

Effective Media Selection

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Abstract

Appraisal and selection of appropriate media can be a difficult process in the development of interactive learning environments. Experience consulting with those considering alternative presentation modes has shown that use of concrete examples assists. It enables a shared understanding, which in turn aids in the media selection process.

This paper will discuss the concept of the MASK (Media Appraisal/Selection Kit) project, whose aim is to create a practical toolkit to aid the process of educational materials development. These tools would be useful to an educational designer working with clients new to making educational software. They would help:

- identify possible media types and answer some typical questions about them
- highlight features of the alignment of technology and educational purpose through annotated case studies,
- provide checklists to aid project specification.

The presentation will discuss the progress of this project and a prototype of MASK, which aims to be adaptable for use by other units producing teaching and learning multimedia extracts.