

SIMON FRASER UNIVERSITY

Faculty of Education  
EDUCATION 463-4 - Educational Media

Instructor:  
Lewellyn Wilson, Ph.D.

PREREQUISITES: Education 401/402

REQUIRED TEXTS: Brown, Lewis and Harclerod  
A-V Instruction, Materials and Methods  
McGraw/Hill Publishers

Brown and Lewis  
A-V Instructional Technology Manual  
McGraw/Hill Publishers

Reading List:

Schramm, Wilbur, Man Messages and Media: A Look at Human Communications. New York: Harper and Row

Zettl, Herbert, Sight Sound, Motion: Applied Media Aesthetics. Wodsworth Press.

Olson, David R., Media and Symbols: The Forms of Expression, Communication and Education. University of Chicago Press

Cassata and Asante, Mass Communication Principles and Practices  
New York: MacMillan Publishing Co.

PROSPECTIVE STUDENTS:

1. Student teachers who have completed Education 401/402
2. Certified teachers
3. Public and Industrial Educators

OBJECTIVES:

1. To apply current media technologies and research to effective teaching methodologies.
2. To apply current media technologies and research to curriculum design.
3. To apply current media technologies and research to learning effectiveness.

METHOD:

1. The course will employ/implement studies in communications theory through the following educational procedures:
  - a. Lectures
  - b. Textbook readings
  - c. Journal readings
  - d. Multi-media screenings
  - e. Seminars
  - f. Laboratory projects
  - g. Direct observations, experiences including field experiences.

EXPECTATIONS:

1. Students will be required to develop competencies in the following areas of educational media as a communication process.
  - a. film
  - b. photography
  - c. audio taping
  - d. video taping
  - e. graphics
  - f. multi-media
2. Students will develop an awareness of educational media as a communication process.
3. Students will develop an understanding of educational media as communication from a humanistic point of view.
4. Students will be required to submit individual L.A.C. (Learning Activity Cards) for required communications areas.
5. Students will be required to submit individual or group projects which encompass basic skill areas. Specific emphasis will be based upon the media design of the project as an educational tool.

LAB FEE:

1. Lab fees will be announced in the initial class meeting information packet.

SPECIAL NOTATIONS:

1. Each student will be required to pay for consumable materials incurred in the class project.
2. Attendance and participation in class and field trips are considered vital to this class.

Assignments: The course requires the completion and Grades of 4 assignments.

1. Complete the L.R.L. microcourse with a partner. Your partner will vouch that you have completed the course. This is a non graded assignment worth 16% of your final grade. Due July 17th.

2. Select and complete ONE of the following options. This will be a graded assignment worth 20% of your final grade. Due July 24th.

A. Using a 35 mm. camera with black and white film, shoot a roll of film illustrating front lit, side lit and back lit subjects: develop the film: print a contact sheet and make 2 enlargements.

B. Using a super 8 movie camera shoot 1 roll of film illustrating front lit, side lit and back lit subjects, proper techniques in filming motion and use of a zoom lens.

C. Using a portable video camera demonstrate proper video and audio techniques by taping either a short (5 min.) interview or a short (5 min.) demonstration.

3. Present a project that demonstrates your understanding of how to apply media in education. The project should also include a) the objectives of your presentation / project; b) the rationale for your approach and method.

Possible projects might include a resource package of materials to a grade and topic, a unit on how to involve students in media utilization, a media presentation designed to meet particular objectives.

A preview / outline of your project should be submitted for approval by July 17th. The preview / outline should include: the nature of your project and its objectives: the rationale for your approach and method: a list of the activities / tasks required to complete the project; and a schedule for completion. A preview / outline form will be handed out shortly.

The project will be evaluated on 1) how well it satisfied your stated objectives, 2) technical competence, 3) originality and creativeness and 4) overall presentation.

You may work in small groups of not more than 4.

This will be a graded assignment worth 50% of the final grade.

4. Write a short quiz covering the class discussions and presentations. This will be worth 14% of the final grade.

Late Assignments will be downgraded.

Letter grades for the course will be assigned on the following scale:

95 - 100	A+
86 - 94	A
81 - 85	A-
77 - 80	B+
74 - 76	B
70 - 73	B-
65 - 69	C+
61 - 64	C
55 - 60	C-
50 - 54	D
Below 50	F