

EDUCATION 463-4
EDUCATIONAL MEDIA

SPRING 1981

INSTRUCTOR: Prof. Robert Jones

CAMPUS

Mondays 4:30 - 8:20

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 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).

GOALS:

Students in this course will:

1. Develop competencies in the evaluation, selection and utilization of educational media.
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 and pictorial media
 - c) original and copy photography
 - d) audio tape recording
 - e) videotape recording
 - f) film production
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 Resources Centre.

The L.R.C. is well equipped with the equipment and special facilities needed for the completion of assignments.

TEXTBOOK:

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