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The Multimedia Developmental Process

Joel Gardner
Franklin University, joel.gardner@franklin.edu

Carolyn LeVally
Franklin University

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Joel Gardner, Ph.D. | Carolyn LeVally | Franklin University 2016

Multimedia is becoming an increasingly important part of elearning and online learning. Over the past several years, many different tools for creating multimedia have become available and easily used. However, without a good process, grounded in research-based instructional principles, multimedia often falls short of its potential to increase student learning and success. At Franklin University's International Institute for Innovative Instruction, we have developed and refined a streamlined, collaborative process for developing high quality, effective multimedia. In this poster session, we describe the process we use to conceptualize and develop targeted multimedia for our online and face-to-face courses. We also share specific examples of how we have used this process to create multimedia for courses at Franklin, along with best practices and tips for creating your own quality multimedia.

Design Team Members at Franklin University

Design Faculty Member
Project manager - designs positive learning experiences for the students.

Content Editor
Edits all course materials & implements courses into the Learning Management System.

Content Expert
Typically the faculty member for the course & an expert in the content area.

Multimedia Developer
Develops multimedia for University courses.

The Multimedia Development Process

1. Identify a Need

1. Design team determines that a multimedia piece is needed to enhance learning experience.
2. Design faculty submits a ticket to request multimedia support.

2. Conceptualize Multimedia

Design team members meet to:

1. Discuss ideas and concept.
2. Determine how the multimedia aids in fulfilling outcomes.
3. Determine the size and scope of the project.
4. Select the multimedia format, including tools use to develop it.
5. Brainstorms the visual layout and sequence.

3. Write the Script
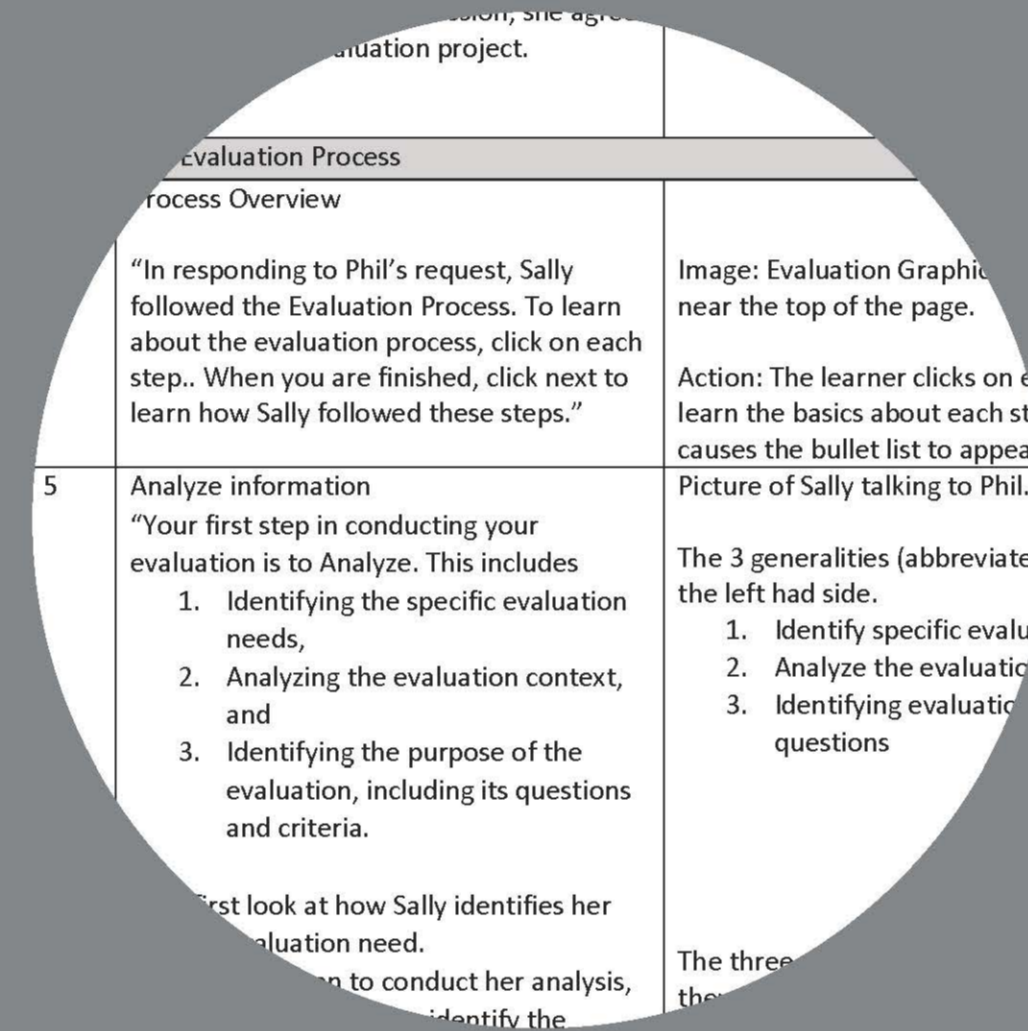
1. Designer works with content expert to draft the media script.
2. The script is developed through multiple iterative draft cycles based on design team feedback.
3. Script includes: on-screen text & audio script; description of visuals and animations.
4. Script is approved by all design team members.

4. Develop Multimedia

Multimedia expert develops the visuals for the multimedia:

1. Mocks up visuals and gathers feedback and approval from team.
2. Develops full draft of media.
3. Records audio and syncs with visuals/animation.
4. Submits final draft for review by design faculty and content expert.

5. Publish Multimedia

1. Multimedia expert publishes final piece to live video server.
2. Multimedia is embedded into university course.
3. Multimedia ticket is closed.

Best Practices

- **Use a template** (see in "3. Write the Script" above)
- **Use practical, research-based sequence** within this template
  - Tell, show, practice
- **Develop yourself** - keep growing
  - See what others are doing and recommending

- **Involve the content expert**
  - Start where they are
  - Have a structure in mind
  - Iterate: revise the project as necesary based on all team members' feedback.
- **Save and archive** as you go.

Examples

Apple

First, download the Articulate Mobile Player App:

Andriod

IDPT 650 Media

Then, check out how we used the multi-media process to develop this course media: