net during the fall of 1999 and winter 2000. The site was launched on March 6, 2000.
- **Research and development**
Research into the usability of the site was conducted in spring 2000 in collaboration with New York State Department of Education and Central School, Mamaroneck, New York.

2000-2001

Phase 3: WhitneyDoceo content development and build-out

- Modify existing WhitneyDoceo tools, content, and functionality in response to teacher feedback.
- Work with teachers and consultants to add new exhibition-related images, content, tools, and links to Whitney.org and Youth2Youth.org.
- Develop content for the Whitney's exhibitions and collection touring exhibition program.

- Initiate talks with AMICO staff and members to strategize an AMICO interface for K-12 users.
- Repurpose artmuseum.net content. Transfer the material to an archive on Whitney.org. Link this content to Doceo lessons and gallery of images.
- Provide professional staff development training in computer technology and Internet use for New York State K-12 educators during the school year.
- Summer institute that focuses on training and use of WhitneyDoceo.org.
- Conduct ongoing research with teachers into the usability of the Doceo site.

2001-2002

Phase 4: Whitney/AMICO collaboration

- Modify existing WhitneyDoceo tools, content, and functionality in response to teacher feedback.
- Work with teachers and consultants to add new exhibition-related images, content, tools, and links to Whitney.org and Youth2Youth.org.
- Develop content for the Whitney's exhibitions and collection touring exhibition program.
- Begin collaboration with AMICO members.
- Develop lesson plans and tools for use with AMICO database.
- Launch AMICO lesson plans and tools.
- Provide professional staff development training in computer technology and Internet use for New York State K-12 educators during the school year.
- Summer institute that focuses on training and use of WhitneyDoceo.org.
- Provide professional staff development training for AMICO K-12 subscribers.
- Conduct ongoing research with teachers into the usability of Doceo and the AMICO site.

2002-2003

Phase 5: WhitneyDoceo metamorphosis into a front-end resource for K-12 AMICO users

- Modify existing WhitneyDoceo tools, content, and functionality in response to teacher feedback.
- Work with teachers and consultants to develop educational tools and content for AMICO and Whitney.org.
- Develop content for the Whitney's exhibitions and collection touring exhibition program.
- Transfer tools and resources developed for Doceo to the AMICO interface or Whitney.org.

- Provide professional staff development training in computer technology and Internet use for New York State K-12 educators during the school year.
- Summer institute that focuses on training and use of AMICO.org.
- Provide professional staff development training for AMICO K-12 subscribers.
- Conduct ongoing research with teachers into the usability of the AMICO site and educational content on Whitney.org..

2003-2004

Phase 6: Develop interdisciplinary, cross-cultural curriculum for K-12 AMICO users

- Modify existing Whitney and AMICO tools, content, and functionality in response to teacher feedback.
- In collaboration with AMICO members and teacher teams, develop educational tools and content for Whitney.org and AMICO.
- Develop content for the Whitney's exhibitions and collection touring exhibition program.
- Provide professional staff development training in computer technology and Internet use for New York State K-12 educators during the school year.
- Summer institute that focuses on training and use of AMICO.org.
- Provide professional staff development training for AMICO K-12 subscribers.
- Conduct ongoing research with teachers into the usability of the AMICO site and educational content on Whitney.org.

2000-2004: Phase 3-6

2000-2001 Phase 3: WhitneyDoceo content development and build-out	2001-2002 Phase 4: Whitney/AMICO collaboration	2002-2003 Phase 5: WhitneyDoceo metamorphosis into a front-end resource for K-12 AMICO users	2003-2004 Phase 6: Develop interdisciplinary, cross-cultural curriculum for K-12 AMICO users
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	Launch AMICO lesson plans and tools.		
	Provide professional staff development training for AMICO K-12 subscribers.	Provide professional staff development training for AMICO K-12 subscribers.	Provide professional staff development training for AMICO K-12 subscribers.
Conduct ongoing research with teachers into the usability of the Doceo site.	Conduct ongoing research with teachers into the usability of the Doceo and AMICO sites.	Conduct ongoing research with teachers into the usability of the AMICO site and educational content on whitney.org.	Conduct ongoing research with teachers into the usability of the AMICO site and educational content on whitney.org.

Narrative description

Phase 2-6: 2000-2004

2000-2001

Phase 2: Implementation

Research and Development

The Whitney Education Department conducted two research projects to find out how New York K-12 educators have been using the WhitneyDoceo web site.

Mamaroneck

March - June, 2000

This project focused on formative research in collaboration with four fifth grade teachers at Central School, Mamaroneck, New York, a public elementary school, and Center for Children and Technology, a New York-based research and development organization that addresses issues of technology and learning from cognitive and social perspectives.

Educators were asked to assess the usability of the WhitneyDoceo site. In addition, they were asked to modify and implement one of the site's feature lessons with their students in ways that address their curriculum. As part of this project, students will complete a writing/art project that asks them to represent their view of America today using the computer and art materials. They will scan their images and create an online exhibition where parents and friends can visit their exhibition and write comments in an electronic "guest book." This project is in progress through the end of the school year.

New York State Department of Education

January - June 2000

In January 2000 the Whitney and New York State Department of Education began a collaborative research project. The project included teacher training, classroom implementation, feedback, and evaluation components for both WhitneyDoceo and the AMICO web sites.

January 2000

Whitney education staff and consultants met with team leaders--educators and administrators from seven school districts in New York state. The Whitney provided demonstrations and training on the WhitneyDoceo and AMICO web sites.

Each team leader selected 4-6 K-12 educators from their district to participate professional staff development training using the WhitneyDoceo and AMICO web sites.

February 2000

60 selected K-12 educators attended a two-day training program with Whitney and Name.net staff. Educators were asked to design, plan, and implement a lesson or unit with their students, using the WhitneyDoceo and/or AMICO sites.

May/June 2000

Whitney education staff and consultants visited teachers and classes at schools in the seven New York City and state districts for on-site observation of web site use and classroom implementation, as well as web site feedback, and evaluation.

Technology and Internet access in New York City and state schools

The status of technology and Internet accessibility in New York City and state schools is extremely varied. Some school districts have their own server, with a T1 connection to the

Internet, while others might have one or two computers in the library with an Internet connection from a regular phone line. In contrast, a few schools have state of the art, mobile computer equipment with wireless Internet connection. Schools must obtain parental or guardian permission for students to use the Internet. In order to obtain access to the Internet through the Board of Education, schools are provided with servers that contain filters or firewalls which significantly block access to Internet information, including parts of the WhitneyDoceo web site.

Feedback from New York City and state educators

During the Whitney's site visits, K-12 educators provided an abundance of constructive feedback. Whitney staff observed both the successes and the problems that educators and students had experienced with the WhitneyDoceo and AMICO web sites.

Although difficult timing in the school year, limited computer access or equipment, and logistical factors at schools prevented the majority of teachers from working online with their students, some teachers had rewarding experiences with WhitneyDoceo.org, both on- and offline in their classrooms.

For example, Molly Renauer (art and technology teacher) and John Green (classroom teacher) at Pleasant Valley Elementary School in Schenectady, New York had developed an interdisciplinary writing and art project using literature that students were required to read in their fourth grade curriculum, the Doceo online classroom, online journal, and flip book feature. Their lesson supported arts, English language arts, and technology learning standards. Students were asked to:

1. Select a scene or moment in a book they had read.
2. Write their own interpretation of this moment in the story using the online journal.
3. Use an offline storyboard or flip book template to draw a sequence of images that represented this moment in the story.
4. Make a digital scan of their sequence of images.
5. Upload their images into the Doceo online flip book template and present their online animation.

From New York state teachers' feedback, Whitney staff determined the necessity for intensive and thorough professional staff development training for basic technology and Internet skills.

With the current status of technology in schools and teachers' comfort level with both the technology and the usability of the site, the WhitneyDoceo web site needs to undergo considerable revision, simplification, restructuring, and build-out in order to be an efficient, valuable, and user-friendly resource in the school environment.

Teachers with less reliable and speedy Internet access were looking for a site with fewer "bells and whistles" to use with their students in the short classroom periods available to them. These teachers were generally looking for images to share with students to spark group conversations or studio art activities.

Teachers who had no technical problems using the web site were enthusiastic about a "scaled-back," simplified version of Doceo that incorporated the breath of AMICO database with the lesson plans and some of the student-oriented features of Doceo.

Although teachers appreciated having a limited number of 20th century and contemporary images on Doceo, they also expressed a need to have access to pre-20th century works of art as exemplified by the image database on the AMICO web site. This kind of access would

accommodate the necessity for teachers to allow a broader investigation of global art practice over time and address current curriculum requirements in all subject areas.

WhitneyDoceo web site revision.

- **Modify existing WhitneyDoceo tools, content, and functionality in response to teacher feedback.**

In order to continue building a state of the art web site with tools and resources that offer optimum usability for educators, it is essential to include web site evaluation, modification, and maintenance in any future plans for WhitneyDoceo.org. It will be necessary to collaborate with K-12 educators each year to assess, revise, and modify the tools and resources on WhitneyDoceo.org and any future format it may take.

WhitneyDoceo has a set of administration tools that allow Whitney staff to monitor threaded discussion forums, edit teachers' lesson plans, and publish these and student work samples on the site. These tools also allow Whitney staff to revise the sections of the web site that are contained in a database or simple search engine, such as bibliography, lesson plans, and gallery text.

However, many areas of the web site were constructed with more complex software such as Shockwave and Live Picture. These areas need professional web programming intervention to maintain the stability of the site.

The following is an outline summary of the Whitney Education Department's plan to work with Name.net to revise the WhitneyDoceo site so that it could become more useful for K-12 educators and more compatible with the AMICO web site and database in the 2000-2001 school year.

- Review, simplify, and modify Doceo's technical or interface structure.
- Revise and pare down Doceo's interactive, online features.
- Expand Doceo's gallery of images and information, and develop related lessons.
- Provide more accessible visual tutorials and help/reference files.
- Provide the ability to cut, paste, and print out images and text on the site more easily.
- Provide more flexible tools such as downloadable templates (eg. MS Word, Hyperstudio, Powerpoint) for doing classroom projects.
- Add a "What's New" section with links to updated Doceo materials, new lesson plans, programs, and discussion forum topics.

June 2000

Meet with Name.net to plan and schedule WhitneyDoceo changes.

June-September 2000

Implement revisions and modifications to WhitneyDoceo.org.

2000-2001

Phase 3: WhitneyDoceo development and build-out

- **Work with teachers and consultants to add new exhibition-related images, content, tools, and links to Whitney.org and Youth2Youth.org.**

A major objective of WhitneyDoceo.org is to develop new materials related to upcoming exhibitions and education programs. During the 2000-2001 season, Whitney staff will collaborate with colleagues, consultants, and K-12 educators to develop content, resources, and tools in conjunction with the Whitney's exhibition schedule.

Additionally, the Education department will select key themes and topics related to curatorial concepts and develop materials based on these ideas for museum audiences of all ages. This approach will also allow the Whitney's web resources to be linked and to offer more connections between online content and in-museum programs. The development of key ideas and connections will be continued in the coming years during the development and potential reconfiguration of the WhitneyDoceo web site.

To initiate and maintain this approach, and to address curriculum and learning standards in K-12 learning, it is important that K-12 educators be an integral collaborators in the process of creating and implementing web content.

Content development and additions to the WhitneyDoceo web site, 2000=2001

In conjunction with 2000-2001 Whitney exhibitions, new images, information, lessons, and features will be added to WhitneyDoceo.org. Whitney staff will work with a team of teachers and consultants to create this material.

Exhibitions include artists who have focused on photography and/or photo-based work:

Barbara Kruger	July 13 - October 22, 2000
Edward Steichen	October 5, 2000 - February 4, 2001
Kenneth Josephson: A Retrospective	February 22 - May 27, 2001
Digitalis?	March - June 2001
Sondra Gilman gallery?	Fall 2000 - summer 2001
Art in America from Hopper to Pollock	ongoing
Permanent Collection 1950-present	ongoing

These exhibitions offer an unprecedented opportunity to develop in-depth, user-friendly tools and materials that address key topics and techniques in photography and media.

Whitney Museum educators and content developers will work with K-12 teachers and web consultants to plan and implement lessons and web tools that concentrate on these areas of study. Lessons and tools will address school curriculum and learning standards.

Whitney educators and content providers will also collaborate with Adult Programs staff and Youth Insights staff to determine overall thematic content that offers exciting discussion topics

for both K-12 and adult audiences. WhitneyDoceo will be linked to specific areas of Whitney.org and Youth2Youth.org web sites.

Tools and web content could include:

These landmark exhibitions and the Whitney's permanent collection of 20th-century and contemporary art offer an ideal opportunity to develop innovative photography and media tools and resources for Doceo.

Working with the Whitney's team of K-12 educators, artist/educators, and consultants, we will create a series of interdisciplinary lesson plans that focus on provocative and influential photography. We will also add a template (Hyperstudio or Powerpoint) and build out existing online tools (online journal and image gallery) that would provide ways for educators and students to view and compare two images side by side on the screen, and create their own photographic material online.

Lessons will incorporate online activities using online tools as well as offline art and writing projects. In addition, lessons will address Arts, English Language Arts, and Social Studies curricula and learning standards.

Sample curriculum unit – overview:

Students will:

- Research and learn about 20th century and contemporary photography.
- Study the lives and works of selected artists and their approaches to photography and media.
- Explore and compare selected works of art.
- Explore the influences of photography on 20th-century and contemporary art and culture.
- Examine approaches to photography and by constructing an on- or offline work of art in visual, text, and/or audio formats (eg. prose, poetry, rap, painting, drawing, photography, video, web page, music/sound)
- Create an on- or offline exhibition of their work and discuss it with peers and teachers.

(No information currently available to provide proposed content for 2001-4 exhibitions).

Develop content for the Whitney's collection touring exhibition program

Whitney educators will collaborate with curatorial staff to produce educational content on Doceo for touring exhibitions of works in the Whitney's collection. Touring exhibitions begin at the museum's branch sites in Manhattan or Stamford Connecticut and travel to 2-5 additional venues across the United States. Doceo offers an ideal medium for effective access to educational materials for teachers who visit the exhibitions at these venues.

Touring exhibitions and locations for 2000-2001 include:

? (ask Shamim after June 20)

- **Provide professional staff development training in computer technology and Internet use for New York State K-12 educators during the school year.**

During site visits to New York state schools in spring of 2000, Whitney staff and consultants witnessed a significant need for basic technology and Internet training, as well as a desire from teachers for opportunities to immerse themselves in in-depth explorations of the Doceo and

AMICO web sites. In response to teachers' needs and interests, the Whitney plans to offer professional staff development training sessions throughout the school year, followed by a 2-week summer institute that will focus on using Doceo and the Whitney's web resources, including the AMICO library of images. In order to reach a significant number of teachers nationally, the Whitney will offer these programs annually to educators both locally and nationwide. Step-by-step information will be provided, and programs will be designed to give educators the necessary tools to offer training for their colleagues in their schools and school districts. Contact will be maintained with teachers who attend the institute via Doceo's discussion forum feature, which allows both Whitney staff and registered users to participate in message board style discussions.

Professional staff development training for K-12 educators in computer technology and Internet use

During the 2000-2001 school year, the Whitney will offer computer skills and Internet training for selected K-12 educators statewide. When educators feel comfortable with basic computer technology and using the Internet as an effective research tool, Whitney staff will provide training on the WhitneyDoceo site. Doceo workshops will consist of an in-depth exploration of how to use the site's resources and lessons as inquiry-based teaching tools. Educators will be asked to plan and implement a lesson with their students using Doceo's resources and images, either in Doceo's online classroom, or offline.

(Add AMICO training if subscription for all New York state schools is funded & implemented for 2000-01)

Summer institute focusing on training and use of WhitneyDoceo.org.

In July 2001, the Whitney Museum will offer a 2-week professional staff development summer institute where teachers will be paid to attend the institute, trained to use Doceo, and produce Doceo-related lessons to implement in their classrooms. After they have completed their lessons with students in the classroom, teachers will be asked to submit their lessons to the Whitney to post on the site.

Links to new features on whitney.org

On the whitney.org web site, the museum plans to publish audio and video clips from its public programs. These include Seminars with Artists where audiences meet with artists to learn about contemporary art in an informal, seminar setting, and symposia which include presentations by prominent art professionals about key ideas and issues in American art and culture.

Users will be able to access and download both audio and video files. In conjunction with this initiative, a link will be created so that K-12 educators will have access to this material from the WhitneyDoceo site. In addition, lessons and discussion questions will be created to address this multi-media component.

AMICO initiative strategy

Whitney staff will begin talks with AMICO staff to strategize and plan a K-12 interface for the AMICO image library.

artmuseum.net

When The American century web site expires in the spring of 2001, and contingent on the Whitney's plans, the content and features of the Family activity Center could be archived and incorporated into the Whitney.org web site. This content, as well as the exhibition material could be linked to Doceo to provide some significant additional resources for teachers.

2001-2002

Phase 4: Whitney/AMICO collaboration

AMICO initiative

The Whitney Museum will begin meeting with AMICO members to determine a strategy for providing a K-12 interface for the AMICO database of images.

Plan for pilot AMICO/Museum member collaboration to develop K-12 materials

The Whitney will ask the education department of each member museum to create a technology-based lesson plan using the national technology standards and another subject area where national standards have been developed--eg. English Language Arts, Social Studies, American History, Art.

The lesson plan will address the following criteria:

AMICO members will work with a team of teachers (minimum of 3 - HS, MS, elem) to develop the lesson.

Three lessons will be created to address elementary, middle, and high school grade levels. The same lesson can be modified or adapted to meet this criteria.

The lesson will be designed to be completed in a 40-45-minute classroom session.

The lesson will use AMICO as a research tool.

The teacher teams working with AMICO member institutions will implement the lesson in school and provide student work samples (one sample per teacher) to post on AMICO.

Three meetings will be organized to plan and implement this project.

Meeting 1: AMICO member museum educators

- Develop a lesson plan template that addresses national criteria
- Develop evaluation strategy/criteria
- Do demos and skills.

Develop lesson plans using AMICO

Meeting 2: AMICO member museum educators and teacher teams

- Showcase/discuss lesson plans
- Assess, tweak, and revise lesson plans
- Ask teachers to implement lesson plans in classroom and produce student work samples.

Meeting 3: AMICO member museum educators and teacher teams

- Showcase and discuss final lesson plans and student work samples
- Post lesson plans and student work samples on AMICO
- Post a feedback/evaluation page.

2002-2003

Phase 5: WhitneyDoceo metamorphosis into a front-end resource for K-12 AMICO users

- Transfer tools and resources developed for Doceo to the AMICO interface or Whitney.org

During this phase, selected tools and resources on Doceo will be incorporated into one of two sites: AMICO or Whitney.org.

- Continue to collaborate with teacher teams to develop educational tools and content for AMICO and Whitney.org.
- Conduct research with teachers into the usability of the AMICO site.

2003-2004

Phase 6: Develop interdisciplinary, cross-cultural curriculum for K-12 AMICO users

2003-2004

Phase 6: Develop interdisciplinary, cross-cultural curriculum for K-12 AMICO users

- Continue to develop educational tools and content for AMICO and Whitney.org.
- In collaboration with AMICO members and teacher teams, develop educational tools and content for AMICO.

In collaboration with AMICO members and teacher teams, research and develop lessons that emphasize connections between contemporary and historical works of art, and can be used to support interdisciplinary curriculum and learning standards across all K-12 subject areas.

For example:

In-depth research of a theme, both globally and historically.

Exploration of art and artifacts from diverse historical periods and world cultures.

Explore art to develop an understanding of historical context -- how time and place influence the visual and conceptual characteristics of a work of art.

- Conduct ongoing research with teachers into the usability of the AMICO site.