

Media formats

Starting a conversation about media.

Wiebe Dijkstra - *Blended Learning developer, TU Delft Teaching & Learning Services*

Pim van Schöll - *Educational designer, TU Delft Library*

Introduction



Wiebe Dijkstra - *Blended Learning developer*
TU Delft Teaching & Learning Services



Pim van Schöll - *Educational designer,*
TU Delft Library – NewMedia Centre

Purpose of media

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| Part | Possible purpose | Suitable media type | Effort for DIY | Project size estimation for NMC (* small to *** large) | Example | Example(2) | Example(3) | Example(4) |
|------------------------------------|-----------------------------|--|------------------------|--|--|--|---|--|
| Introduction course (e.g. trailer) | Showcase fictional solution | Animation 2D: Vector-based, hand drawn | Moderate - Challenging | ** | Introduction to the Quantum Internet DelftX on edX | Introduction Solar Energy | | |
| Introduction course (e.g. trailer) | Showcase fictional solution | Animation 3D: CGI, Computer-animation | Not recommended | *** | Huygens pendulum | Transport Phenomena | | |
| Introduction course (e.g. trailer) | Bring in a target audience | Text | Very easy | - | Rail About page | Quantum Internet About Page | | |
| Introduction course (e.g. trailer) | Showcase subject | Video (location) | Moderate - Challenging | * | Advanced Transport Phenomena - Introduction course | Circular Economy, an introduction DelftX on edX Course About | Urbanism - Introduction | edX DelftX: Introduction to Aeronautical |
| Introduction course (e.g. trailer) | Promote the course | Video (trailer / promotional) | Challenging | *** | Railway engineering | eCars | Hyperloop | |



This session:

- **What and Why:**
 - Purpose of media: what's in our overview?
- **Different scenarios:**



- **Next steps**
- **Panel discussion**

What media do you use for your courses?

Let us know via the poll



Goal: What is our sheet?

- Media is more than just video
- Inspire teachers
- **Why:** Informed considerations on media

Note: this is a prototype, a gathering of examples that we use to start conversations. Feel free to copy and inspire people!

Purpose of media

Purpose of media

Discover different mediatypes to tell your story.

This sheet is the result of a collaboration between Teaching and learning service and the NewMedia Centre. There are two main purposes to this sheet.

The first purpose is to inspire course creators, teachers and education staff with different examples of media. The different examples can be filtered on mediatype (e.g. video, text, animation etc.) or course part (introduction, content etc.). To clarify the examples you can look at the possible purpose for your story and look for a suitable media type.

The second purpose of this sheet is to give an estimation on the required effort. Based on our previous experiences, we made an estimation whether it is recommended to create certain product yourself (DIY) and we made an estimation for the project size if you ask the NewMedia Centre to help you out. If you require a more detailed estimation, please contact the NewMedia Centre with your wishes and requirements.

How this document works

Go to the tab: "Filter media examples" to find all the different examples for different mediatypes, course parts and an estimation for the effort. Use the filter options on top of that page to find the relevant examples for your purpose.

Note: the cells and sheets are locked for editing. If for some reason you need access to edit, you can create your own copy via File > Make a copy. If you download the sheet to your own desktop (File > Download), you will not be able to use the "Filter media examples" tab.

Filter options

Select a part of the course With this option you can filter the examples based on their use in a course. All, Course start, Start of module, Content, Assignment or Other

Select a preferred media type With this option you can filter the examples based on their mediatype. All, Animation, Text, Video, Image, Live, Audio, AR/VR, 360 degrees or Other.

Different columns

| | |
|---|---|
| Content type | Describes in detail to which part of the course the examples belong |
| Possible purpose | Gives an indication to a purpose that a certain example should convey. |
| Suitable media type | Describes in detail one of the suitable media types that fit to a purpose and fit to the examples |
| Difficulty/effort estimation for DIY | A scale based on experiences from teachers an estimation has been made based on learning curve and time that needs invested to create media like the example |
| Time/effort estimation for production (NewMedia Centre) | The NewMedia Centre can create a lot of different media types. Based on the complexity of the content type and media type an estimation has been made to provide an indication of costs and time required to create such a production. Always contact the NewMedia Centre if you need a detailed estimation on time needed and costs. |

[Go to: Filter media examples](#)

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Scenario A: “Production, I want a video “

- Deepen the conversation
 - Talk about purpose instead of format
 - Filter on media type to narrow down your choices.
 - Pick based on matching purpose.

Scenario B: “I need an assignment explainer”

- Broaden your conversation
 - Starting point: learning design process.
 - Filter on course part
 - Pick based on fitting examples.

Scenario C: “Inspiration: what is out there?”

- Stimulate new ideas
 - Find examples that are less common.
 - Filter on Animation, 360 video, AR/VR
 - Pick based on your learners needs

Scenario D: ““I need an interview, what does it cost?””

- Provide guidance
 - Do you do it yourself, or ask the NewMedia Centre?
 - Filter on media type
 - Pick based on Effort for DIY
 - Compare to Project size

What scenario is the most recognizable for you?

- A) *“Production, I want a video”*
- B) *The learning design scenario*
- C) *Inspiration: “What is out there?”*
- D) *Cost vs. effort*



What does the sheet (not) provide?

- **Do:**

- Broaden your media conversation
- Provide guidance to academics
- Stimulate new ideas

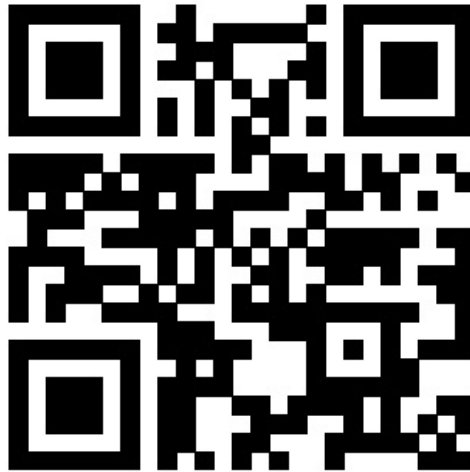
- **Don't:**

- Instruction on what to do
- Provide a price estimation
- Complete overview of examples and options

Our next steps:

- Share as open website (dynamic)
- Put it in practice:
 - Via workshops/webinars
 - Via our online courses
 - In the intake process media
 - In the learning design process

Link to the sheet



edu.nl/famcw

<https://edu.nl/famcw>


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Introduction Filter media examples How to maintain this sheet

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