

BLUESCAPE[®]

 **CASE STUDY**

The Department of Architecture at the University of Pennsylvania Stuart Weitzman School of Design uses Bluescape to Teach Furniture design at a Distance

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Bluescape makes the sharing of ideas immediate with no need to search files



Challenge

Prior to the pandemic, at the University of Pennsylvania (UPenn) the Furniture Design As A Strategic Process course was taught in a typical classroom setting. Bluescape allows the class to recreate a studio atmosphere in an asynchronous mode. This course uses Bluescape as a canvas and drops in sketches and web sites. Bluescape provides the ability to integrate multiple formats, annotate, comment, and save the living document. Bluescape provides freedom to work with the students by staying connected and involved in all aspects of their work. It is easy to go back to previous work and see it immediately by zooming out and selecting previous content and drawings. Bluescape provides a live update and a permanent record that can be easily reviewed at a later date.

“Tech has been a tool we use to accomplish a task. With Bluescape we are a partner and bond with the technology to teach at a distance.”

Brad Ascalon, Co-Instructor, UPenn

Solution

Bluescape is set up as a giant grid with students on the top and classes on the left. Everyone goes back and forth from new to old data in a non-linear format. There is endless space to explore and an infinite universe. Being in front of the screen is the power. The technology allows the instructors to take over student screens as though the instructor is looking over their shoulders. The students can also take over the screens and drive the conversation. The class uses Bluescape for sketches, 3D models, and photos. Students can easily review all data and grab what they need without searching PDFs or looking for information by dates. Instructors can demonstrate simple ideas in sketch form. The non-linear work approach, and immediacy of information, is what differentiates Bluescape. Students are more engaged with one another while using Bluescape.


“Bluescape allows us to divide and conquer. We can work two parallel paths on a project and get work done more quickly.”

Nicholas McKnight, Student, Penn



Hosting

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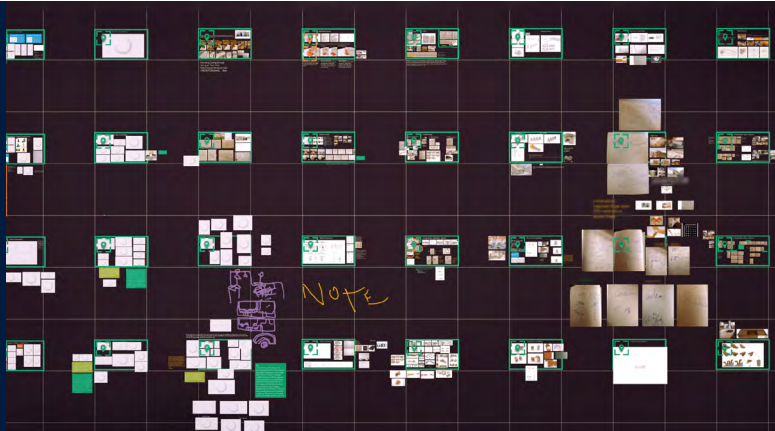
Results

In addition to using Bluescape for class, students did separate class projects. Two students used Bluescape to develop a business model for a furniture brand. The students created a web site and did the work seamlessly and efficiently. Students getting to see each other's work is a motivating factor – peer pressure. One student stated, "Being able to see exactly what the professor was talking about, and how he imagined it in our project, is just one of the enormous benefits Bluescape brings to visual leaning."

Another pair of students used Bluescape to reimagine public transportation seating to try to provide a more playful experience while actually increasing seating options. The students designed a simple system of parts that can be reconfigured easily and in a large variety of ways. One student stated, "Bluescape allows us to divide and conquer. We can work in parallel paths on a project. With input from two people we are able to get a lot more done."

"Using Bluescape helps create happy accidents. We learn through peripheral vision. Bluescape allows us to figure things out. It has made life easier."

Mike Avery, Co-Instructor, Penn, Department of Architecture



Pictured: UPenn students and teachers collaborate in the same workspace to create an interactive and effective virtual classroom





Solution

The course instructors, having found Bluescape to be critical to the success of teaching a course at a distance, have shared their experience with Winka Dubbeldam, Professor and Chair of the Department of Architecture. She was impressed by the platform and how it allowed for the transition to online work while maintaining a feeling similar to a studio environment (interactive collaboration, being a living document/environment, allowing for peripheral influence by having all work visible to all participants, etc.). Bluescape has proven of value to teaching at a distance and is being reviewed as a tool to use with future courses.

The Organization

The University of Pennsylvania Stuart Weitzman School of Design prepares students to address complex sociocultural and environmental issues through thoughtful inquiry, creative expression, and innovation. As a diverse community of scholars and practitioners, the school is committed to advancing the public good—both locally and globally—through art, design, planning, and preservation.

Bluescape

Bluescape offers a virtual work platform for your enterprise that is a secure, scalable, collaborative workspace that enables work in real-time across any applications, file or device – anywhere in the world. Complex organizations require more than just collaboration tools. Your teams need virtual whiteboards. Your enterprise needs smart collaboration features and enterprise-ready scalability and security. Bluescape delivers intuitive features your teams need and the architecture to support thousands of users and protect proprietary data.



Student, Catherine Shih, uses Bluescape to support learning objectives in a workspace for a furniture design course in the Department of Architecture at Penn