MEDIA ELEMENTS

Thoughtfully designed instructional media can support and enhance student learning. To help you think about what media you might want to use, we have listed examples of media types as well as some basic characteristics and guidelines for each category.

MEDIA SELECTION TABLE: Graphics

GRAPHICS

Examples	Instructional Qualities	Some Useful Guidelines
• Photographs • Drawings/Illustrations • Charts/Graphs • 3D Graphics • Logos, icons, banners and symbolic elements	• Provides the needed level of detailed information • Builds accurate mental models • Represents relationships graphically (eg. theories, cause/effect, etc.) • Illustrates processes, flows, and structures • Displays mathematical and scientific concepts • Shows holistic picture (the big picture) • Provides visual cues • Engages learners through appealing visuals	• Use contrast to support visual cues • Reinforce key concepts • Display only relevant, essential elements to maintain student focus • Keep decorative graphics to minimum • Keep graphics in close proximity to related content

MEDIA SELECTION TABLE: Programmed Interactions

PROGRAMMED INTERACTIONS

Examples	Instructional Qualities	Some Useful Guidelines
• Animations • Interactive Tutorials • Tools (eg. drawing, displaying concepts, student aids, etc.) • Drag and Drop media • Calculators • Scenarios • Games & Simulations • Self-checks & Assessments	• Illustrates steps, stages, and phases • Provides authentic and relevant experiences • Allows for experimentation • Engages the learner • Allows for practice in controlled environment • Provides feedback to learners • Gives learner control and choice • Facilitates learner reflection	• Keep focused on learning goals • Facilitate clear learning paths • Allow for learner pacing • Eliminate irrelevant information and interactions • Clean design for easy learner focus • Provide learner support tools, feedback, and visual and textual cues

Or a combination of any of the above

MEDIA SELECTION TABLE: Audio

AUDIO

Examples	Instructional Qualities	Some Useful Guidelines
• Podcast • Narrated lectures • Student presentations • Interviews and guest speakers • Synchronous audio conferencing • Music and sound effects	• Appeals to aural learners • Stimulates mental conceptualization and learner imagination • Humanizes and personalizes student-instructor interaction • Adds credibility/authority to the presentation • Provides audio cues • Focuses student attention • Effective use of learner's time	• Prepare notes and scripts before recording (rehearse as needed) • Keep it relevant and concise • Be mindful of pacing and duration • Divide the audio content into meaningful chunks • Provide learner with playback control *Consult with an instructional designer for good recording techniques.*

VIDEO

Examples	Instructional Qualities	Some Useful Guidelines
- Vodcast - Recorded lectures - Student presentations - Interviews and guest speakers - Stock video - Movies and TV programs - Recorded webcasts - Synchronous and recorded webcam video - Desktop recordings and screen captures	- Demonstrates processes, procedures, and behaviors that can be difficult to describe - Provides real world context - Broadens the capacity to present information in rich format - Offers a sensory rich experience - Appeals to visual learners - Motivates learners - Compresses or expands time for "big/little picture" view	- Obtain copyright and permissions - Be mindful of pacing and duration - Keep it relevant and avoid distracting footage - Keep visual effects to a minimum (eg. transitions, fly-ins, etc.) - Create audio script before considering visuals for video - Align visual content with accompanying audio - Prepare notes and scripts before recording (rehearse as needed) - Provide learner with playback control - Suggested video file format for the web is the FLV format (Flash video) because of its small file size and widely available Flash