

Enriching Your Online Course Content: Selecting or Designing Media Elements

Presented by Sue Bauer and Amy Gregory

Benefits for Media Usage

- Can be used as a tool to clarify specific course objectives, concepts, and goals.
- Utilizes a variety of media and message design principles to address various learning styles.
- Promotes collaboration with other UCF departmental resources to deliver the most effective UCF online content. UCF's has resources to assist you! Check out the UCF Media Resources below.

Considerations for Media Usage

- Media will need to be accessible to all students.
- User must have copyright permission.
- Media should be used to assist in the delivery of content. Not merely for aesthetics.
- Maintenance of third party artifacts can be a course management challenge.

UCF Media Resources

Department/Web link	Description of Services
CDL Graphics http://graphics.cdl.ucf.edu	Maintain graphic support for UCF's online faculty and courses.
CDL Video http://video.ucf.edu	Maintain video support for UCF's online faculty and courses.
Office of Instructional Resources (OIR) http://www.oir.ucf.edu	Further the academic, research, and administrative goals through the design, application, and support of multimedia resources and services.
Faculty Center for Teaching and Learning http://www.fctl.ucf.edu/TeachingAndLearningResources/Technology	Collection of local and Internet resources focused on using technology to assist faculty in course delivery.
UCF Marketing http://umark.ucf.edu	UCF Marketing approved materials.
UCF Library Images http://library.ucf.edu/Systems/DigitalCollections	The UCF Libraries provide access to a number of digital and streaming video collections.
Videos http://guides.ucf.edu/facultystreaming	

Webcourses@UCF Media Resources (Canvas)

Tool	Description
Canvas Files http://guides.instructure.com/s/2204/m/4152/l/41383-how-do-i-add-a-file-to-my-course	Uploaded personal images, audio and video files. Then link to make available to students.
Canvas Edu Apps Index https://www.edu-apps.org/index.html Guide http://guides.instructure.com/s/2204/m/4214/l/121961-how-do-i-use-the-app-center-at-the-account-level	Third party apps built to integrate into Canvas.
YouTube Integration http://guides.instructure.com/s/2204/m/4152/l/41508-how-do-i-link-to-a-youtube-video	Embed YouTube videos into course content pages.
Record audio and video http://guides.instructure.com/s/2204/m/4152/l/41393-what-types-of-media-files-can-be-uploaded-into-canvas	Use Canvas embedded functionality to record and embed video and audio clips.
Video Captioning http://guides.instructure.com/s/2204/m/4152/l/98632-how-do-i-create-captions-for-new-or-uploaded-videos-in-canvas	Create captions for videos in Canvas
Flickr Creative Commons http://guides.instructure.com/s/2204/m/4152/l/41507-how-do-i-pull-in-images-from-flickr-creative-commons	Use Flickr CC images in your course.
Canvas Conferencing (BigBlueButton) http://guides.instructure.com/s/2204/m/4152/l/40302-what-are-conferences	Record guest speakers or mini lectures. Note that there is a two-week storage window before file will be deleted.

Open Source Resources

Images/Photos

- Creative Commons <http://creativecommons.org/>
- Commons Wikimedia <http://commons.wikimedia.org/>
- LIFE <http://images.google.com/hosted/life>
- Library of Congress <http://www.loc.gov/>
- Morgue File <http://www.morguefile.com/>
- USA Government Photos/Images <http://www.usa.gov/Topics/Graphics.shtml>
- Google Images (using advance image search with usage rights filter applied) http://www.google.com/advanced_image_search
- Compfight (with creative commons filter applied) <http://compfight.com/>

Video/Audio

- Youtube Education <http://www.youtube.com/education>
- MIT Video <http://video.mit.edu/>
- PBS Video <http://video.pbs.org/>
- iTunesU <http://itunes.ucf.edu/>
- TED Ed <http://ed.ted.com/>

Amy Gregory's Video Library

Web page listing course/program videos

<http://timeshareeducation.org/promotional-videos>

References

- Canvas by Instructure (2013). Canvas Guides. Canvas guides available from <http://guides.instructure.com/>.
- Center for Distributed Learning (2012a). Accessibility tips. Teaching Online Website available from <http://teach.ucf.edu/resources/creating-accessible-course-content/accessibility-tips/>.
- Center for Distributed Learning (2012). Course Banners and Graphics. Teaching Online Website available from <http://teach.ucf.edu/resources/course-banners/>.
- Center for Distributed Learning (2012b). Document formatting guidelines. Teaching Online Website available from <http://teach.ucf.edu/resources/document-formatting-guidelines/images/>.
- Center for Distributed Learning (2009). Media and Message Design Tutorial. Teaching Online Website available from <http://teach.ucf.edu/pedagogy/media-message-design-tutorial/>.
- Diaz, Veronica, Tracy Mitrano, and Kathy Christoph. "Copyright, Fair Use, and Teaching and Learning Innovation in a Web 2.0 World" (Research Bulletin, Issue 15). Boulder, CO: EDUCAUSE Center for Applied Research, 2009, available from <http://www.educause.edu/Resources/CopyrightFairUseandTeachingand/176394>.
- EDUCAUSE (2011). Web accessibility 80 resources. EDUCAUSE Center for Applied Research, 2011, available from <http://www.educause.edu/Resources/Browse/Web%20Accessibility/17798>