

Team Name: Marvelous Multimedia Module

Materials Inventory

- Materials we have:
 - [Fletcher and Tobias. Multimedia Principle](#)
 - [Clark and Mayer: e-Learning and the Science of Instruction: Proven Guidelines for Consumers and Designers of Multimedia Learning](#)
 - Chapters 4-12
 - [Video on Mayer's principles](#)- examples and non-examples
- Materials we need:
 - Condensed version of Clark and Mayer (find a similar article/video or create something)
 - Video(s)
 - Visual of multimedia theory- or specific aspects of it

Collaboration Plan:

Person completing task	Task	Est Time on Task	Due	Status	Notes
A+C	Review existing materials	1 day	7/24	Completed	
A+C	SME Meeting	1 hour	7/24	Completed	
A+C	Identify course LOs that apply to our module	1 day	7/24	Completed	● Fill in course outcome map ● Are the below right? CO4: Develop content and learning elements for a learning module CO5: Select and use appropriate learning tools for given learning goals CO7: Collaborate with classmates to make decisions

					and meet learning goals
A+C	Identify additional resources	1 day	7/24	Completed	• Fill in chart on blueprint • Condensed version of Clark and Mayer so learners don't have to skim so many pages? • Selected Readings and media are included and approved by the SME. • Video?
A+C	Create module LOs that ladder up to the Course LOs • Submit for approval	1 day	7/25	Completed	• The course outcomes addressed in the module are listed. The module level objectives are included. They are clearly written and measurable. They have been approved by the SME.
Cait	Write the module overview	1 day	7/28	Completed	• C draft, A review and sign off on
Cait	Create the learner to do list	1 day	8/4	Completed	
Adrian	Develop knowledge checks	2 days	8/4	Completed	• Formative assessment in the form of 2-3 Check your Knowledge questions have been provided. The questions include both correct and incorrect feedback.
Cait	Develop discussion board prompt	2 days	8/4	Completed	• An open-ended prompt that assesses learning

					from the module has been provided. The course outcome and module level objectives addressed are listed.
Cait	Develop assignment instructions	2 days	8/7	Completed	A Summative Assessment and Rubric assets are linked to the blueprint. They have been approved by the SME. Directions for submission have been included.
Adrian	Create assignment rubric	1 day	8/9 (due in discussion post 8/10)	Completed	A Summative Assessment and Rubric assets are linked to the blueprint. They have been approved by the SME. Directions for submission have been included.
Cait	Write the module summary	1 day	8/9	Completed	A prompt that summarizes the module and introduces the next one has been provided.
Cait	Fill in readings and videos	1 day	8/9	Completed	
Adrian	Write the script for the welcome video/ instructor perspective	1 day	8/9	Completed	The Course overview introduces the module and contains a "hook," a rationale, an analogy (if appropriate) and communicates what will happen in the module.

A+C	Draft of blueprint completed	3 weeks	8/10	Completed	Share via discussion board
A+C	Review + Edit blueprint	1 week	8/18	Completed	Incorporate feedback from instructor/peers
Cait	Submit assignment	1 day	8/20	Completed	Update team member that was submitted

SME Meeting- comments from instructor/SME are bolded in purple

- Meeting Agenda: Digital Media
 - 20-25 min of intros and questions/concerns about the course
 - 30-40 min of an SME meeting
 - We're creating module four, Digital Media, within the course Design and Development of Online Learning.
 - Our goal is to help new instructional designers select tools and develop content that incorporates multimedia principles. While doing this, they should be working together to meet learning goals.
 - Adrian and I are the learning designers and we're creating the blueprint, your role is the SME.
 - 5 min of feedback on the SME meeting
- Questions for teacher
 - Module should take about an hour for learners to complete? **Should be about 2.5 hours**
 - Is this course entirely online? **Yes, could have synch portions if you would like. 35- 40 min synchronous session possible. Could also just keep asynchronous.**
 - How many people usually take it at a time? What programs are they in? All in learning design of some sort? **Usually about 15-20. Most are working LD designers that came from another field. Haven't had formal training, but teachers, in training department etc. Often from NU itself.**
 - [Blueprint template](#) is module 2, are we working off it and just using it as a template, or should we have another one? **Yes, using it as a template.**
 - Should the SME be included in the instructor perspective? **Yes, see below.**
 - Resources
 - [Fletcher and Tobias. Multimedia Principle](#)

- The instructor perspective should be a script explaining the key points in this resource
 - 350- 500 words, about 3 mins
 - Want them to get basic concepts, so they don't need to read the whole thing
 - For each resource, there would be an intro text to set the stage for viewing/reading. Point out what don't want to student to miss. He usually calls this information out in blueprint like this : "Text: [add these two sentences before the video]"
- How does sign off on aspects of our blueprint work? Are they submitted as part of weekly assignments or should we send them for review as we finish them? **We send them to instructor we are ready and he can sign off**
- Design
 - **We can be creative**
- Questions for SME
 - What's more important to you, theory or application of multimedia principles? Why? **Both, but because we're at NU, which is known for experiential education, the practical piece is very important. You need practical knowledge to be a better judge of what's useful and what good asset is and should include. Will look at instructor perspective's next week and see examples of successful and unsuccessful ones.**
 - What place do you think theory has for a novice learner? **See above**
 - How would you summarize the importance of multimedia principles for a new LD?
 - Have you ever created or encountered an epic multimedia fail? What didn't work?
 - Does one of our principles stick out to you as particularly important? Which one? (multimedia, contiguity, modality, redundancy, coherence, personalization +embodiment, segmenting + pretraining) **The multimedia principle is the head/umbrella principle that the other principles fit under. You can say multimedia principles or digital principles, phrases are used interchangeably. Clark and Mayer are the real experts. They are very practical and truthful.**
 - **Would be useful to show good and bad examples of multimedia principles. Previously assigned a principle and had everyone find a really good or bad example of that principle to share.**
 - **Depth better than breadth, don't spend too much time having learners research each of the principles. An overview of all of them is more important.**

- Are there any resources that we don't already have that you regularly consult when it comes to using multimedia or applying multimedia principles?
 - **No-Clark and Mayer book is his go to, really good resource for developing good multimedia, steeped in research.**
- Have you created any assets related to multimedia that we could use as the instructor perspective?
 - **No- but we'll write the instructor perspective based on Fletcher + Tobias**
- Items to follow up on:
 - In the blueprint template, journals, a course wiki tool, course deliverables and a syllabus are all mentioned. Do we need to include journals and a wiki? What are the additional course deliverables? Is there a syllabus?

Point Values		
Activity	Points Per Activity	Percentage
Journals	15	12%
Discussions	20	15%
Check your Knowledge	10	3%
Clark and Mayer Assignment	20	10%
Course Tool Wiki	20	10%
Course Deliverables (see syllabus)	250	40%
Total	335	100%