Bridging Gaps:
Designing a Multimedia Studio for Learning

Greenfield Community College's
Teaching and Learning Innovation Center

Dr. Gary Ackerman, Director TLIC

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https://www.gcc.mass.edu/tlic/aect-2024



A Little History

- Western Massachusetts
- Enrollment

- EdTech
- Silos within IT

- July 2021: Teaching and Learning Innovation Center
  - Audio visual services
  - Online teaching
  - Managing Moodle

Overview

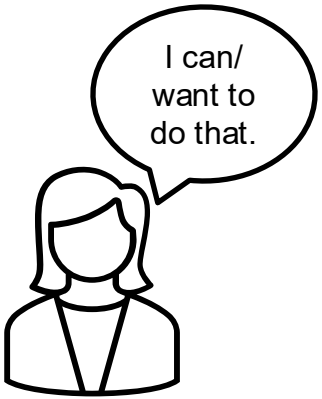
TV studio
operated by technicians
edited by technicians

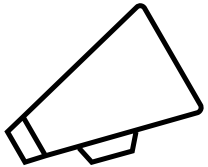


multimedia studio
operated by users
edited by users



Our Motivation



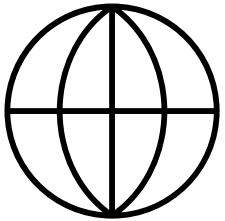


I've got something to say.



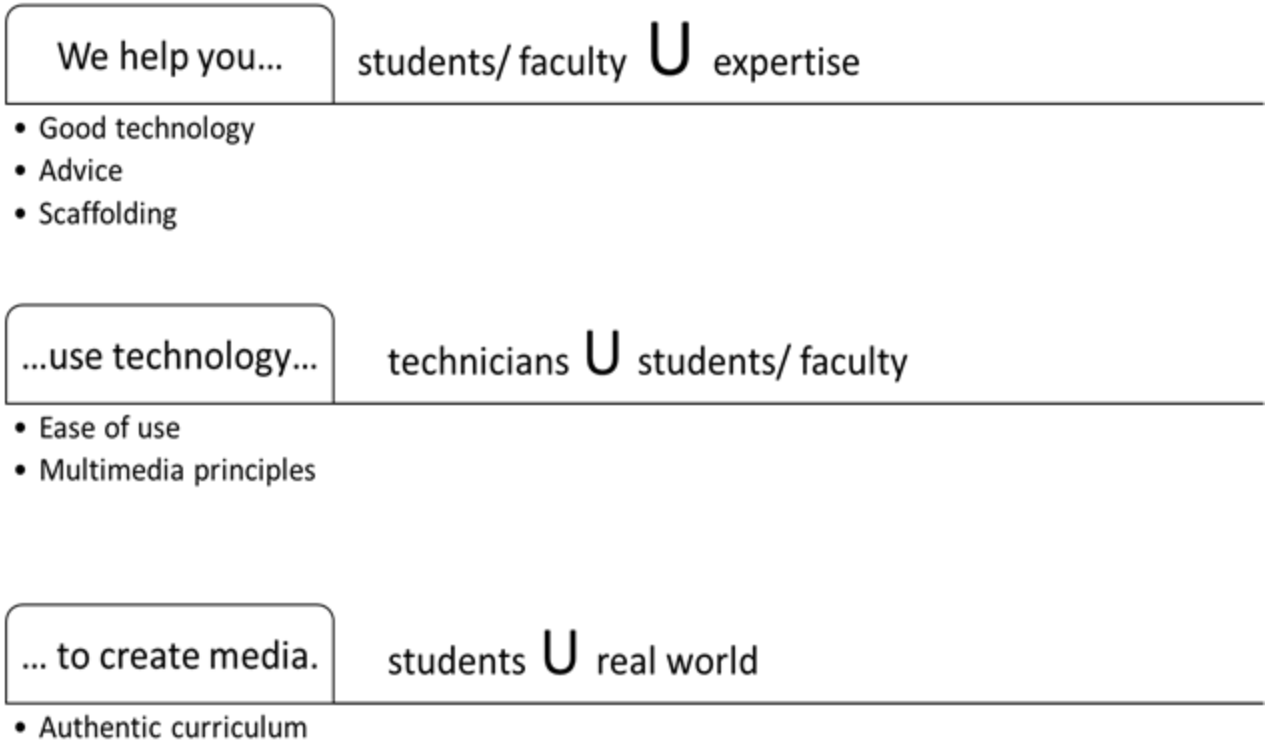


UDL

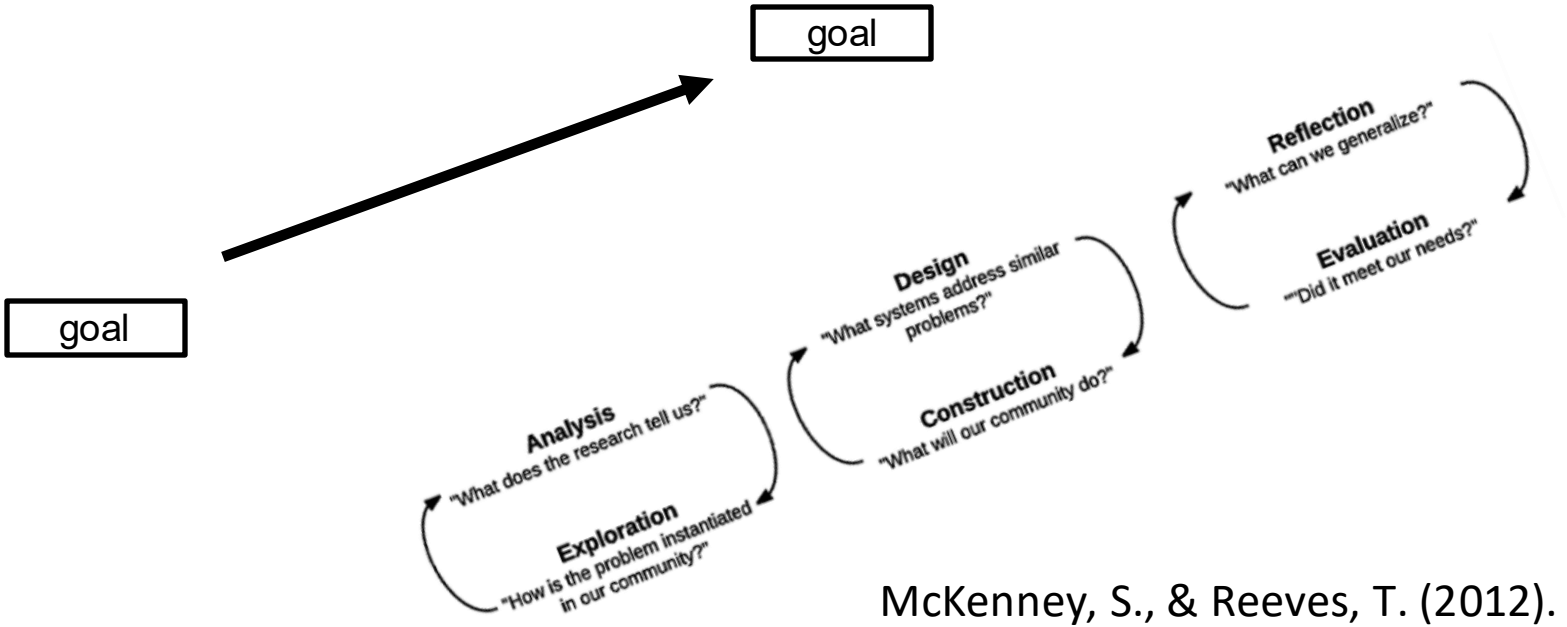


Global reach

Design to Bridge Gaps



Our Process



McKenney, S., & Reeves, T. (2012). *Conducting educational design research.* Routledge.

Students/ Faculty U Expertise



- Upgraded technology
- Production meetings
- Templates
- "Before you record"

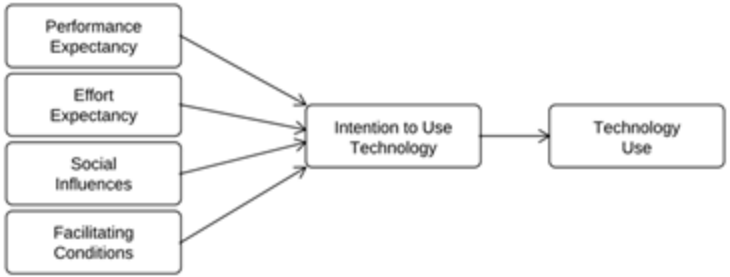








Technicians U Students/ Faculty #1: Ease of Use



Venkatesh, V., Morris, M., Davis, G., & Davis, F. (2003). User acceptance of information technology: Toward a unified view." *MIS Quarterly* 27(3): 425-478.

- Limit choices
- Choose software
- Level of support
- "Hey technicians, you are not users."

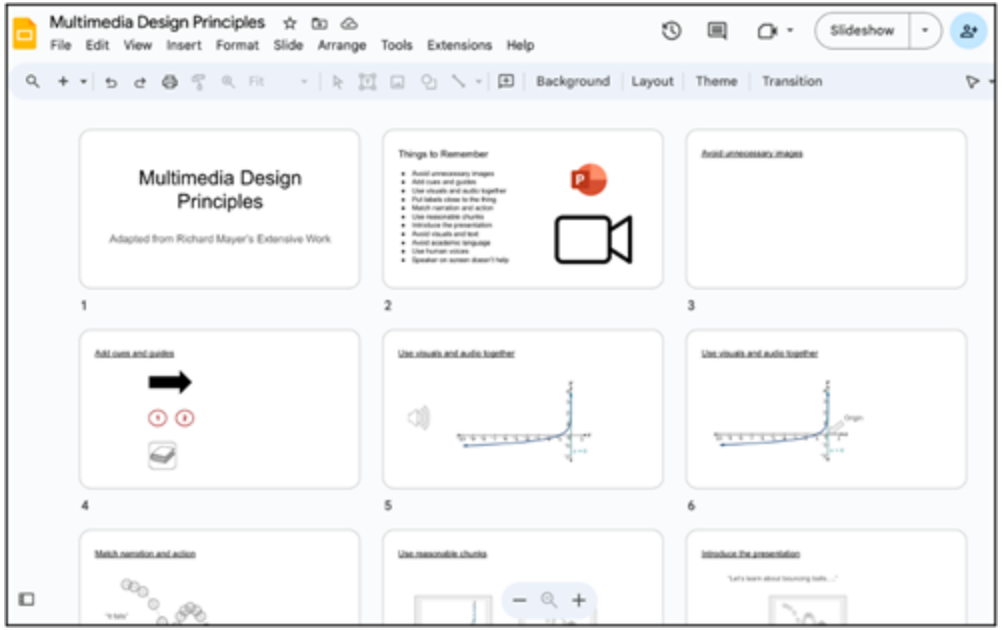




Technicians U Students/ Faculty #2: Multimedia Principles

Mayer

“media for entertainment is not media for instruction or information”



Mayer, R. E. (2002). Multimedia learning. In *Psychology of learning and motivation* (Vol. 41, pp. 85-139). Academic Press.

Students U Real World

Herrington, J., Reeves, T.C., Oliver, R. (2014). Authentic learning. Spector, J., Merrill, M., Elen, J., Bishop, M. (eds) *Handbook of Research on Educational Communications and Technology*. Springer. https://doi.org/10.1007/978-1-4614-3185-5_32

Women, Image, and Politics
Cassi Decato, Juliet Keefe, Ellis Tarry, and Hailey Weller
HIS 106: History of the American People Since 1865, Professor Alyssa Arnell
This audio podcast is an overview of the relationship between mainstream social perceptions of women and womanhood and the women's rights movement(s) between 1900 and 1930 in America. We discuss the Gibson Girl or the New Woman, the Flapper, morality in the Progressive Era, and the freedoms and restrictions surrounding gendered public activity during this time. We analyzed a variety of articles, books and journals provided by the GCC Nahman-Watson Library Databases and primary accounts found digitally such as newspapers published at the time by the Library of Congress. By researching this topic we expanded our own breadth of knowledge regarding the major achievements of the women's movement into the beginning of the twentieth century that contextualizes the current day fight towards equality and autonomy.

The Racialized Reality of the United States Prison System
Caitlyn Alisauskas, Cosmo Grover, and Devin Morton
HIS 127: History of African American Peoples, Professor Alyssa Arnell
Our audio podcast explores the history of the prison system in the United States and how it exists to this day as the de facto continuation of slavery. Presented in a linear fashion, our research encompassed prison demographics reaching as far back as the 1850s, to present-day databases in order to capture how the re-enslavement of Black Americans through the prison system is not a metaphor; it is a reality. We believe this is an incredibly important topic to showcase as the fight against "critical race theory" permeates schools across the country and actual facts about the racist origins of the United States' institutions are suppressed.

Let’s Hear a Story



Digital Media in Curriculum & Instruction

- AV designs for ease of use (UTAUT)
  - Professional kit is worth it
- Provide supports (Scaffolding, Mayer)
  - Multimedia principles
  - Brainstorming
  - Classroom deadlines
- Make it authentic (Authentic curriculum)
  - Collaboration
  - Give examples
  - Give voice
  - Share it

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