A Quality Matters Event

HE HIGHER EDUCATION Quality in Action

Beyond Video:

Harnessing Multimedia for Engaging Online Courses

©2025 Quality Matters

Steven R. Crawford, Ed.D.

MARICOPA
COMMUNITY COLLEGES

District Director,
Maricopa Center for Learning and Innovation

steven.crawford@domail.maricopa.edu

Session Objectives

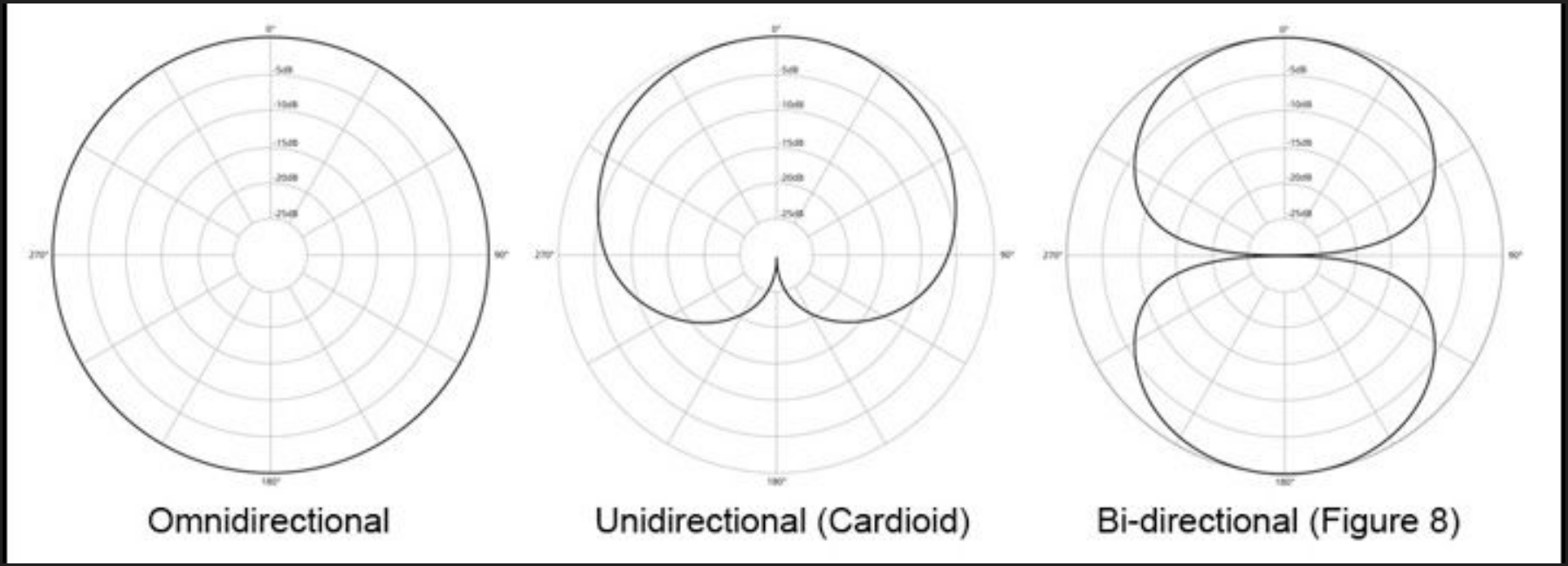
- Describe the different types of multimedia and their uses
- Identify the design and production considerations when developing multimedia

Types of Multimedia

Potential Complexity

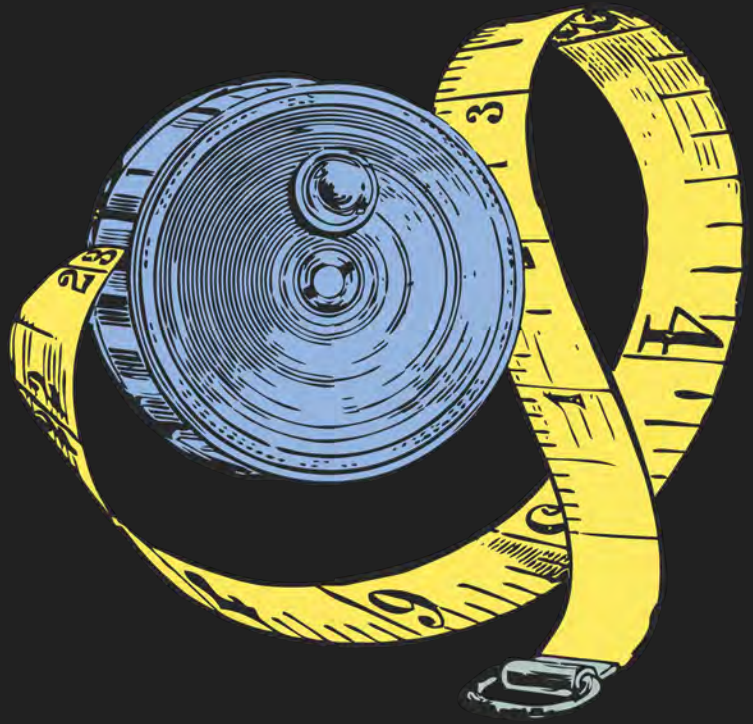
Design and Production Considerations

Audio Quality



Visual Design

Video Length



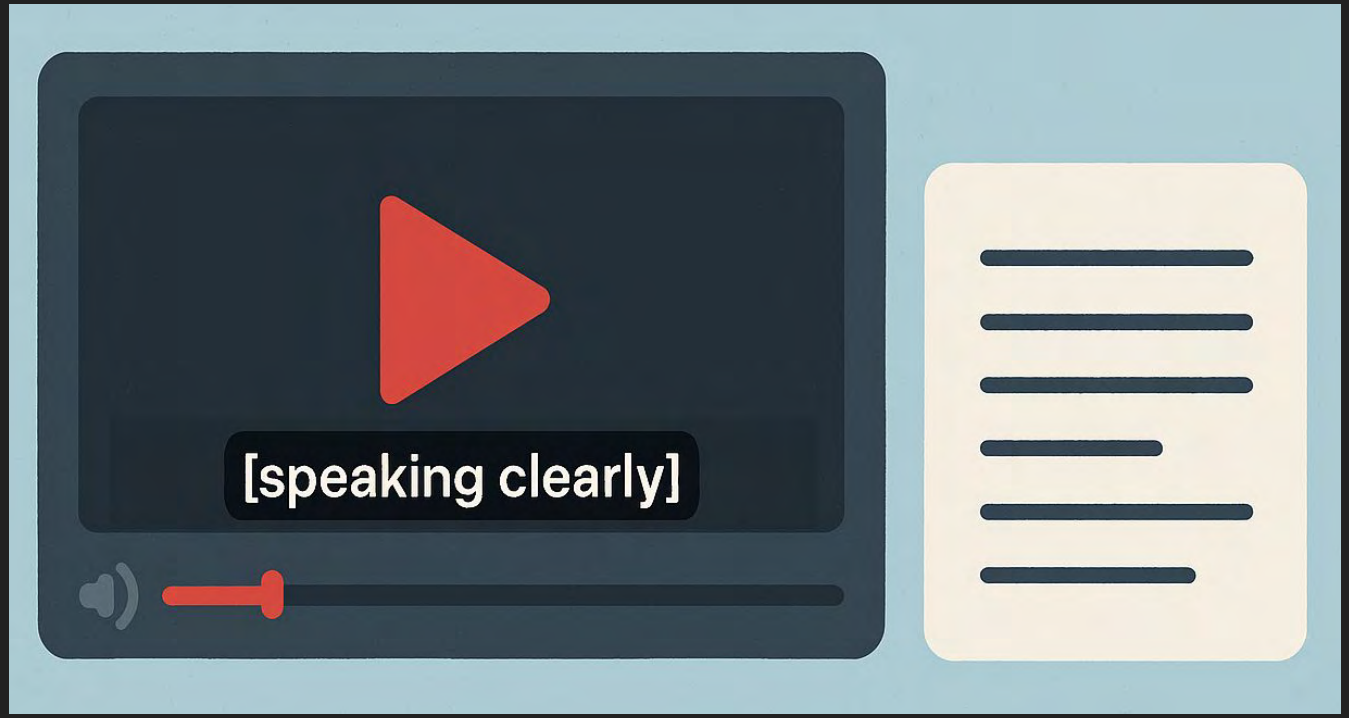
Production

Equipment & Setup

Technique and Approach to Recording Video

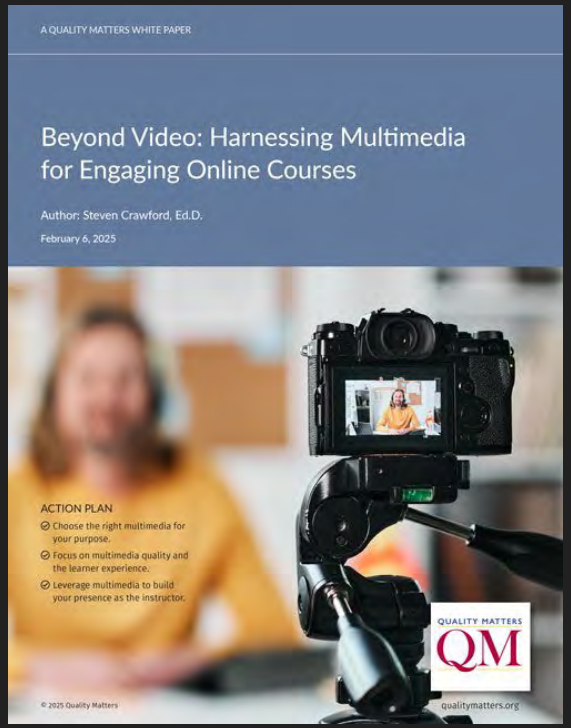
Editing

Captions and Transcripts



Your Questions

White Paper



https://www.qualitymatters.org/qa-resources/resource-center/articles-resources/harnessing-multimedia-white-paper

Beyond Video: Harnessing Multimedia for Engaging Online Courses

Steven R. Crawford, Ed.D.

District Director,
Maricopa Center for Learning and Innovation

steven.crawford@domail.maricopa.edu

@DrSRCrawford

MARICOPA
COMMUNITY COLLEGES

2025 Quality in Action