

**EDUCATION 463-4
EDUCATIONAL MEDIA**

Regular Summer Semester, 1991
(May 6 - August 2)
Monday, 1:00 - 4:50 p.m.
Location: MPX 8651

Instructor: David Bell

PREREQUISITE: Educ 401/402, or equivalent.

COURSE OUTLINE

This course will introduce the procedures and principles underlying the effective design, production and utilization of instructional media in the 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 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 & production of instructional materials in the following areas: a) overhead transparencies, b) print & pictorial media, c) original & copy photography, d) audio tape recording, & 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 Educational Technology 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 & in-class objective tests.

SUPPLIES

Materials needed in audio-visual productions may be purchased from the Educational Technology Centre. The ETC is well equipped with the equipment & special facilities needed for the completion of assignments.

TEXT

Heinrich, Molenda & Russell. (1989). Instructional Media and the New Technologies of Instruction Third Edition. MacMillan Publishing, New York.