

SIMON FRASER UNIVERSITY

Education 463-4 (Educational Media)

Course Director:

Intersession

Edward Bakony

COURSE PROJECT

Design and produce an Educational Media project directed at attaining at least one specific learning objective, within the guidelines set out below.

First Step Before committing yourself to the production of your project, submit a concise synopsis (typewritten, double-spaced) for your proposed project, within the following parameters. This will be due Wednesday, May 24th.

Guidelines

1. Instructional Objective

State at least one specific instructional objective for which your project is designed.

While statement of your objective(s) may be the most difficult component of your project to complete, it is vital to the effectiveness of your project's total design. Media can be selected and used most effectively when they are chosen on the basis of their potential for achieving specific instructional objectives. The integrity of your total instructional design will be related to how clearly you define your instructional objective(s).

2. Rationale for Choice of Particular Media

In no more than three sentences give your rationale for selecting the particular media form in the design of your project and how this choice of the particular media form relates to achievement of specific instructional objective(s).

3. Grade Level for Which The Project is Designed

Give the grade level for which the project is designed.

4. The Context of the Project in the Curriculum

In no more than three sentences give the context in which the project will be used in the curriculum. What precedes it? What follows it?

5. Procedures for Assessment of the Project

How do you plan to assess the effectiveness of your media project in achieving your instructional objectives? Briefly describe any evaluation procedures that you will follow.

CRITERIA FOR EVALUATION OF EDUCATIONAL MEDIA PROJECT

1. Effective use of intrinsic qualities of particular media.
Suitability of media to subject, content and grade level.
2. Ability to achieve instructional objectives.
3. Technical quality.
4. Originality and imagination.

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FACULTY OF EDUCATION
EDUCATION 463-4 (EDUCATIONAL MEDIA)

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COURSE OUTLINE

Prerequisites: EDUC 401/402

Texts:

Brown, Lewis and Harclerod
A-V INSTRUCTION. MATERIALS AND METHODS
and
Brown and Lewis
A-V INSTRUCTIONAL TECHNOLOGY MANUAL

The application of media to the methodologies of teaching, learning and curriculum design; development of instructional materials in lab settings.

The course will embody studies in communications theory, through lectures, readings, screenings and seminars, centred on the integration of media in education. These studies will be the context for assigned lab projects in the development and design of instructional materials: film, photography, audio and videotapes, graphics and other classroom materials. Assessing their effectiveness will be an empirical element in their design. The objective of the course is to introduce students to the possibilities of media in education.

The primary focus will be the rationale of educational media as communication in a humanistic vein. Studies of the work of George Gerbner, Marshall McLuhan, Ingmar Bergman, Donal Theall, S.I. Hayakawa and others will be related to media design for practical classroom objectives : Achievement of enlightenment, motivation, discrimination, concept learning, problem solving and other goals.

Overall orientation will be George Gerbner's concept of educational media as a communications process: appearances (phenomena), interpreting experiences (observation, perception, learning), and the interpersonal and social context in which appearances and experiences are symbolized, transmitted and shared. The ideal outcome of this process is for the teacher to have created a common learning experience which his or her students can share.

Attendance and participation are vital. Cognizance will be taken of student concerns. Term projects will be announced at the beginning of the course. Evaluation will be based on participation and on quality of theoretical and practical work submitted.