

**J. Sargeant Reynolds Community College**  
**Course Content Summary**

**Course Prefix and Number:** EDU 286

**Credits:** 3

**Course Title:** Multimedia for Online Distance and E-learning (MODEL)

**Course Description:** Provides students an opportunity to identify, create, and implement multimedia in an e-learning course. Covers an introduction to multimedia, the ASSURE model of instructional design, various media formats, screen design and user friendliness, storyboards and storyboard development, multimedia development, assessment creation, and incorporating multimedia into Blackboard/Canvas. Prerequisites: MODEL enrollees must have successfully completed EDU 287 - Instructional Design for Online Learning (IDOL), possess basic computer skills, be familiar with how to navigate the World Wide Web, and have used Blackboard/Canvas for a minimum of one semester. Blackboard/Canvas utilized as a supplement to a face-to-face class will fulfill this requirement. Lecture 3 hours per week.

**General Course Purpose:** The purpose of this course is to certify faculty to create multimedia content for use in online courses. Those enrolled in MODEL will learn how to develop the skills and discover the tools needed to create multimedia content that supports their instructional goals and improves course quality. Students will complete a course design project that will require them to develop a multimedia component for a learning unit they plan to teach online. The multimedia component will be created using a variety of accessible tools and implemented using Blackboard/Canvas. All aspects of the project will adhere to the ASSURE Model and Quality Matters™ Rubric.

**Course Prerequisites and Co-requisites:**

Prerequisites: MODEL enrollees must have successfully completed EDU 287 - Instructional Design for Online Learning (IDOL), possess basic computer skills, be familiar with how to navigate the World Wide Web, and have used Blackboard/Canvas for a minimum of one semester. Blackboard/Canvas utilized as a supplement to a face-to-face class will fulfill this requirement.

**Student Learning Outcomes:**

Upon completing the course, students will be able to

- a. Identify different types of multimedia and multimedia elements and demonstrate knowledge of their application within an online environment;
- b. Demonstrate their knowledge of the multimedia design process to assure a quality learning object that aligns with their course goals and related objectives;
- c. Compile examples of best practices in multimedia design relative to the design of online courses;
- d. Generate specific ideas for designing and improving an online course through the incorporation of multimedia learning objects;
- e. Demonstrate a continuous improvement process in a collegial supportive environment by participating in partial peer review and technical review of the multimedia learning objects designed and implemented in this course;
- f. State the benefits and issues of multimedia instruction as they relate to the learner, instructor, and administration;
- g. List the categories of media;
- h. Analyze media and determine its legal application according to copyright laws, Teach Act, and DCMA;
- i. List, define, and apply the six steps of instructional design as prescribed by the ASSURE model;
- j. Formulate an instructional goal for a multimedia element to be used in one of their courses;
- k. Generate learning objectives for a multimedia element that supports their instructional goal;

- l. Classify media as visuals, text, audio, video, and animations. For each type of media, the learner will be able to
  - Identify the limitations and advantages associated with the media type
  - Apply best practices for integrating the media into their course design and into the Blackboard™ Learning Management System
  - Locate and apply VCCS and college resources that will assist the learner in authoring and delivering multimedia content
  - Locate and apply tools and building blocks within Blackboard™ that will assist the learner in authoring and delivering multimedia content
  - Locate and apply free Internet tools that will assist the learner in authoring and delivering multimedia content
- m. Identify and correctly incorporate screen components into a multimedia tool;
- n. Explain the proper use of icons;
- o. State the benefits and proper use of menus;
- p. Design effective instructional multimedia screens;
- q. List features of user-friendly programs;
- r. List reasons for including learner control;
- s. Discuss problems associated with not providing learner control;
- t. Explain why it is important to have a clear and detailed storyboard;
- u. Identify the important components of a storyboard;
- v. Create a storyboard for your multimedia project;
- w. Identify the various types of multimedia that can be uploaded to Blackboard™;
- x. Identify and describe the process for uploading multimedia to Blackboard™;
- y. Upload multimedia content to Blackboard™;
- z. Describe characteristics of effective post-tests; and
- aa. Create a post-test in relation to the content they covered in their multimedia presentation.

**Major Topics to Be Included:**

- a. Introduction to Multimedia
- b. ASSURE Model
- c. Media Formats
- d. Screen Design and User Friendliness
- e. Storyboards and Storyboard Development
- f. Developing Multimedia and Creating Assessments
- g. Incorporating Multimedia into Blackboard™

**Date Created/Updated (Month, Day, and Year):** January 29, 2019