

# Digital Media for Learning

Florence Martin • Anthony Karl Betrus

# Digital Media for Learning

Theories, Processes, and Solutions

With Contributions by William Sugar

 Springer

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# Foreword

This book is an important reference for all educators. Digital media is modern communication, and we are by definition communicators. We help learners understand concepts, ideas, procedures, and processes. We illustrate, elaborate, and explain. The best of us continually work to expand and refine our communication skills to provide the highest quality instruction.

Knowing how to design, produce, and make best use of digital media is an important skill in virtually all modern professional settings, and teaching is no exception. Our students are sophisticated consumers with access to a wide variety of media that compete for their attention. Our instructional effectiveness depends on the decisions we make about the media we select, create, and share with our students.

The vast majority of us have easy access to powerful production tools, allowing us to create multimedia ranging from small items shared only with our friends and family to professional-quality audio and video that are broadcast to the entire world. Anyone with a midrange tablet phone possesses a production studio they can carry in their pocket. While these tools offer us a great deal of power over media production, they cannot make strategic decisions. We need masterful management and design skills to produce the kind of effective and sophisticated media we are proud to share and call our own, and that is what makes this book so important.

Martin and Betrus each have a vast wealth of knowledge and experience with digital media production and instructional design. They are both “educators of educators,” and this book is an organized and thorough explanation of instructional media production as told by experts in the field. It is my honor to welcome you to *Digital Media for Learning* and my hope that you will use the theories, processes, and solutions presented in these pages to take your own professional practice to new heights.

Abbie H. Brown

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# Preface

## Purpose of the Book

Our intention for this book is to provide a comprehensive and applied resource on digital media for learning.

*Applying instructional design principles and practices.* This book provides a foundation for the design and development of high-quality digital media for learning by applying systematic principles of instructional design.

*Research-based practice.* This book connects and integrates research on multimedia learning to evidence-based practice of digital media design and development.

*Professional practice case studies.* This book includes professional perspectives on real-world case studies of digital media design and development.

*Resources for practical application.* This book offers examples of practical applications and resources to design and develop digital media for learning.

## Organization of the Book

This book is divided into two parts:

*Part I* provides an overview of theory and principles of using digital media for learning. This part also includes the processes of analysis, design, development, implementation, and evaluation of digital media for learning.

*Part II* describes various digital media solutions. This part includes solutions such as instructional video, instructional games, instructional simulations, online learning, mobile learning, and emerging technologies.

## ***Audience***

This book is intended for anyone interested in creating learning materials using digital media. The book applies to *students, faculty, and practitioners* which include:

*Higher education faculty* interested in designing and teaching design and development courses using digital media

*Instructional designers* who support design and development using digital media

*Elearning specialists* who design learning material using digital media

*Graduate and undergraduate students* who are training to develop learning material using digital media solutions

*E-learning vendors* who serve their customers by producing effective learning content using digital media

*K–12 technology coaches* who facilitate integration and develop digital media solutions for the classroom

## **Special Features in Each Chapter**

This book includes a number of special features that assist the learner in mastering online course design. Each chapter includes

Abstract	Chapter objectives	Keywords	Best practices
Supporting research	Reflection questions	Summary	Professional practice case studies

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