

ITL-829: Designing and Producing Media for Learning

Credit Hours:

3+0

Prerequisites:

None

Course Objectives:

This course immerses students in the process of conceptualizing, designing, and producing media materials for learning. Students will gain practical experience in planning and creating an individual media-based educational project from ideation to implementation, including formative testing and revision. In addition, participants will engage collaboratively as a "production team," critiquing and refining each other's work through iterative feedback sessions. The course integrates theoretical foundations with hands-on practice, exploring frameworks from instructional design, informal education, and media studies. Students will also interact with expert practitioners and critically examine how media aesthetics, pedagogical strategies, and functionality shape learning outcomes. By the end of the course, the students will be able to:

1. Apply principles of instructional design and media production to develop educational media content.
2. Analyze pedagogical, aesthetic, and functional dimensions of learning media.
3. Use formative testing and feedback loops to iteratively improve media products.
4. Critically evaluate media-based learning resources using research-based frameworks.

Course Contents:

- Introduction to Educational Media Design
 - Overview of educational media for learning
 - Role of media in formal and informal education
 - Analytic frameworks from instructional design and media research
- Understanding Audiences and Learning Goals
 - Audience analysis and needs assessment
 - Defining learning objectives and outcomes
 - Case studies of successful media projects
- Media Design Principles and Pedagogical Strategies
 - Instructional design models for media production
 - Aesthetic and functional attributes for engagement
 - Aligning media format with learning goals
- Creative Concept Development

- Brainstorming and ideation techniques
- Storyboarding and scripting for multimedia
- Ethical and accessibility considerations
- Production Process and Tools
 - Hands-on introduction to production tools (video editing, graphic design, game/app development)
 - Managing production workflow
 - Budgeting and resource planning for small-scale projects
- Formative Evaluation and Usability Testing
 - Methods for formative testing
 - Collecting and analyzing feedback
 - Iterative redesign based on evaluation
- Collaborative Critique and Peer Review
 - Structured peer feedback sessions
 - Strategies for constructive critique
 - Incorporating peer and expert feedback
- Emerging Media and Learning Innovations
 - AR/VR, AI-driven media, and gamification in learning
 - Future trends in educational media
 - Sustainability and scalability considerations
- Capstone Project Development & Showcase
 - Final project production
 - Presentation and justification of design decisions
 - Reflection on process and learning outcomes

Course Learning Outcomes:

At the end of the course, the students will be able to:

1. Conceptualize and design an educational media project with a clear learning objective and defined audience.
2. Produce and revise a media prototype (video, app, game, interactive media, etc.) through multiple iterations.
3. Apply evaluation methods, including audience analysis and usability testing.
4. Collaborate in peer critique sessions to provide and incorporate constructive feedback.
5. Present a final media project along with a design rationale and evaluation plan.

Reference Materials/ Books:

1. Clark, R. C., & Mayer, R. E. (2016). *E-Learning and the Science of Instruction*.
2. Salmon, G. (2020). *E-tivities: The Key to Active Online Learning*.
3. Koumi, J. (2013). *Designing Video and Multimedia for Open and Flexible Learning*.
4. Reiser, R. A., & Dempsey, J. V. (2017). *Trends and Issues in Instructional Design and Technology*.
5. Weller, M. (2020). *25 Years of Ed Tech*.