

# The On-Campus and Distance Delivery of an Introductory 'Hands-On' Multimedia Unit Using Flexible Learning Materials

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The most recent case study by the first author and his colleagues on the development of flexible learning materials, this paper describes the implementation of an introductory multimedia unit for multiple campus and distance delivery.

00101 Introduction to Multimedia Systems is the initial unit in Central Queensland University's newly introduced Bachelor of Multimedia Studies. The degree is currently offered on six CQU campuses in Australia and at a distance, and will likely also be offered at CQU's off-shore campuses.

00101 was offered in 1997 (Zelmer 1998) and 1998 on the Rockhampton campus only but in 1999 has been offered on multiple campuses and at a distance. The unit is designed to motivate students by providing a 'fun' experience as they are introduced to a wide range of multimedia technologies and products. It is supported by a textbook, an e-mail discussion list, a dedicated web site, several hours of videotaped demonstrations and interviews with multimedia practitioners (for classroom use only, distance students receive abbreviated versions on CD-ROM) and a CD-ROM containing the unit's study guide and other resource materials.

00101 assignments are 'hands-on'. Students prepare short multimedia presentations in PowerPoint and html using supplied resources, then may utilise almost any technology to demonstrate a multimedia skill acquired during the unit.

The first author is an experienced tertiary educator and educational multimedia developer and developed the unit and its resource materials. Due to staffing constraints he was only involved in teaching the initial on-campus offerings of the unit and it is currently being delivered by a number of less experienced staff using the resource materials developed by the author. This delivery has been effected with minimal problems, although the textbook supplier changed editions just days before the start of the term and many students were initially unable to view the CD-ROM based movies because of cross-platform incompatibilities. Student reactions have generally been positive.

Zelmer, ACL (1997). "Just-in-Time" Multimedia Systems: A Case study of on-line delivery of a first year teaching unit, in Kevil et al, *What Works and Why: ASCILITE 97 Conference Proceedings*, Curtin University of Technology, pp 652-658.

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