

## **EDUC 463-4 EDUCATIONAL MEDIA**

**SUMMER SEMESTER 1985**  
**Mondays 8:30 - 12:20**

**INSTRUCTOR: David Bell**  
**MPX 8651/52**

**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 also in terms of their effect on the teaching-learning process.**

**There is no single most effective medium for all learners, tasks and teaching situations. 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).**

**GOALS: Students in this course will:**

- 1. Develop competencies in the evaluation, selection & utilization of educational media (including computer software).**
- 2. Develop skills in the operation of classroom audio-visual equipment.**
- 3. Develop skills in the design and production of instructional materials in the following areas: a) overhead transparencies, b) print & pictorial media, c) original & copy photography, d) audio tape recording and e) videotape recording.**
- 4. Develop a critical appreciation of the role of instructional technology in education.**

### **COURSE ORGANIZATION:**

**Scheduled class time will consist primarily of lectures, demonstrations and the viewing of instructional materials.**

**Students will be expected to use the Learning Resource Centre's facilities for laboratory and production assignments outside of scheduled class time.**

**There is no final examination. Evaluation will be based on equipment operation tests, production assignments and in-class objective tests.**

### **SUPPLIES:**

**Materials needed in audio-visual productions may be purchased from the Learning Resource Centre. The L.R.C. is well equipped with the equipment & special facilities needed for the completion of assignments.**

### **TEXTBOOK:**

**Heinrich, Robert; Molenda, Michael & Russell, James D; INSTRUCTIONAL MEDIA AND THE NEW TECHNOLOGIES OF INSTRUCTION; New York: John Wiley & Sons, 1982**