MATERIAL AND AND MEDIA DESIGN

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Introduction

Make the learners' educational experience more meaningful and more likely to be committed to long-term memory by using multimedia; utilizing both pictures and content to represent and communicate ideas and information.

The Multimedia Principle

https://www.youtube.com/watch?v=CbvpPdxoJil&t=2s

(source: Wisc-Online – https://www.youtube.com/watch?v=CbvpPdxoJil)

Why use multimedia?

- gain the learner's attention;
- inform the learner of the lesson objectives;
- stimulate recall of prior knowledge;
- present stimuli with distinctive features to aid in perception;
- guide learning to promote relationships with context;
- elicit performance;
- provide informative feedback;
- enhance retention and learning transfer.

Graphic	Description
Decorative	Gratuitous things added to spice up content; for aesthetic appeal and to engage the learner
Representational	Represent the actual appearance of something. These types of visuals are best for presenting things learners will encounter when transferring their learning to actual tasks. Eg screenshot
Organizational	Help orient learners to the lesson content. These graphics show qualitative relationships that cannot be expressed as a number. E.g. tables, mindmaps, flowcharts
Relational	Represent quantitative relationships - The best examples of relational graphics are charts and graphs.
Transformational	Show movement or changes over time. These types of visuals are particularly good for showing the steps of a process or procedure. Transformational graphics are often used as part of an animation sequence or video.
Interpretive	Illustrates a theory, a principle, or cause-and-effect relationships. A schematic diagram is an example.

External Links

Creating

- [Accessible PowerPoint Presentations](#)
- [Accessible Word Documents](#)
- [Creating Accessible Excel Documents](#)

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