Multimedia and Learning
ICEM - Communication

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Current challenges in the educational settings are often related with changes in how the learning experience is delivered, in who is delivering the learning experience, and in the role of the learner as a member of a broader population. Radical changes have already taken place, and it is fair to say that new pedagogical approaches are needed to cope with the arrival of a new generation of digital technologies, which we can describe as highly connective and extremely user-friendly.

Digital technology is being increasingly used to create new learning artefacts at Universidade Aberta. In this new scenario, the learner's involvement becomes active and conversational, rather than passive and submissive, and it leads to the co-construction of meaning. But some important questions may be asked: how should we integrate learning activities with digital artefacts? What are the actual cognitive and affective strengths of the new media? How do we design for these new media?

Much has been said about the potential for interactive learning that is sustained by the "right" instructional design. In the courses we develop at Universidade Aberta, we make sure that in the design of multimedia materials, the accommodation of different individual cognitive preferences becomes an important factor for the success of virtual learning environments.