

EDUC 463-4 Educational Media
Course Outline - Revised 7 July 1981

Summer Session 1981
M,W 12:30 - 4:20
Location: as posted

Instructor: Robert (Bob) Cook
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Objectives

Students in this course will:

1. Develop competencies in finding, selecting, evaluating & utilizing educational media.
2. Develop skills in the operation of classroom audio-visual equipment
3. Develop skills in the design and production of simple instructional materials in the following areas:
 - a) overhead transparencies
 - b) graphics & print media
 - c) original and copy photography
 - d) audiotape recording
 - e) videotape recording
 - f) film production
 - g) multi-media
4. Develop a critical appreciation of the roles instructional media can play in education.

OUTLINE OF TOPICS

This course will introduce the procedures and principles underlying the effective design, production and utilization of instructional media in elementary and secondary schools. The media will be examined not only as hardware and software but in terms of their effect on the teaching-learning process.

There is no single most effective instructional medium for all learners, tasks and teaching situation. Each medium has its own potential. Therefore, we will examine a wide range of media rather than develop expertise in any one medium. The emphasis will be on simpler technologies which teachers and students may encounter at the school level rather than on more complex mass media systems (in other words, you won't become a TV producer in this course...hopefully you will broaden your repertoire of instructional communication skills).

Activities

The course will consist of lectures, demonstrations, workshops, readings, fieldtrips, guest speakers, and both group and individual exercises and projects. Students will be expected to use the Learning Resources Centre's facilities for projects and exercises outside of scheduled class time.

TEXT:

KEMP, Jerrold E.; PLANNING AND PRODUCING AUDIO-VISUAL MATERIALS (4th Ed.);
New York: Harpe & Row, 1980

Content Schedule (changes will be announced in class)DO BY THIS CLASS

July 6	Preassessment & Introduction LRC Tour	
8	Systemic Design of Instruction Media in Education Visual Design Basic Equipment Operation & Technique	Kemp Ch. 1-14
13	Planning AV Productions Slide/Tape Orientation Graphics Workshop Overhead Transparency Workshop	Kemp Ch. 16,22
15	Grp. I Photography Workshop Grp. II Audio Workshop	(Kemp Ch.15,19 (Kemp Ch.17,21 Visual Design Ex. DUE
20	Locating Media Resources Media Utilization Guest Speaker: Jan Clemson, NFB	O.H. Project DUE
22	Grp.I Audio Workshop Grp. II Photography Workshop	(Kemp Ch. 17,21 (Kemp Ch. 15,19 Photo or Audio Ex. DUE
27	Grp I Film Workshop Grp. II Video Workshop	(Kemp Ch. 23 (Kemp Ch. 24 Utilization Ex. DUE
29	Grp. I Video Workshop Grp. II Film Workshop	(Kemp Ch.24 (Kemp Ch.23 Audio or Photo Ex. DUE
3	HOLIDAY	
4	Tuesday 12 noon	S/T Project DUE
5	Miscellaneous Catch-up	Kemp 18,20,25
10	Fieldtrip: North Van C.S.C.	Product Evaluations DUE Proctor Sheet DUE
12	CAI Lecture/Demo Student Media Production Workshop View Sample of Class Productions Course & Instructor Evaluation	3rd Project DUE

Addendum to Evaluation Profile & Grade Contract

Completion of the Equipment Operation Proctor Sheet is required for all grades.

Evaluation will be based on the following submissions:

Projects: I Overhead transparencies (individual)
II Slide/Tape Program (group)
III 3rd Project (medium of your choice) (group)

Home Exercises: 1. Visual Design
2. Photography
3. Audio
4. Media Utilization

Workshop Exercises: a Graphics
b Photography
c Audio
d Film
e Video
f Student Media Production

Product Evaluation: On a standard form

Standards for all of the above will be announced when assigned.

Grading will be done by contract.

To earn A+ you must complete:
Projects I, II, III
4 Home Exercises
5 Workshop Exercises
6 Product Evaluation (4 for A, 2 for A-)

To earn B+ you must complete:
Projects I, II
4 Home Exercises
4 Workshop Exercises
6 Product Evaluations (4 for B, 2 for B-)

To earn C+ you must complete:
Projects I, II
2 Home Exercises
3 Workshop Exercises
6 Product Evaluations (4 for C, 2 for C-)

Any submission which does not meet the advertised standard will be returned without credit with suggestions for improvement. It may be resubmitted as often as necessary to meet the standard. EARLY SUBMISSION WHENEVER POSSIBLE IS THEREFORE ENCOURAGED.

There will be no penalty for late submission, but all submissions must be made 12 August 1981, 5:00pm. None will be accepted after this time, unless prior approval has been granted for exceptional circumstances.

(to be completed and returned no later than 20 July 1981)

(name)

(date)

I hereby contract for a grade of _____ for EDUC 463-4, according to the conditions outlined in the Evaluation Profile and Grade Contract.

(signature)