



Beyond Video:

Harnessing Multimedia for Engaging Online Courses

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Session Objectives

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



Types of Multimedia

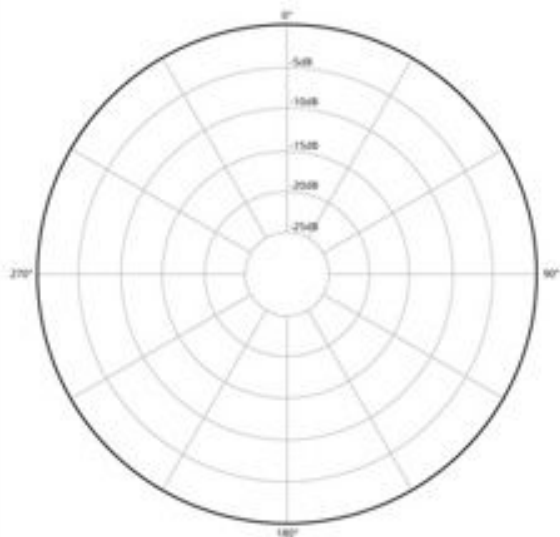


Potential Complexity

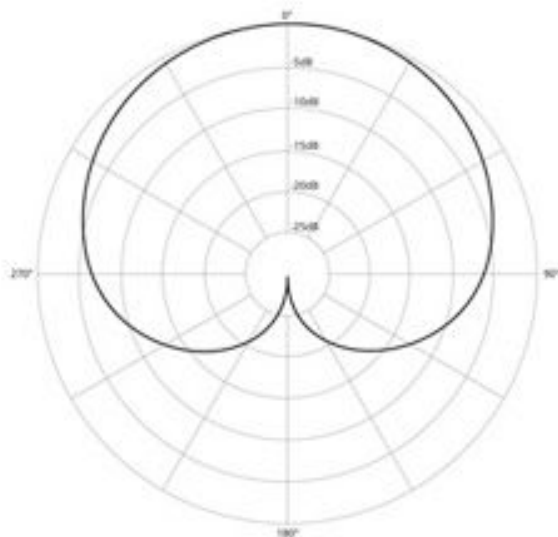
Design and Production Considerations



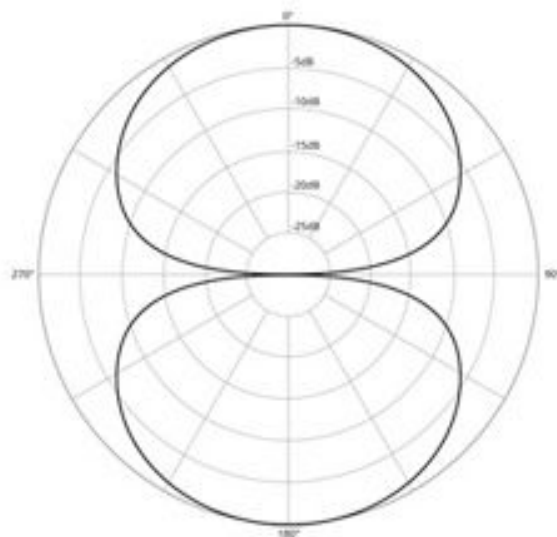
Audio Quality



Omnidirectional



Unidirectional (Cardioid)

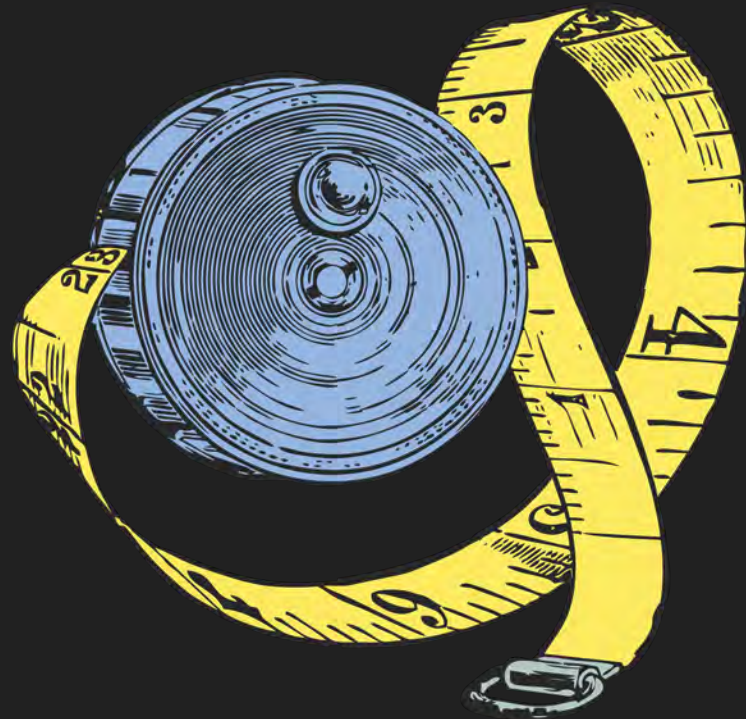


Bi-directional (Figure 8)

Visual Design



Video Length



Production

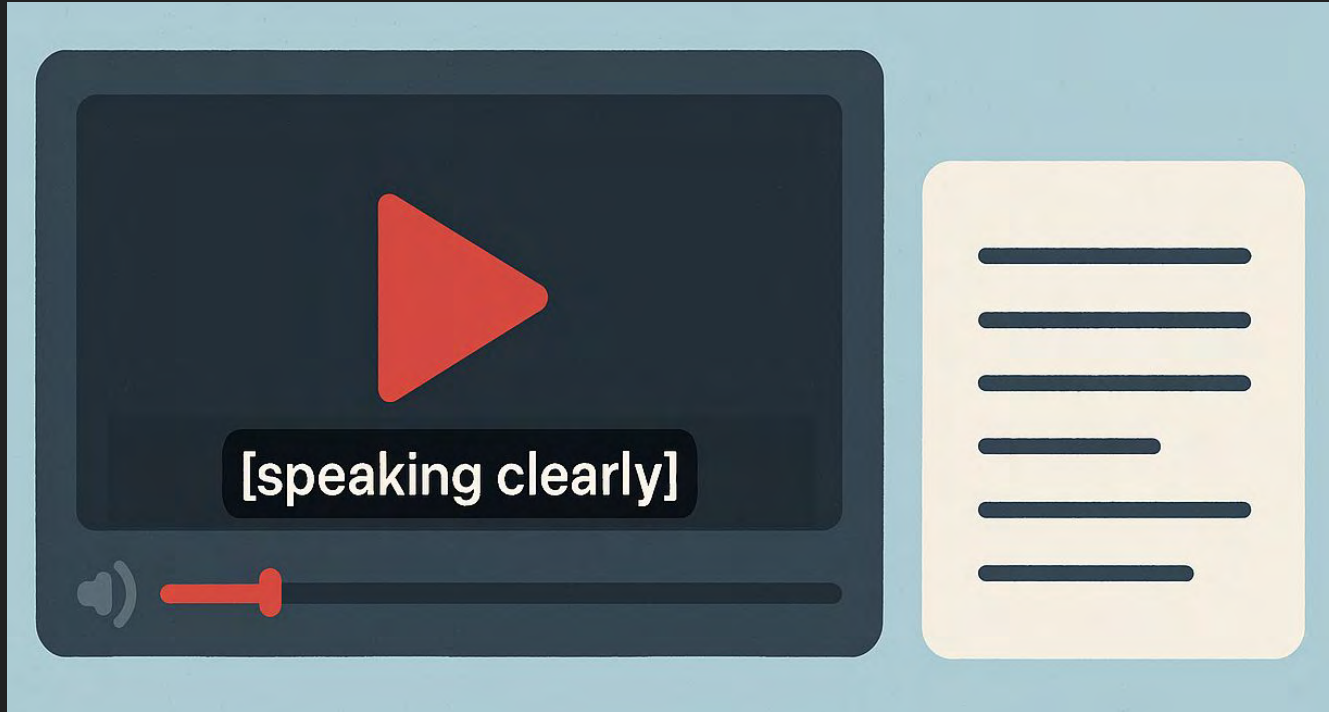


Equipment & Setup

Technique and Approach to Recording
Video

Editing

Captions and Transcripts



A black microphone with a silver mesh grille is positioned in the center of the frame. The background is a dense, repeating pattern of various camera lenses, creating a textured, circular effect. The lenses are dark with some light reflections on their glass elements. The text "Your Questions" is overlaid in the center in a white, sans-serif font.

Your Questions

White Paper

A QUALITY MATTERS WHITE PAPER

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ACTION PLAN

- ⊗ Choose the right multimedia for your purpose.
- ⊗ Focus on multimedia quality and the learner experience.
- ⊗ Leverage multimedia to build your presence as the instructor.



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