

## **Applications of Digital Media**

### **Course Introduction**

Applications of Digital Media is a course about how we, as instructors, designers, trainers and communicators can learn to find, create, modify and use media in its digital form while incorporating fundamental principles about multimedia learning to encourage learning.

We will focus on digital images, audio and video and what parts they play in learning.

We will determine that learning can be encouraged through the careful planning and use of strategically chosen and placed media in an instructional or informative message.

We are interested in what the audience (learners) will be able to do or know when they have experienced our lesson, presentation, learning module, etc. To do this, we will delve a little into the study of how people learn.

The role of digital media in communication has grown dramatically in recent years with the increased use of computers and mobile devices by businesses, homes, and schools. Digitized media is used the same way media has always been used in communication; it is just more convenient in certain circumstances in its digital format. Incorporating digital media into our communication requires some basic skills such as designing, creating and presenting digital media-enhanced communication and instruction to family, friends, students, teachers, bosses, co-workers, clients, etc.

We will practice applying several of Mayer's 12 Principles of Multimedia Learning. We will plan a digital presentation or instructional module that you have determined would benefit from the addition of digital media. You will storyboard that digital presentation. You will create the digital media (images, audio, video) over the course of 3 units, deliver the presentation via an online platform of your choosing and finally, you will evaluate your work based on what you have learned about digital media use, creation and delivery.

### **Course Objectives**

At the end of this course you will be able to:

- Discuss ways that the use of sight and sound media forms can encourage or discourage learning and enhance learner motivation.
- Using a basic design model and storyboard, design and develop an instructional or informative presentation.
- Make choices about digital media use using Mayer's 12 Principles of Multimedia, Gagne's 9 Elements of Instruction and the ARCS Model of Motivation.
- Design and create digital media files (images, audio & video) to fit specific instructional needs.
- Incorporate completed digital media creations into a digital presentation, correctly formatted for a website delivery platform.
- Critically evaluate your use of digital media in your instruction.