



professional development quicknotes

Multimedia, Multimedia, Multimedia . . .

September 14, 2007

Over the next two weeks, the TLC is offering professional development trainings on a wide variety of applications (see descriptions on reverse) used to produce “multimedia” content. Each of the sessions will provide participants with valuable information about how they can produce content to enhance their online or traditional courses and PowerPoint presentations, thereby engaging students in new ways. There is evidence that human retention levels are in the range of 20 to 30 percent for information received through sight or hearing. When learning is done through the combination of these two modalities, retention rises to between 40 and 50 percent. The integration of auditory and visual elements with a kinetic component, however, boosts retention levels to 80 percent.¹

“Tell me, I’ll forget. Show me, I’ll remember. Involve me, I’ll understand.”

Chinese Proverb

What is multimedia?

Although the terms media, multimedia, and interactive multimedia have only recently entered our lexicon, they have become almost meaningless due to overuse and misuse. What do we mean by these terms?

Media

While it is actually the plural form of “medium,” media has become the collective form of the word most commonly use in the singular as well. When referring to computers and technology, media is used to reference a) the form in which information is stored, e.g., CDs, DVDs, flash drives, or b) the format in which the information is conveyed, e.g., audio, video, graphics.

Multimedia

Multimedia refers to the use of more than one medium—text, graphics, audio, video, or animation—to present information in a concurrent and integrated fashion. A website, for example, can be considered to be multimedia even if it only contains text and graphics. Presenting information in a multimedia format has the advantage of providing information in various ways to accommodate the variety of ways student learn (e.g., visual, auditory). It also provides you a way to present information in the form that is best suited to the subject matter.

Interactive Multimedia

Multimedia content is interactive when the viewer has some control over the display or the presentation. This user control differentiates it from multimedia like movies where the view plays a passive role: watching and listening. The interactivity can be minimal like filling in answers or a form to highly interactive like video games. Furthermore, multimedia can be used in both synchronous and asynchronous online courses as well in a traditional classroom setting.



Edited by
Rick W. Burkett
Professional Development Facilitator

John A. Logan College
LRC Teaching and Learning Center

C230G
618-985-2828, ext. 8135
rickburkett@jalc.edu

¹Szuprowicz, Fetterman, and Gupta as cited in Francois Fluckiger, *Understanding Networked Multimedia: Applications and Technology* (New York: Prentice Hall, 1995), 79-80.

Multimedia Training Sessions Offered In September

Trainings are scheduled in the Teaching and Learning Center on the following software packages and computer peripherals. Each of these items is available for use in the Teaching and Learning Center during open lab hours. Software that is listed as freeware is available for use in your office or home.

Audacity Basics

Audacity is a free software program that can be used to record and edit audio clips for podcasting, PowerPoint presentations, or posting to Blackboard.



Camtasia

Camtasia can be used to record motion taking place on a computer screen, PowerPoint presentations, and voice to create video tutorials, training presentations, and teaching demonstrations.



Irfanview Basics

Irfanview is a free software program that can be used to make computer screen captures, scan images, and make slideshows.



Lectora Basics

Lectora is a software package that is used to create interactive multimedia content, websites, etc.



PowerPoint Basics

Participants will learn the basics for creating PowerPoint presentations to enhance training, presentations, and classroom work. Participants will also learn how to post PowerPoint presentations to Blackboard.



PowerPoint Advanced

Participants will learn advanced techniques for creating PowerPoint presentations (like special effects and adding voice) to enhance training, presentations, and classroom.

Primo PDF

Participants will learn how to create their own PDF files.



QuickCam Basics

QuickCams provide a quick and easy method of creating still photographs and multimedia content for your courses.



Scanner Usage

Scanners can be used in a multitude of ways to assist in the creation of multimedia content.

