

Enriching Your Online Course Content: Selecting or Designing Media Elements

*UCF's Faculty Seminars
in Online Teaching*

Presenters



Sue Bauer
Instructional Designer
Center for Distributed Learning



Dr. Amy Gregory
Assistant Professor
Rosen College of Hospitality Mgmt

Today's Outline

- Define online media elements
- Discuss benefits and consideration of their use
- Provide Resources
- Outline process for working with the Center for Distributed Learning (CDL)
- Share course examples

Media Elements

Media Elements can be defined as an electronic audio or visual file. Examples are:

- Photos
- Drawings/Sketches
- Charts
- Images
- Graphs
- Icons
- Videos
- Live Video
- Animations
- Audio Recordings
- Sounds
- Lecture Capture

Benefits of Use

Can be used as a tool to clarify specific course objectives, concepts, and goals.

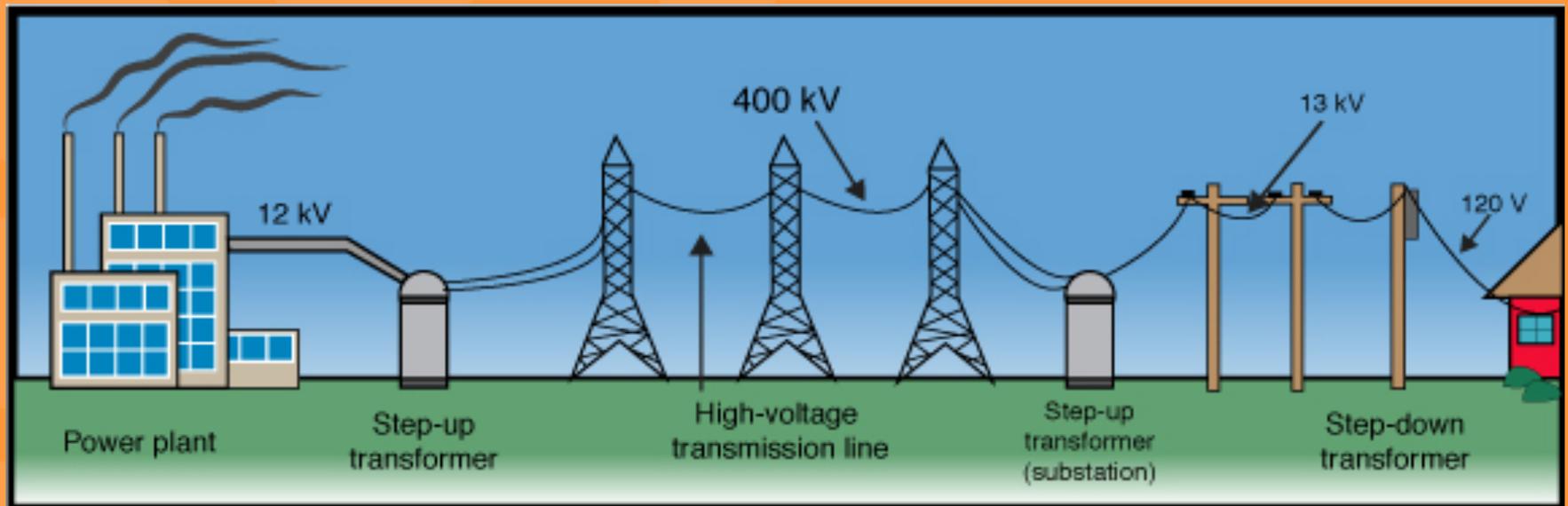


IMAGE CREATED BY UCF CENTER FOR DISTRIBUTED LEARNING

Benefits of Use

Utilizes a variety of media and message design principles to address various learning styles.



Benefits of Use

Promotes collaboration with other UCF departmental resources to deliver the most effective UCF online content.



Considerations of Use

Media will need to be accessible to all students.

- Alternative text for images
- High **contrast color combinations**
- Don't use color to portray meaning
- Provide synchronized caption for video
- Include a video text transcript

Considerations of Use

User must have copyright permission. Easy rules to follow:

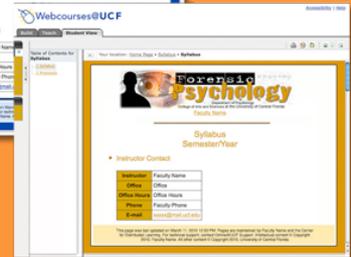
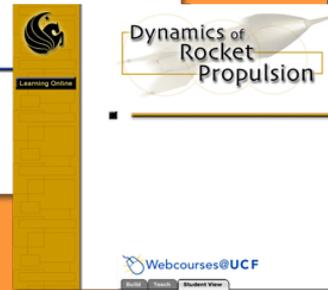
- Right click + save = copyright. Right?
- Supplemental income? Not.
- Paper route? No distribution!
- A little dab will do you!



Original image by Ben Terrett

Considerations of Use

Media should be used to assist in the delivery of content. Not merely for aesthetics.



Considerations of Use

Maintenance of third party artifacts can be a course management challenge.

- Create a process for maintenance
- Use reliable source
- Have a back-up plan



The page cannot be found

The page you are looking for might have been removed, had its name changed, or is temporarily unavailable.

Please try the following:

- If you typed the page address in the Address bar, make sure that it is spelled correctly.
- Open the http.apache.org home page, and then look for links to the information you want.
- Click the  [Back](#) button to try another link.
- Click  [Search](#) to look for information on the Internet.

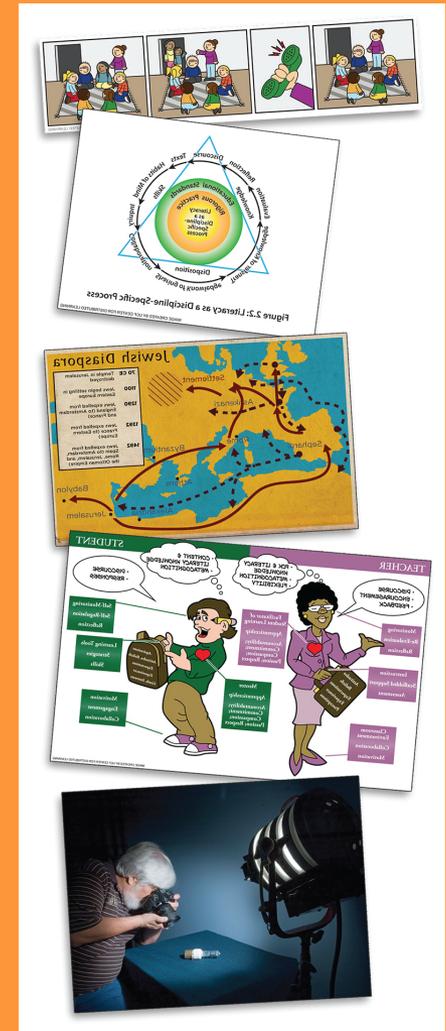
HTTP 404 - File not found
Internet Explorer

UCF Resources

- **CDL Graphics**
- **CDL Video**
- Office of Instructional Resources (OIR)
- Faculty Center for Teaching and Learning (FCTL)
- UCF Marketing
- UCF Library

UCF Resources – CDL Graphics

- Conceptual Graphic
- Concept Map
- Diagram & Labeling
- Narratives/Stories
- Timelines
- Slideshow/Animations
- Illustrations
- Photography
- Charts, Graphs, and Tables



UCF Resources – CDL Video

CDL Video Features and Services

- Full Body Green Screen
- Action/Physical Activities
- Demonstration
- Promotion
- Personal Introduction
- Simulation
- Geographical Restrictions
- Animation/Time Lapse
- Expert Testimony

UCF Resources – CDL Video

Production Process



Conceptualization

Stage at which the idea is molded into a viable video



Consultation

Meeting(s) where expectations and ideas are ironed out for the video project



Scripting

Typically a collaboration with client and producer where the words for the script are formulated and finessed



Storyboarding

A handy tool developed by the producing team typically to visualize more complex video ideas



Scouting Location

Visiting potential shooting locations to assess the needs of the production and possibilities



Casting

If needed, finding the appropriate talent for the video project



Coordinating

Producer's responsibility to plan for resources, locations, and personnel



Video Acquisition

Any original video footage that needs to be captured in studio or on-location



Audio Recording

Any voice-over or sound to be used in the final edited segment



Screen Capturing

Screen movement or display from a website to be used in the final edited segment



Graphic Planning

Determining what graphic elements are needed for the video



Video Editing

Software-enabled process of assembling all the individual video elements



Motion Graphics and Titles

Creation of the graphic elements and the movements on screen



Draft Screening

Meeting with client to allow for viewing and feedback before the video is finalized



Mastering

Saving the video into the appropriate file format(s) for final delivery. Ex. Web or DVD

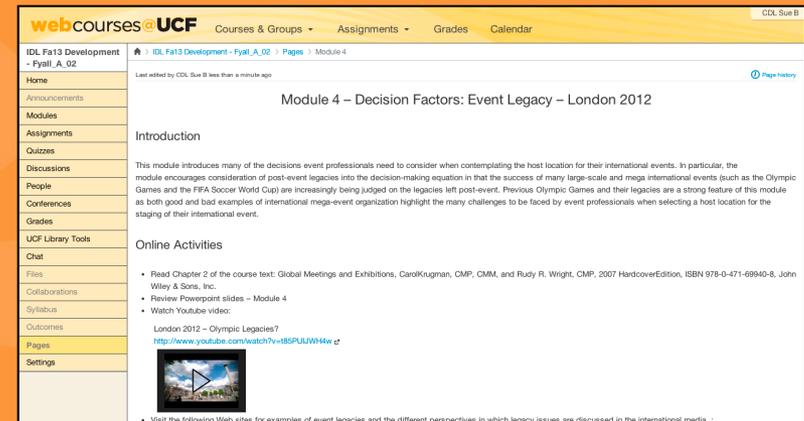


Delivery

Handing over the videos to client or hosting the videos and passing on links/code

Canvas Tools

- Canvas files
- Canvas edu apps
- YouTube integration
- Record audio and video
- Video captioning
- Flickr creative commons
- Canvas conferencing (BigBlueButton)



Third Party Resources

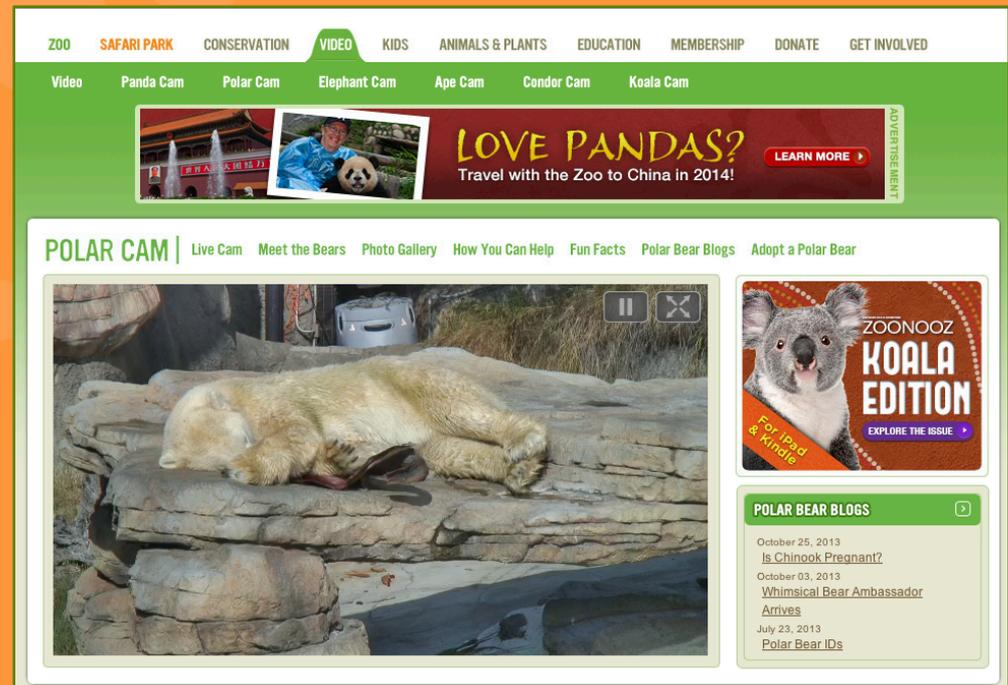
Images/Photos

- Creative Commons
- Commons Wikimedia
- LIFE
- Library of Congress
- Morgue File
- USA Government Photos/Images
- Google Images (using advance image search with usage rights filter applied)
- Compfight (with creative commons filter applied)

Third Party Resources

Video/Audio

- Youtube Education
- MIT Video
- PBS Video
- iTunesU
- Live video feeds



The screenshot shows the San Diego Zoo website's navigation menu with 'VIDEO' selected. Below the menu is a banner for 'LOVE PANDAS?' with a 'LEARN MORE' button. The main content area features a 'POLAR CAM' section with a live video feed of a polar bear resting on a rock. To the right of the video is a 'ZOO NOOZ KOALA EDITION' graphic and a 'POLAR BEAR BLOGS' section with a list of recent blog posts.

ZOO SAFARI PARK CONSERVATION VIDEO KIDS ANIMALS & PLANTS EDUCATION MEMBERSHIP DONATE GET INVOLVED

Video Panda Cam Polar Cam Elephant Cam Ape Cam Condor Cam Koala Cam

LOVE PANDAS?
Travel with the Zoo to China in 2014! LEARN MORE

POLAR CAM | Live Cam Meet the Bears Photo Gallery How You Can Help Fun Facts Polar Bear Blogs Adopt a Polar Bear

ZOO NOOZ
KOALA EDITION
EXPLORE THE ISSUE

POLAR BEAR BLOGS

- October 25, 2013
Is Chinook Pregnant?
- October 03, 2013
Whimsical Bear Ambassador Arrives
- July 23, 2013
Polar Bear IDs

Video Source: <http://www.sandiegozoo.org/polarcam/>

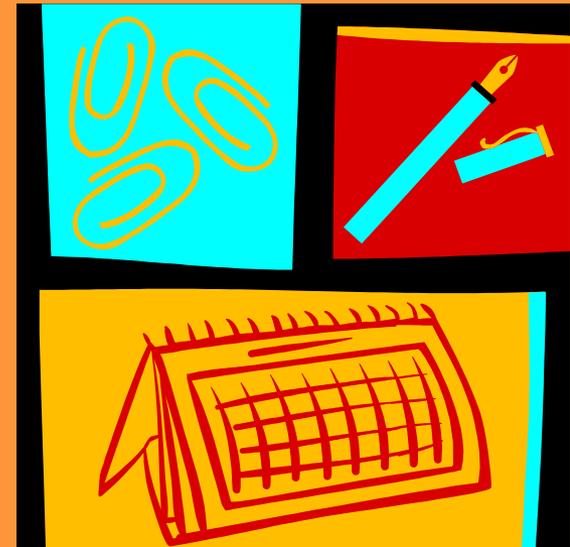
Working with CDL!

A faculty perspective...



Working with CDL!

- Plan! Plan a semester in advance for images and up to two semesters for video production.



Working with CDL!

- Meet with your Instructional Designer and the appropriate production team for first consultation.



Working with CDL!

- Bring ideas, samples, or drawings of what you want with you.



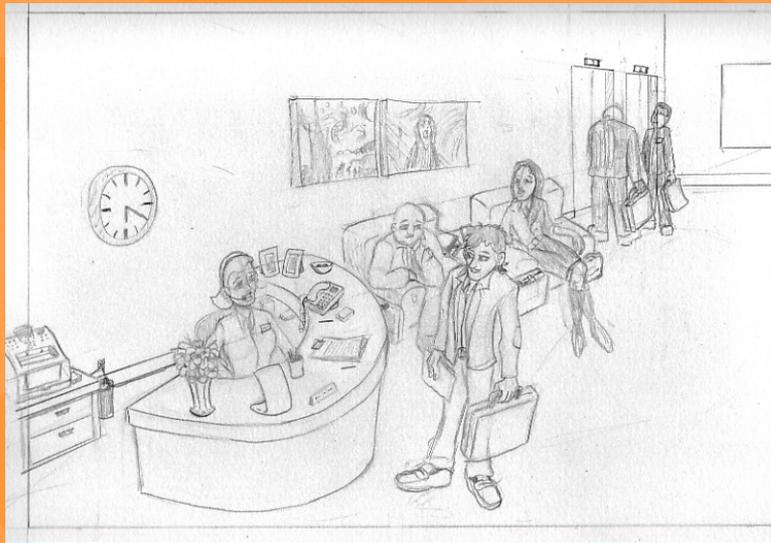
Course Examples

- Drawing
- Banners
 - Consistency
 - Flow
 - Professionalism



Course Examples

- Sketch



Course Examples

Video

www.TimeshareEducation.org/videos



The screenshot shows a video player interface. At the top, there is a navigation bar with the University of Central Florida logo and name, a 'Log In' button, and a search bar. The video player itself has a dark background with a cityscape at night. The title 'TIMESHARE' is prominently displayed in a large, outlined font, with 'Rosen College of Hospitality Management' written below it. A play button is centered over the video. Below the video, the title 'The Timeshare Industry Looking Forward' is written in white. A progress bar is visible at the bottom of the video player, showing a time of 00:06. Below the video player, there is a link for technical support: 'Having troubles with your video? Visit Online@UCF.Support.' Below this, it says 'Brought to you by' followed by the 'online@ucf' logo. At the bottom, there is a copyright notice: '© The University of Central Florida, All right reserved. For technical support, contact online.support@ucf.edu. © Center for Distributed Learning 2011 | 3100 Technology Parkway Orlando, FL 32816 | 407.823.4910'.

Q & A

Feel free to contact us!

Sue Bauer

•Email: sueb@ucf.edu

Amy Gregory

•Email: amy.gregory@ucf.edu

Today's resources are linked from:

<http://bit.ly/FacultySeminars>