Web Content Delivery

Objectives
1. Decided upon 1 or 2 ways in which you will deliver web content
2. Deliver content effectively (following best practices)

7 Multimedia Learning Principles (Richard Mayor)
1. **Multimedia Principle**: words AND pictures better than words alone
2. **Coherence principle**: better learning occurs when superfluous content is removed
3. **Contiguity principle**: corresponding images and text appear together in close proximity
4. **Redundancy Principle**: animation and narration better than animation, narration, text
5. **Modality Principle**: better learning with animation and spoken text versus written text
6. **Signaling principle**: Use structured, clear outlines & headings to support learning
7. **Personalization principle**: informal presentation better than formal

Planning Space:
### Available Tools:

| **Oncourse Modules** | - Allows instructors to create instructional sequences that incorporate text and multimedia (asynchronous)
- Benefits – lives within Oncourse. Easy to create content using built-in editor
- Ideas: use for instructional modules |
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| **Resources**        | - Allows 1 GB of web linkable storage space (asynchronous)
- Benefits – Instructors can host all kinds of content in the ‘Resources’ tool and can control access
- Ideas: Create folders for class readings, group work, module hosting, etc. |
| **Podcasts**         | - Instructors and post audio/video content that can be accessed by students in Oncourse or via iTunes by subscribing to feed (asynchronous)
- Benefits – build social presence by being heard (and/or seen). Promotes mobile learning through subscription model
- Ideas: use for lecture/content enhancement, guest speakers, student projects, etc. |
| **Video**            | - Use video standalone or within Oncourse (asynchronous)
- Benefits – potentially engaging, take advantage of Multimedia Learning benefits
- Ideas: Guest speakers, student projects, simulation/demonstrations |
| **PowerPoint/Adobe Presenter** | - Narrated Slide show presentation (asynchronous)
- Benefits – relatively easy to produce, familiar format
- Ideas: short mini-lectures with built-in self-assessments |
| **Web Conferencing – Adobe Connect** | - Synchronous meeting room – give presentation, share desktop/documents, chat, web camera (3-4 participants), sound
- Ability to do breakout sessions for group work/real-time interaction
- Ideas: synchronous group activities and discussion, guest speaker |
| **Softchalk**        | - Complete Instructional website with navigation (asynchronous)
- Benefits – relatively easy to create, can incorporate range of media and has accessibility features
- Ideas: use for instructional modules with high quality appearance. |
| **Text**             | - Benefits – ubiquitous, easy to produce, familiar format (asynchronous)
- Ideas: eTexts, HTML text modules |