Zero to Hero: Multimedia Strategies for Developing Super Learning Experiences

- David-John Palmer, MSIS
Presentation Objectives

- Define the multimedia principle and the role of multimedia in learning
- Explain how video can enhance a instructor’s presence
- Review best practices for leveraging instructional video
- Describe multimedia accessibility requirements
- Identify cutting-edge technology platforms
Do Bells and Whistles Help Students Learn?

Students recalled more information when it was presented with advanced multimedia than with a traditional lecture.

Students also preferred multimedia to traditional lecture.
Dr. Mayer explained that there are three cognitive processes required for meaningful learning: selecting, organizing, and integrating. The multimedia techniques of his research aim to prime these processes.

His full lecture available online at YouTube.com
Multimedia Learning Principles

People learn better from words and pictures than from words alone

Credit: Richard E. Mayer
Recommendations on When to Use Video

Video is more effective when it fulfills one of the following roles:

- To model behavioral or interpersonal skills
- To demonstrate how-to do, and how not to do, a specific task
- To reduce the reading load for learners
- To emphasize an important concept or point
- When you need more emotional appeal than photos and text alone can deliver
Best Practices & Industry Standards
Considerations for using Video

- Scripting and Storyboarding
- Appearance, Setting, Lighting and Sound
- Select appropriate software
- Keep videos short (3-6 min)
- Avoid including time sensitive information
- ADA Compliance – Be sure to use closed captioning.
- Consult with an Instructional Designer
Welcome/Introductory Videos

Student interaction points navigating an online course

- Varied access points
- Student interpretation of assignment instructions

Courtesy of Utah State U.
Creative Use of Media in the Learning Environment
Welcome/Introductory Videos

- Welcome Videos
- Section/Module Videos
- Assignments/Lectures
- Syllabus Videos
- Video Announcements

Example

#OLCHero #OLCInnovate
The “Learning Glass” is a system designed to create video presentations that can provide a more engaging learning experience for online students.

The Learning Glass allows faculty to easily illustrate concepts, thoughts and equations by using colors for emphasis and contrast.
Virtual Reality

VR uses computer generated images to create the illusion of interaction in a real world environment.

Imagine the possibilities!

(CNN) – “A toy-like cardboard contraption that sells for less than $20 online has helped save the life of a baby…”
Interactive Video

Interactive video increases your content’s engagement, tell more personalized stories and turns viewers into active participants.

[Link to Interactive Recruitment Video – Deloitte]
Tools of the trade
Video Analytics with VIVO

Video In Video Out (VIVO)

- Integrated captioning workflow
- User based management of videos libraries with advanced search features
- Analytical insights regarding number of playbacks, video actions, audience retention and user devices.
“That’s why NBC Learn is so unique. These are real situations. It is not anything that is rehearsed or made up. It’s news and they need to be able to know these kinds of things.”

Deborah Robinson
Instructor: Culture of Nursing Practice
Miami Dade College
Amazing conversations about media

- Replace text-only discussions
- Interactive lectures
- Collaborate with clients
- Professional development
Practice

Practice
Learners are given a challenge, practice their skills, and share responses via video.

Interact
Learners assess each other and in the process, reflect on their own practice.

Improve
Learners watch best practice videos and receive expert feedback to refine their skills.

Learn by Doing
Learn from Peers

Turn passive videos into active learning. - https://www.practice.xyz/
Adobe Presenter Video Express

Create a HD video lecture from your desktop by capturing your screen content along with your webcam video

- Personal video studio
- Simple 3 button editing interface
- “One Click” Recording and Publishing
- Add interactivity with quizzes and give your videos a professional touch
Resources

- DYI Technologies
- GoAnimate
- Mediasite
- Lynda.com
Thank You!

David-John Palmer, MSIS
dpalmer@fiu.edu
Twitter: @DJPalmerMIS