

EDUCATION 463-4
EDUCATIONAL MEDIA
INTERSESSION 1977

Instructor: Peter Norman
Bdlg #1 - 291-3628

"Media ... is the study of transactions among people, their messages, and their message systems. More particularly, media .. studies how ... communications affect human perception, feeling, understanding, and value .."

Postman & Weingartner.

COURSE DESCRIPTION

This section of Education 463-4 will explore the potential of media to facilitate learning. The course will have 5 basic emphases:

1. proficient operation of equipment commonly found in schools (this section will utilize a "hands on" open lab approach to the operation of video equipment, movie and still cameras, projectors, duplicating equipment, tape recorders and graphic skills).
2. demonstrations/workshops focussing on particular AV materials, equipment and/or techniques.
3. Seminars devoted to viewing and assessing AV materials and to generating strategies for the effective use of media (topics might include: 1) "Visual Literacy", 2) Understanding Media, 3) involving kids in media projects.
4. designing and creating AV materials for classroom use.
5. Serendipity - special topics/field trips/whatever.

STRUCTURE AND METHOD

Of the 8 contact hours scheduled per week:

1. approximately 4 hours will be devoted to demonstrations, workshops, and seminars, (the impact of media as a cultural force will be examined)

2. approximately 4 hours will be spent in acquiring basic skills and applying them to the final project (the instructor and LRL personnel will be available for help, consultation, etc.)

The final few sessions will be used to present and share projects (and to receive feedback from the group).

COURSE EXPECTATIONS

1. Students are expected to attend and contribute to all phases of the course and actively explore the study of media.
2. Students will be required to demonstrate competence in the basic skills of operating equipment.
3. Students will be required to complete an AV project of their own design which demonstrates a knowledge of media as means of achieving specific teaching objectives.

MATERIALS AND EQUIPMENT

The LRL will supply the necessary equipment and sell consumable materials as cost. Students can figure on approximately \$12 to cover expenses for acquisition of basic skills (slide film, over-head transparency, and graphic materials, etc.).

Note: There is no required text for the course although students may wish to purchase Planning and Producing Audio Visual Materials by J.E. Kemp (Chandler Publishing Company, Penn., 1975) available in the bookstore.

A Bibliography of Media related library references will be supplied.