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**iPads in the Visual and  
Performing Arts**

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## An Introduction to ATINER's Conference Paper Series

ATINER started to publish this conference papers series in 2012. It includes only the papers submitted for publication after they were presented at one of the conferences organized by our Institute every year. The papers published in the series have not been refereed and are published as they were submitted by the author. The series serves two purposes. First, we want to disseminate the information as fast as possible. Second, by doing so, the authors can receive comments useful to revise their papers before they are considered for publication in one of ATINER's books, following our standard procedures of a blind review.

Dr. Gregory T. Papanikos  
President  
Athens Institute for Education and Research

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## **iPads in the Visual and Performing Arts**

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### **Abstract**

iPads and digital tablets have become common words for creative professionals. Students are predisposed to using these new forms of communication, but often do not think about how new forms of communication can help achieve business goals. Amazon now sells more books than any physical bookstore in the world. Newspapers are going out of business at record pace. The way we communicate as a society is changing rapidly, and these changes affect how and what we teach students. The Millennials, students born between 1980 and 1994 are native to the digital realm. In this discussion I will address how creative professionals can use iPads to further their artistic and educational goals.

**Keywords:**

**Corresponding Author:**

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Today, online advertising continues to rise, outpacing other forms of media. Banner ads, rich media and digital video are growing in popularity.

Recently, I met with a local creative director named David Smith, and he shared that his advertising agency and all the design staff use iPads to do over 50% of their design work.<sup>1</sup> Immediately, I had many questions. He quickly explained that they do all their concepting and sketching in Autocad Sketchbook. They tend to keep the sketches fairly tight and easily email them to clients for their approval. Before they used iPads, the agency created sketches by hand, scanned them, then emailed them to clients. Sketching directly on an iPad saves them much time, and the results are equal to that of pencil sketches.

E-books are another way in which iPads and digital devices are changing the way we live and work. E-books are growing at an annual percentage growth rate of 30%.<sup>2</sup> It's predicted that by 2015 over half the books will be digital.<sup>3</sup> Currently, e-books are saving the publishing industry. According to *Publisher's Weekly*, a three-year study from *BookStats* of the publishing industry from 2008 through 2010 shows growth of 3.1% overall primarily due to the growth of e-book sales.<sup>4</sup> However, that doesn't mean that all sectors of the publishing industry are succeeding. Media Bistro reports that mass market, hardcover, and paperback sales have all fallen about 2%.

iPads are creative tools that can be used for a variety of creative and instructional applications. The Samford University School of the Arts purchased iPads for all our faculty and staff. Recently, we purchased a mobile iPad mini lab that can be checked out by faculty for students. This has helped inspire an engaging, modern learning environment for our students. Designing an iPad community challenges us to rethink what a library, classroom, studio, and practice room can be. We envision students reliving lessons in the practice rooms, watching a rehearsal they missed as they walk across the campus, or meeting with a class on the quad to watch video excerpts from a Shakespeare play. It is our express purpose to make learning more accessible in the

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<sup>1</sup> Smith, David. (2008, April 5). Personal interview.

<sup>2</sup> Lubrano, S. (2011, December 20). E-Book: An impressive yearly growth rate of 30% to reach the 5.4 billion EUR in 2015 [Web Log Post]. Retrieved from <http://blog.idate.fr/e-book-an-impressive-yearly-growth-rate-of-30-to-reach-the-5-4-billion-eur-in-2015>

<sup>3</sup> McPheters, R. (2012, January 13). Magazines and Newspapers Need to Build Better Apps. *AdAge*, 2. Retrieved from <http://adage.com/article/media/viewpoint-magazines-newspapers-build-apps/232085/>

<sup>4</sup> Industry Sales Rose 3.1% in 2010; Trade E-book Sales the Big Winner. (2011, August 9). *Publishers Weekly*. Retrieved from <http://www.publishersweekly.com/pw/by-topic/industry-news/financial-reporting/article/48280-industry-sales-rose-3-1-in-2010-trade-e-book-sales-the-big-winner.html>

community.

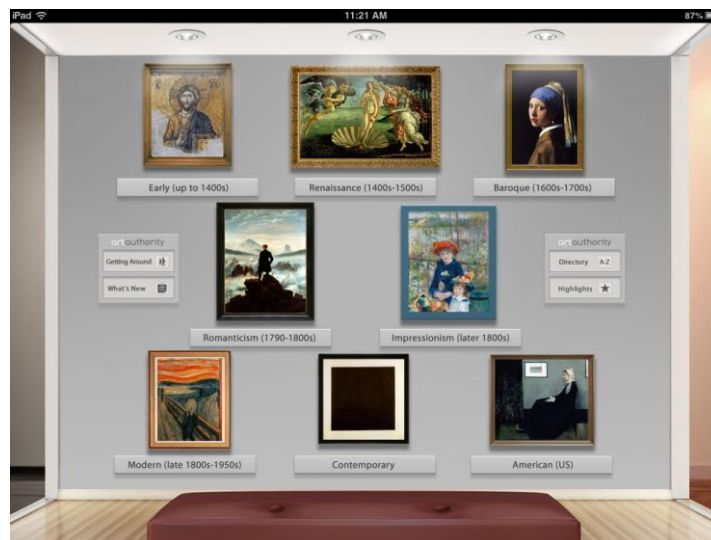
When we first started our ‘iPad School’ program we had three main goals: 1) Get buy-in from all parties, 2) inspire students and faculty, 3) get as much support from Apple as possible, and 4) make everything as easy as possible for faculty and students. Early on in our discussion we had many conversations about who specifically will receive an iPad, what type of iPad should we get, and what accessories do we need. I will discuss accessories later on in this paper.

After purchasing the iPads, we had Apple give two classes to our faculty on how to use iPads in the classroom. Then, we created an *iPad Show and Tell* series in which we asked faculty to volunteer to demonstrate how they are using iPads in their classroom. This inspired other faculty to think of ways they could use iPads for their own classes.

I always encourage students to use technology to enhance and not define end-user interaction. When teaching web design I encourage the use of plug and play web 2.0 technologies. ‘Design is not just what it looks like and feels like. Design is how it works,’ said Steve Jobs. An evolving learning environment conducive to exploration must be developed. Examples must be shown, examined, discussed, and deconstructed. Students must be directed down a path that encourages discovery and collaboration.

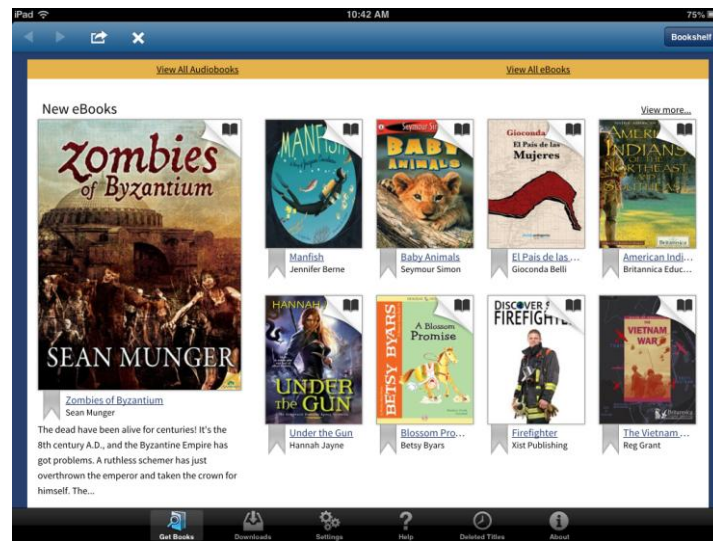
There are many apps that are designed specifically for creative individuals. I will review here some of the more popular apps we have discovered since we started our ‘iPad School’ program.

Art Authority App has over 60,000 paintings and sculptures from most major art movements. You can search through the work by artist, movement, or time period. This is a tremendous collection of work that would take up numerous volumes of books if printed. This wonderful app costs only \$4.99 (USD).



Few people realize that most major libraries have ebooks that anyone with a library card and an iPad can check out library books. Overdrive is a free application that allows you to check out library books virtually on your iPad. If

you forget to check-in a book when it's due, the book will simply disappear off of your digital device when your time is up.

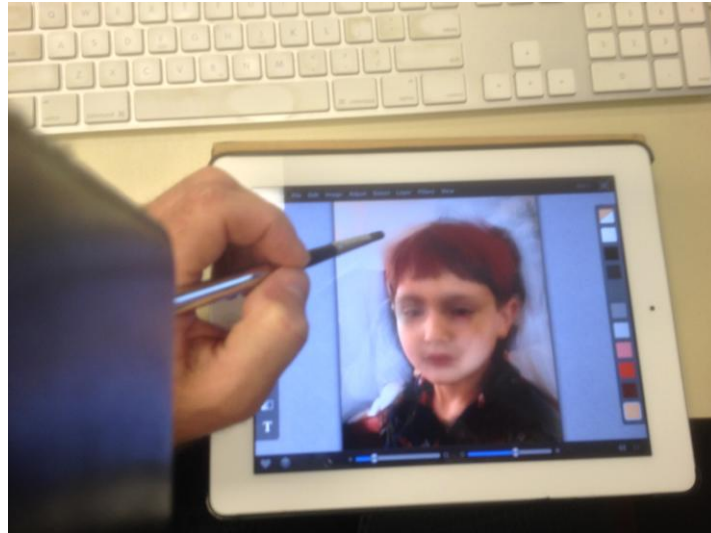


LetterMpress is a virtual letterpress environment—released first on the iPad—that will allow anyone to create authentic-looking letterpress designs and prints. Its creator John Bonadies wanted to create a virtual letterpress app. He posted his idea on Kickstarter and asked for \$15,000 in donations to create his virtual letterpress app. They raised just over \$39,000. After the app was released, it was sold successfully for \$5.99 each. In the app, you place and arrange type and cuts on a press bed, lock the type, ink the type, and print. You create unlimited designs, with multiple colors, using authentic vintage wood type and art cuts. Additionally, you can print your design directly from LetterMpress or save it as an image for importing into other applications.

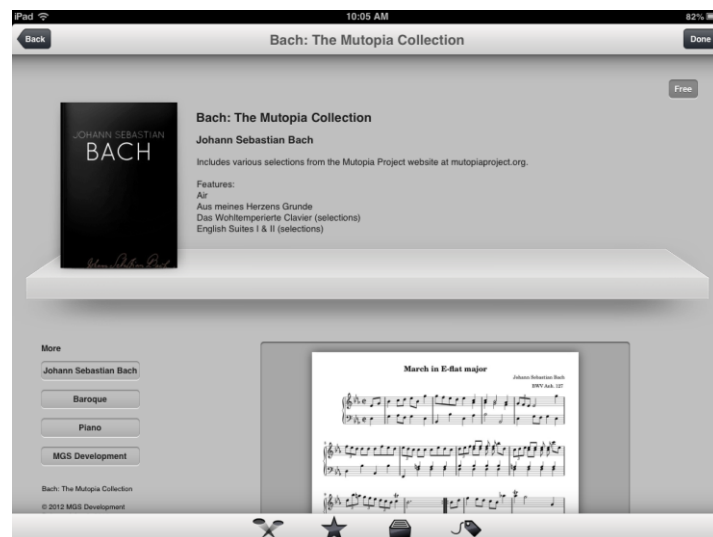




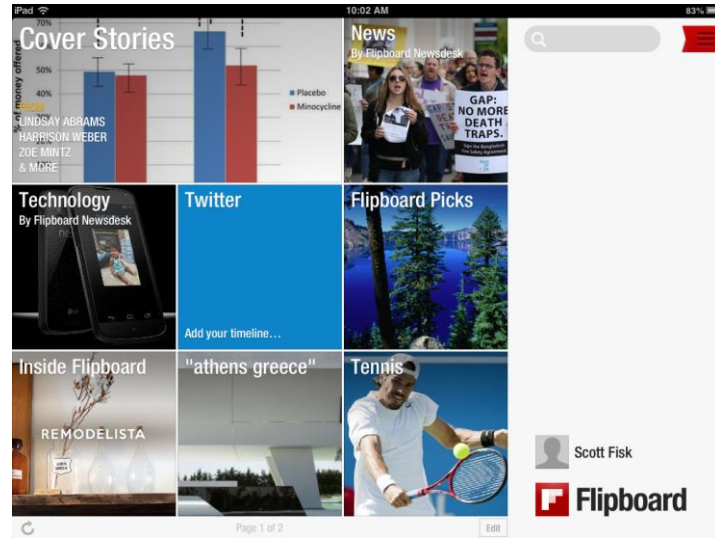
ArtStudio is a comprehensive, sketching, painting and photo editing tool. The regular pen for an iPad has a broad rubber end and is not very accurate. If you wish to create detailed sketches or notes on an iPad you can use a pen called the Adonit Jot. It has a fine point and is very accurate. There is also a paintbrush available called the Sensu Brush for the iPad that allows you to paint directly on the iPad with digital precision.



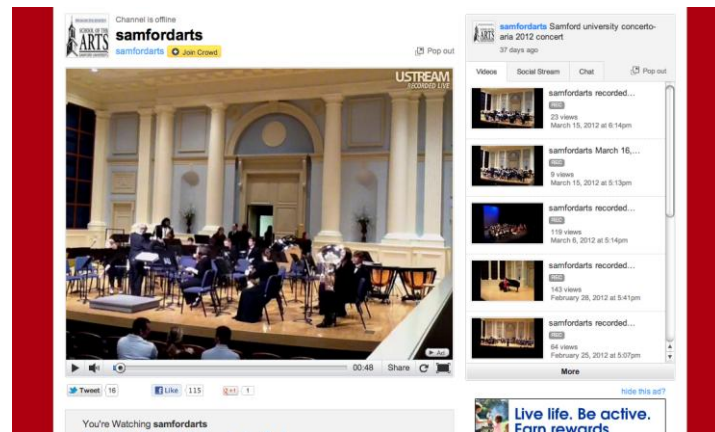
forScore is a popular music score reader for iPad. It allows you to take thousands of pages of score with you on the go. It has a visual metronome built in.



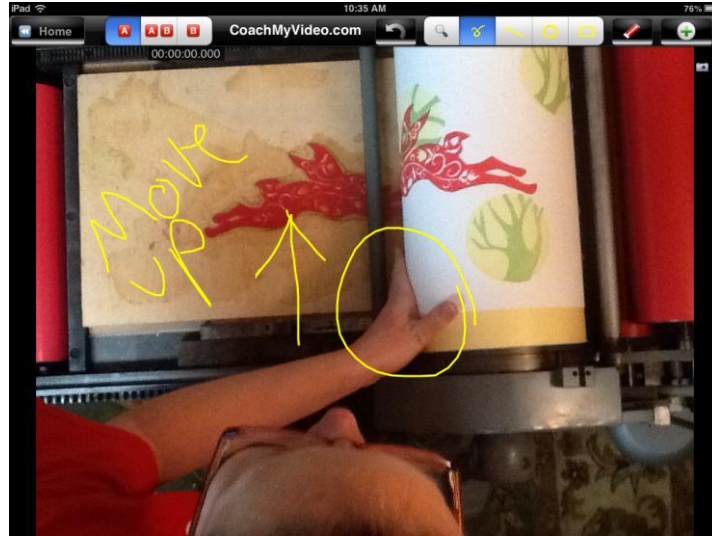
Flipboard is a ever-changing digital magazine that is designed specifically for you and your interests. It pulls new and ever changing content off of the Internet and lays it out in a visual pleasing way.



Ustream is a useful app that allows you to quickly turn your iPad into a live streaming video channel. We have a student worker record our music recitals with Ustream. The recital is streamed so it can be seen live by those who cannot make the event. Ustream also archives the video so it can be watched later.

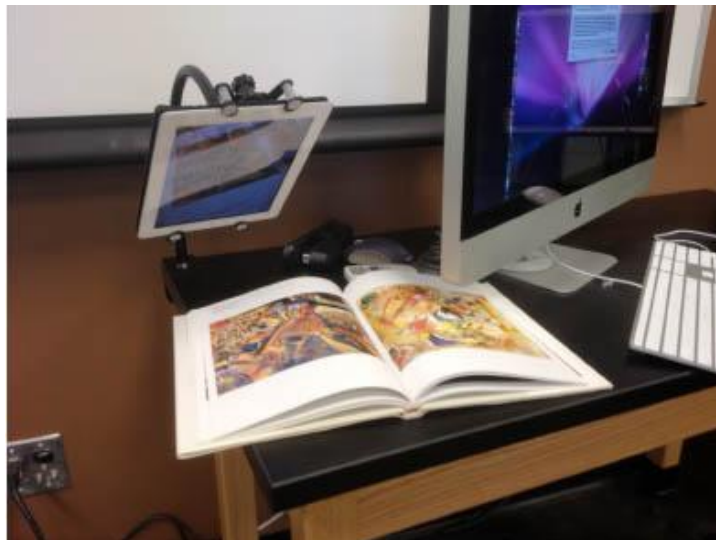


CoachMyVideo is an app designed primarily for sports, but some creative theater faculty I work with have found a good use for it. They use it to record an actor's performance; they put the video in slow motion or do a freeze frame; and then they draw lines with stage direction over the top of the performance.



The following are some useful creative accessories for iPads:

- iPad to VGA cable, which allows us to use our iPad with a classroom projector.
- iPad wireless keyboard, which increases typing speed on the iPad.
- iPad tripod, which helps when shooting video.
- iPad camera card reader, which allows the iPad to read digital camera cards and copy photos off the card.
- Adonit Jot, which is an extremely detailed pen for writing or drawing.
- Sensu Brush, which allows you to paint on and iPad.
- iPad arm, which allows your iPad to function like a document camera.



iPads have mesmerizing powers that pull in creative individuals. They give us the power to communicate to very broad or very concise audiences, and above all else they help us unlock a youthful sense of exploratory creativity.

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