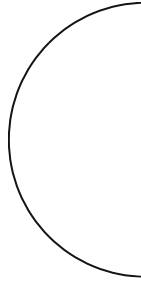


线上教学与老师们的故事 | BIPS -Jaap Grolleman

德稻集群 Today



Jaap Grolleman

BIPS • 视觉传达设计(品牌识别与公共空间)
Brandina. Identity& Public Space

来自荷兰格罗勒曼的Jaap Grolleman，执教于德稻王敏博恩工作室，“视觉德稻实验班”视觉传达设计（品牌识别与公共空间）专业，开展品牌识别与公共空间专业体验项目课程，目前居住在上海杨浦区。对于中国对新冠疫情的处理，Jaap表示“真的非常感激。不只是政府，还有中国人民。”他说，“我在上海工作的所有时间里，每个人都团结在一起。我感到，在最初的怀疑和担忧之后，所有的中国人民都开始尽最大的努力来应对这一状况。适应和克服困难的能力是巨大的。”正如Jaap的感慨，我们也同样有感于他在疫情期间，线上教学的专注、严谨、认真和尽责。

Jaap Grolleman, from Netherlands, teaches at De Boer & Wang Studio, Visual Communication Design (Branding, Identity& Public Space, BIPS) at “SIVA•DeTao Advanced Class”, conducts Branding & Design Experience project, currently lives in Yangpu, Shanghai. He is very grateful for how China has handled the NCP. Not just the government, but also the Chinese people.’ All this time I was in Shanghai, and everyone was in this together. I feel that after the initial stage of disbelief and concern, all the Chinese people got to work to simply make the best of the situation. The ability to adapt and overcome has been immense.’ Jaap said. Just like Jaap’s emotions, we also feel that he was dedicated, rigorous, serious and responsible in online teaching in this special period.



▲ Jaap在中国街头看老大爷下象棋

Jaap watched grandpa playing chess on Chinese streets



聊聊您一天的工作安排，特别是有课的前后。

Talk about your daily working schedule, especially before and after class.

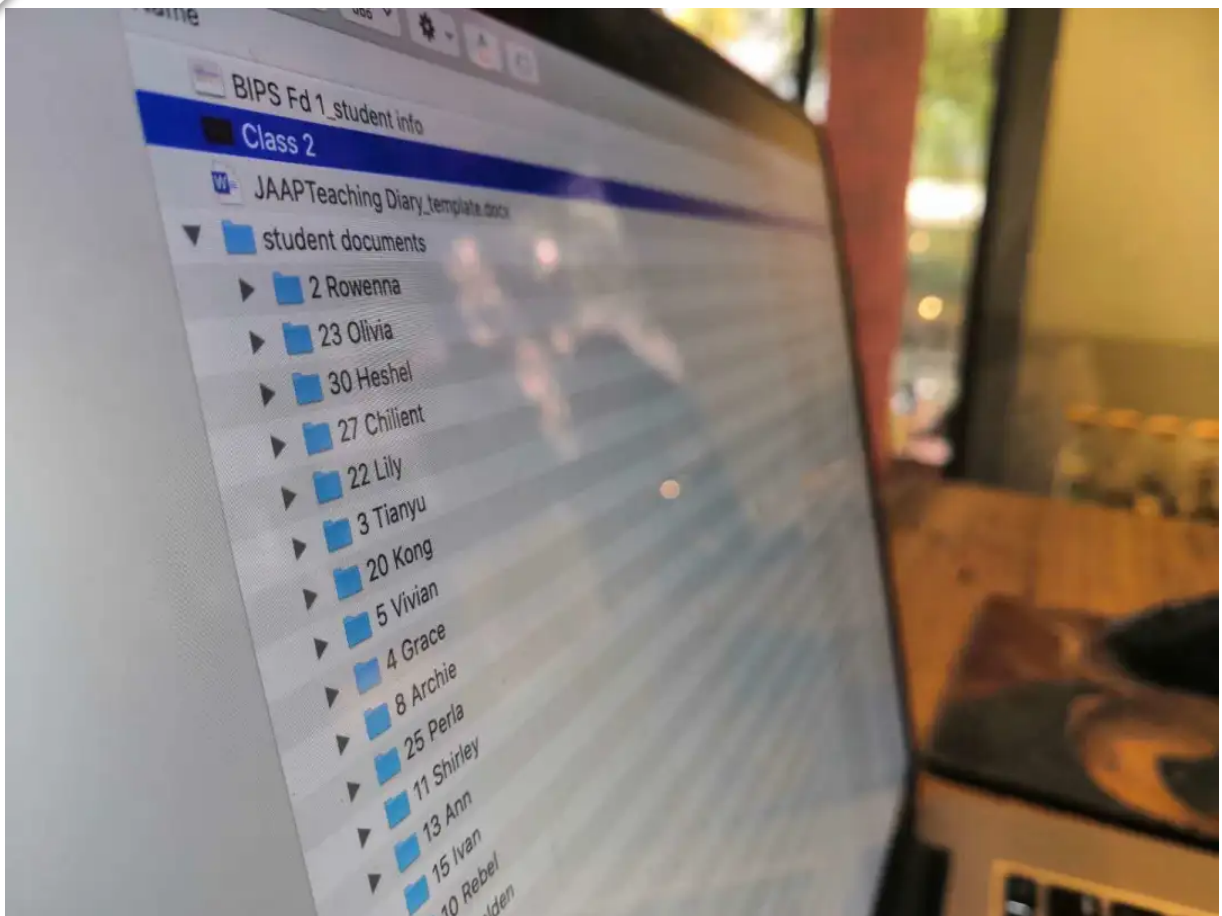
JAAP:

我工作的时间表本身没有什么不同，虽然地点是不一样的。事实上，我在试着尽可能地模仿正常的工作程序。这样即使时间变模糊了，我还是可以保持清醒。

.....早上穿戴整齐，在房间里分配好工作空间和非工作空间，不要把它们混在一起。不要买垃圾食品，保持锻炼。我可以继续讲下去，但你应该明白我的意思啦.....

My work schedule itself is not that different, even if the location is not the same. In fact, I try to mimic the normal working routine as much as possible. This way I can maintain my clarity even if the days blur into each other.

...So get dressed properly in the morning, allocate a working space & non-working space in the house and don't mix them. Don't buy junk food and keep exercising. I could go on for longer, but you get the idea....



!÷ H开始了一天的工作
÷ H kṁHṁl | ü "Nṁ" Hṁ



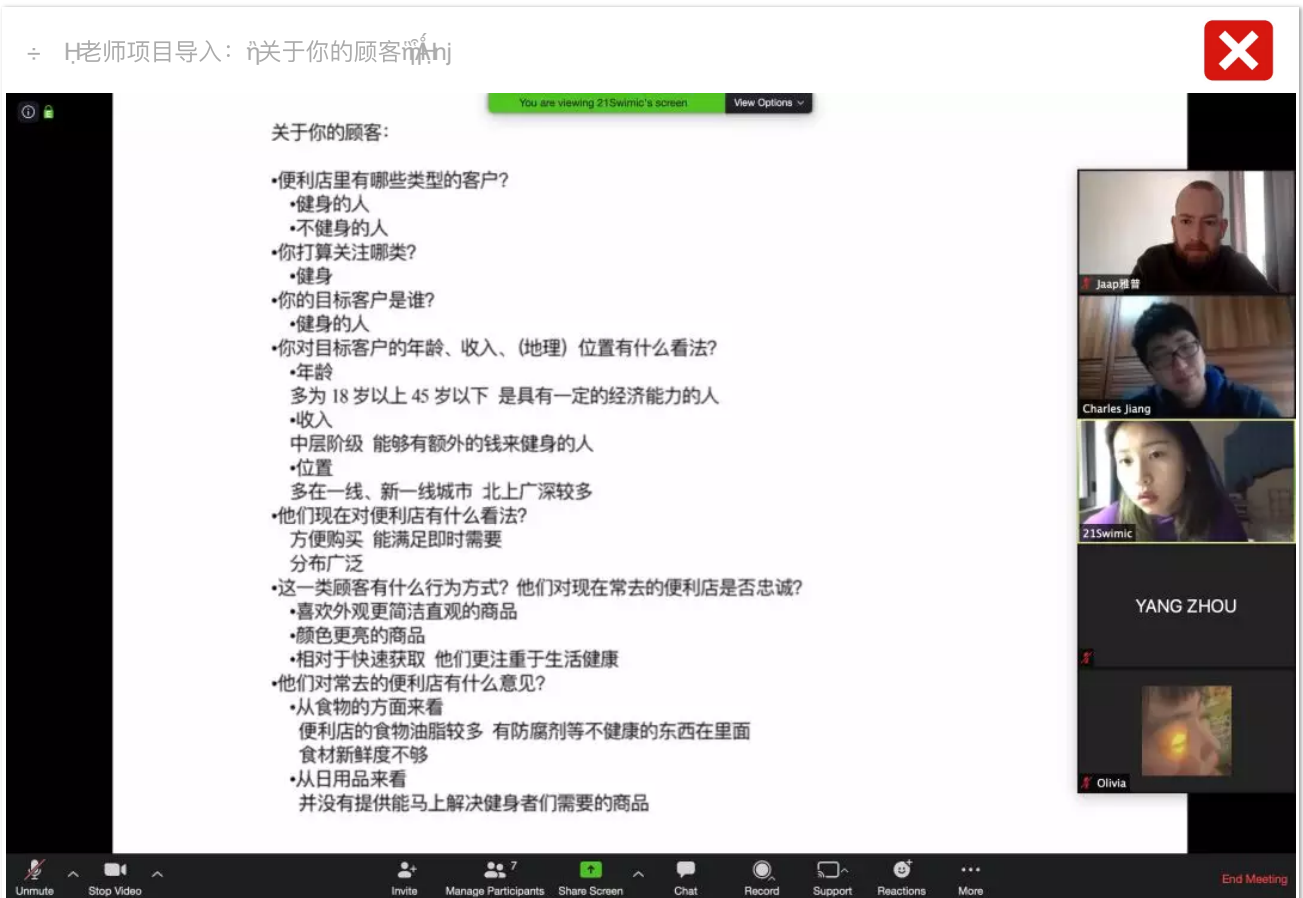
线上教学，自己的难处、挑战是什么？

! ÷ üLÍ üí QZÍZ' dĀ vī f d'Ī ĀmĀL QĀG'Ī' v d'QJ vRĀ'ÈZ ŠÜL iīl Ā vīs

÷22Ē: !

我认为主要的挑战并没有什么不同。像课堂教学一样，我不必担心激励学生或类似的事情。就像以前一样，主要的挑战是要确保每个学生理解理论知识。我对此深感责任重大。

I don't think the main challenges are any different. Like classroom teaching, I don't worry about having to motivate students or things like that. Just like before, the main challenge is making sure they understand the theory. I feel deeply responsible for that.



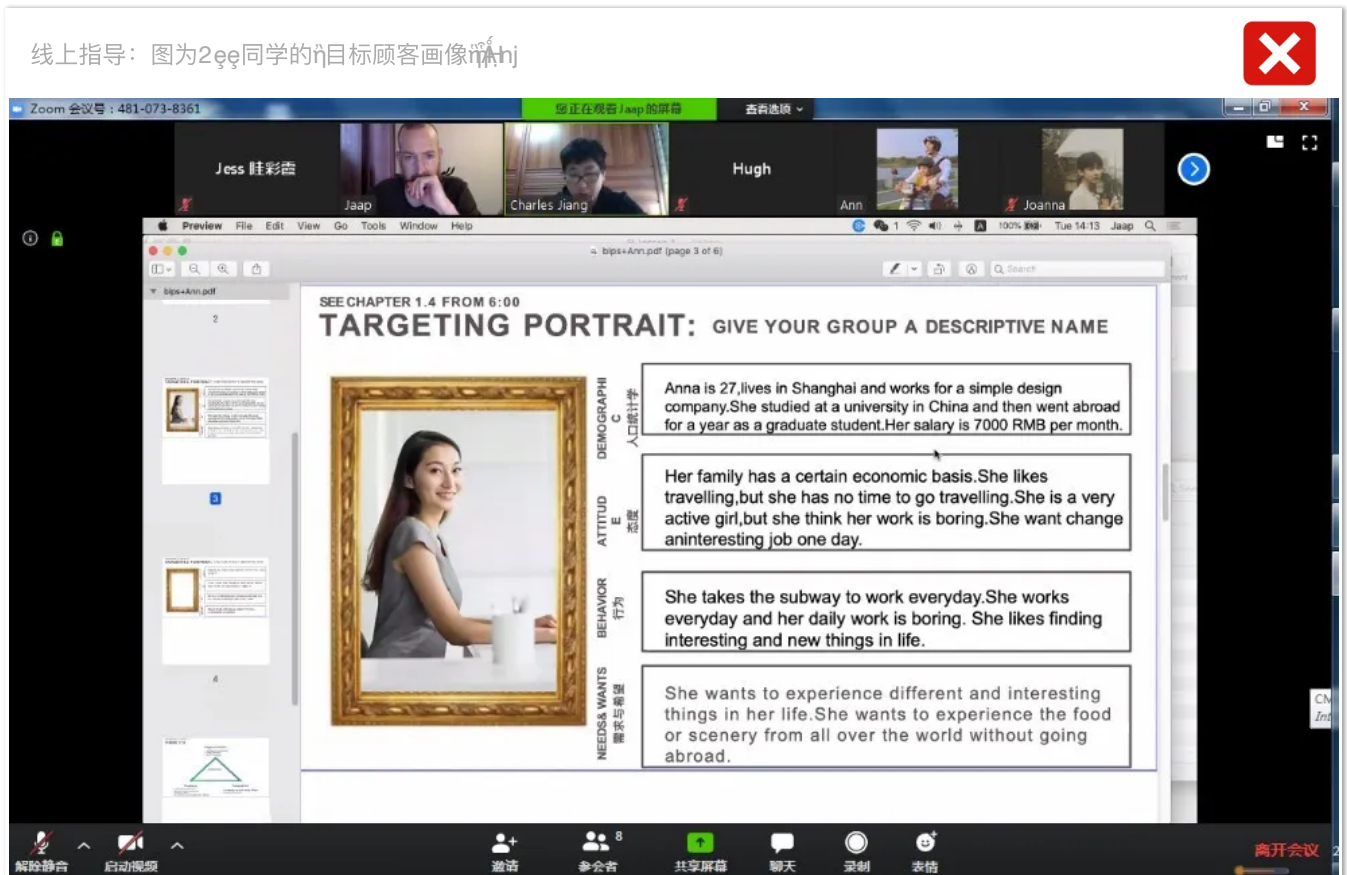
÷ H ḁṁH | ó\Xl nŪX Hṁ Ā\mĒ6" ómü" óHl ókṁh XṁE

这个没什么不同，但是线上教学更加困难是因为：

- 👉 我将自己缩小成屏幕里的像素，而不是教室里活生生的人。
- 👉 接触时间减少了。我每周都有一整天的教学时间。通常情况下，我可以在早上做一个简短的介绍，在午饭之前或之后增加一些理论知识，并且在一天结束之时回顾一下整个课程。但是现在我可以上传一些视频，尽管我没有办法控制学生们的观看方式。

这看起来表面，但是分配 1 个小时在家学习与在教室里学习 1 个小时是大不相同的。

👉 我们确实在 Zoom 上进行线上直播。但是在线上提问（通过网络摄像头或者音频）与课堂上举手发言是不尽相同的。这看起来表面，但是学生们似乎更不愿意提出问题。如果同学们在课后有问题的话，他们只能在课后添加微信来问我，而不像在教室一样可以直接过来询问我，这是另一个教学困难。他们好像也不大可能问他们的同学，因为在教室里他们可以问旁边的人，或者在午餐时谈论教学内容。现在这一切都消失了。

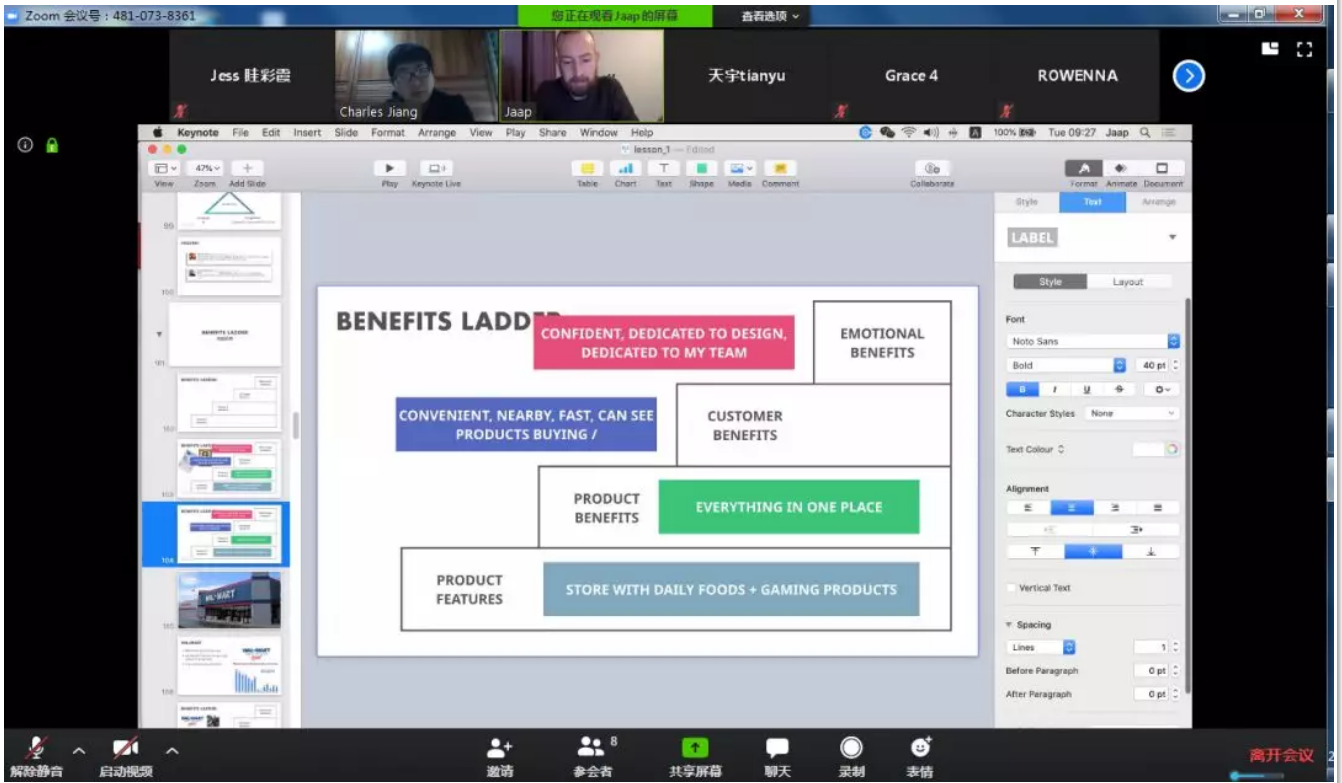


▲ Online guidance: Picture of 'Target Customer Portrait' by Ann

This is not different, but more difficult online because:

- 👉 Instead of a living person in a classroom, I'm reduced to pixels on a screen.
- 👉 Contact moments are reduced. I have one full day of teaching per week. Normally I can do a short intro in the morning, add some theory before or after lunch, and recap at the end of the day. But now I can upload videos, but I have no control over how they are viewed. It seems superficial, but allocating 8 hours to study at home is very different than studying 8 hours in a classroom.
- 👉 We do have a live review on Zoom. But asking a question online (on webcam or audio) is different from raising your hand in class. It seems superficial, but students seem more reluctant to ask questions. If they have a question after the review, they'll have to add me on WeChat instead of just walk to me in the classroom, which is another barrier. They are also less likely to ask their classmates, cause in the classroom they could just ask the person next to them, or talk about the theory during lunch. That all falls away.

!评估品牌受益点mAnj



!ÈXt àT ænj H' kã Æ 6H ę! 6XçXNk T aU křó! Xçk



你是怎样解决这种困难的?

How do you deal with it?

÷22È: !

我认为到目前为止，每个老师都花了很长的时间来思考这一问题。对我来说，我认为线上教学可以和线下教学的效果一样好，但现在的情况并不理想，我们不得不突然转向在线教学。在线教学需要学生和老师双方的一些经验。

👉 我要做的第一件事就是适当的减少教学内容。这虽然很简单，但是对我来说是必不可少。不要试图继续你的课程，就好像什么都没有发生一样。理论是建立在理论之上的，我不想太浅的层次上涉及太多的话题。如果在目前的情况下能够涵盖 ° ã 的理论知识，我就已经很高兴了。所以在本学期的第二周，我选择再次复习所学的知识，而不是增加新内容。学生们也确实需要这样。



!ÉXt äT ænj Nā ē Ēm ħhXmĭ ókř ĥ Xĥk T ānŭ nŭX křó! Xęk!

👉 没有小组作业。线下的教学计画是让五个同学组成一个小组，但他们也不能在一起，每个人都在自己的家中，有的时候是在全国各地。所以每个人都独立完成作业。我们仍然会在“ ” ĥ 上讨论每个学生的作业，每小时进行+ 个人（所以° 个学生要分 次来讨论），这样他们也可以互相学习，但这个小组规模并不是很大，所以他们不能开小差。我认为这个规模是正确的。

👉 “ ” ĥ 很棒。我给所有学生提供一个网址，并且该网址永远不会改变。当不需要讨论的时候，我可以让同学们静音。另外，学生可以共享他们的屏幕，我可以为其屏幕截图，然后将该屏幕截图放入“ ” nX 中，接收他们的屏幕共享，然后在他们的幻灯片上做教学笔记，而这些所有人可以看到。基本上就是一个虚拟白板。课后，我会把这些做了批注的幻灯片发给学生。

👉 我的线下教学通常从分享理论知识开始，然后让学生自己研究和工作，之后再行复习。现在情况改变了，因为在周二的° 点我就开始检查学生的作业，即使是第一周的作业。所以在上课前的每周五，我都会把录制好的视频上传到超星。

这不是一成不变的，但假设我要录一节° 分钟的理论课。我将把它分成+ 个视频，还有第 个可选视频。在描述作业的时候，我将它们指向特定视频中的时间戳，以防出现不清楚的地方。通过这种方式，线上教学可以比线下教学好的多。因为学生可以按照自己的进度学习更多内容，重新访问尚不清楚的部分。

👉 当然，bŭ ĥk在这一切上提供了非常宝贵的帮助，他帮我翻译，并且他对于学生理解什么、不理解什么有很好的感觉。学生们也一直都很优秀，表现出了极大的意愿和适应能力。



课后分享教学笔记及布置下周作业

BIPS foundation 1(38)

something very different than when Volvo says it. Both make cars. The more specific you can get, the better. The same for words as "expensive", "relaxing", "trendy", etcetera. Try to avoid adjectives (请不用形容词)



Jaap 雅普

谢谢大家！你们的表现很棒，感谢你们第一天就能这么快适应在线教学。也感谢你们的精心准备；我觉得你们所有人的主意都很棒。

一些比较共通的问题：

1. 确保只针对一组目标人群。如果考虑关注“忙碌的人”，则不要同时关注“经常运动的人”。确实有些忙碌的人也会运动。但是忙碌的人们与运动的人们需求是不同的。如果都关注的话，你的品牌就会像两条腿往不同的方向上走。所以，要么专注于帮助忙碌的人们购买快餐、快速结账，在之后的设计阶段体现快速、高效（仍然有很多选择可以探索）-或者专注于运动的人们，之后也通过设计体现出来。通过选择，可以使你的项目变得更轻松、有趣。如果选择专注于一个细分市场，则意味着将不会专注于其他细分市场。

2. 具体。如果你提到“高质量”的话，这个词代表的是什么意思呢？尽管宝马和沃尔沃都是汽车生产商，但前者所说的“高质量”和后者所说的意义完全不同，所以我们要尽量越具体越好。“昂贵”，“放松”，“时髦”等词语也是如此。尽量避免使用形容词。

3. Next class will be uploaded on Friday. If you want to get started, you can already fill in these slides:

下一堂课将在星期五上传；如果你想要先一试身手，请点击以下链接填写幻灯片：



Jaap 雅普

Sample slides.pdf

125 KB



Jaap 雅普

4. Here are the notes. Any questions, please ask! We're always available.

以下是我上课时做的一些记录。如果有什么疑问，也欢迎询问我们！我们随时在线。



Jaap 雅普

notes lesson1.pdf

8.8 MB



Jaap 雅普

@所有人

Please see comments above

课后分享教学笔记及布置下周作业

2.2

I think every teacher by now has taken a long thought about this by now. For me, I think online teaching can be as good as offline teaching, but the situation now is not ideal, with us having to suddenly switch to online teaching. To teach online takes some experience, from both students & teachers.

The first thing I did is simply cut contents. This is simple, but for me a total must. Don't try to continue your course as if nothing happened. Theory builds on theory, and I don't want to cover too many topics at too shallow a level. I'm already happy if I can cover like 60% of the theory in the current situation. So for the second week this semester, I choose to go over the materials again instead of adding. The students really needed that.

No group work. The 'offline' plan was to have groups of five students, but they are not together either, each in their own home, sometimes across the country. So we made everyone work individually. We still review everyone's projects on


Zoom together, and we do so with 5 per hour, (so 30 students are reviewed in 6 sessions) so they also learn from each other, but that the group is not so big so that people can zone out. This is the right size I think.

👉 Zoom is fantastic. I give one URL to all students, and this URL never changes. I can mute students that don't need to talk. Plus, students can share their screen, and I can make screenshots of their screen, and then put that screenshot into Keynote, take over screen-share, and then make notes on their slides, while everyone watches. Basically a virtual whiteboard. After the class, I send out these slides with notes on it.

👉 My offline teaching day usually starts with some theory sharing, then letting students research and work, and then review. Now that dynamic is changed, because right away on Tuesday 9:00 I start reviewing work from students, even for the first week. So every Friday before the class, I'll upload recorded videos to 超星.It'll vary, but let's say for a class I'll record 60 minutes of theory. I'll divide it into 5 videos, with an additional 6th optional one. When describing the homework, I'll point them to the timestamps in specific videos for when something is unclear. In this way, online teaching can be much better than offline class, because students can learn more at their own pace, revisiting parts that are unclear.

👉 Of course Charles is an invaluable help in this all, he helps me translate and he has a good feeling for what students understand and don't — and the students have been fantastic too, showing great willingness and adaptability.

÷ H线上为每位同学做的教学笔记 (以uā同学为例) 1h



Vicky

- **My customers:**
 - Young people, 15 - 30 years old
 - Want trendy things
- **FamilyMart doesn't do well:**
 - Too simple, always the same, don't offer to young people
 - No trendy things
- **My store:**
 - Strategic layer: young people are more trendy
 - Want new things, value the feeling, impulsive buyers
 - Cater to their taste, focus on packaging, want something special
 - **Tactic:**
 - Popular products from Japan & apps
 - Every day a list of most popular products
 - Collaborate with media websites & apps
 - **On one hand we know what young people want, on other hand we can sell those**
 - You can help yourself: Unmanned

- **What is the trendy these young people want?**
 - Artistic?
 - Technological gadget?
 - Japanese?
 - Clever design
 - Top brands
 - Shoes
 - Mr Wish boxes
 - Snacks
 - Most popular on apps

!KX \Ūēnje" nXk ħ | X 6ŭ ÷ H N U H X \Ū \È k k ħ n X ħ m æ X ū ā āi k ē X Ū ħ H È X



到目前为止有什么收获吗?

! Ĩ ŠÍdĀ viŠüL vĪ ĀZ ĽÍ ĨĀ üf k

÷22Ē:

我学到了很多。与学生一起复习课程材料时，我可以看到哪些部分经常被误解或哪些部分提出了问题。

因此，对于几周后开始的新在线小组，我将对整个课程从头到尾的进行微调，去掉章节，简化其他内容。

I learned a lot. When reviewing the course materials with students I can see which parts are frequently misunderstood or which parts raise questions.

So for the new online group starting in a few weeks, I'm going finetune the whole course from the beginning to end, throwing out chapters and simplifying others.



过程中发生了什么有趣的故事?

ŭĜÍdZèZ 'Ĩ ŠÍdĀ viĀ ĨZèĜĀ vid' dġZÍ Z Ğ ĽèĀ viÍdZ ĨZ' dĀ viġèü ZĜĜs

÷22Ē: !

gĀZ 学生们的善良友善常常让我赞叹。他们渴望了解，非常乐于学习并完美地适应了新软件。我很高兴可以教他们。

ĀĒ Ĩ ük amazed by the kindness from the students at SIVA. They're eager to understand, very willing to learn and adapted to the new software flawlessly. It makes me feel grateful to teach them.



线上教学有哪些独门技巧?

Zü ŠüL d' RZ 'Ĩ ŠĽÍ ĀĽZ ĞĀĀĀ* üĽÍ üĨ ĀZ ĨZ' dĀ vĪ?

JAAP:

在任何工作中，机智是头号技能。当意想不到的状况发生时，抱怨一分钟是可以的，但之后你必须去工作并且充分利用它。作为老师，我们对学生负有责任。紧随其后的第二种技能是试着从学生的角度来看待课程，看它在新形势下如何发挥作用。

The number one skill is resourcefulness, in any job. When something unexpected happens, complaining for one minute is fine, but then you just have to get to work and make the most of it. As teachers we have that responsibility to our students. A close number two would be trying to look at the curriculum through the eyes of the student, and seeing how it'd work for them in this new situation.



谈谈在这个时期的体会。

t' ĀġŠüL dġĀ ĞĒ Ğ' Š' ĨĽ ĩ üè Ğ* üĽÍ ŠüLè dZèĜüĨ 'ġZšdZèĀĨ Z Ā ĨdĀĜġZ ĀġĨZ' dĀ viġZèĀ ũ k

÷22Ē: !

现在已经很难回首这段时期了，我认为当务之急是将重点放在这些日常的事情上，但相比之下，这段时间的影响将是巨大的。全球供应链将被破坏，公司将倒闭。但也会有一些好的结果。我认为我们可以共同意识到线上教学也会发挥很好的效果。从个人角度而言，我很高兴可以在此期间来到上海和SIVA。我是这个国家的客人，对此我也非常的感激。

It's hard to look back on this period already, I think now we focus on these day-to-day things, but the implications of this period will be gigantic in comparison. Worldwide supply chains will be disrupted, companies will fall. But there are also some good things that will come out of it. I think we will collectively learn that online teaching can work really well too. On a more personal level, I'm happy to be in Shanghai and at SIVA at this period in time. I'm a guest in this country, and very grateful for it.

À K' ^t b' ÔKËñt !A

言传身教 耳濡目染
是教育的奥义
知识在左，行动在右
让学生不仅学到知识，还能从老师身上浸润
条理、专注，自律
机智、乐观、向上
让学生体会到，
老师也在不断学习新技能，应对新问题，挑战新高度
师生比一比，看谁学的更欢畅！
老师们的故事，未完待续

往期回顾 

[线上教学与老师们的故事 gô2k äÿtãrã e grãæ6 Xtñj](#)

[线上教学与老师们的故事 gKt k ä孙嘉安](#)

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