

## **A NEW MEDIA PRIMER**

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### **Abstract:**

Recent technological developments like voice-over-IP, iChatAV, D-TV, WiFi-enabled PDAs, MPEG-2, datacasting, video-on-demand, and camera phones have become a normal part of some people's lives, and even their educational experiences. Yet many people still have no idea what these technologies are or how they can be used to teach. This half-day tutorial will provide information on the features and applications of the latest digital media distribution technologies in educational settings.

Generally, when educators decide to use a new technology for classroom instruction or self-directed study, and they base that decision on nothing more than a colleague's recommendation or an institutional mandate, problems are bound to follow. Unfortunately, when problems do arise, people often judge the technology itself as ineffective and abandon it altogether, rather than re-evaluating the need and choosing a different technology that is more appropriate. This can mean the entire project has to be abandoned as well. Being able to assess a new technology's potential for success in a given situation before investing time and capital is a valuable skill. A thorough, up front appraisal of a technology's strengths and weaknesses can prevent wasted effort and guarantee that a project will be published and used.

The workshop is divided into three sections. Section One will cover new digital media distribution technologies that are currently available or will soon become available. Section Two will cover the associated benefits and limitations of the technologies introduced in Section One. Section Three will demonstrate real-world examples, the guidelines that were used to choose the best technology to meet each particular need, and what did or didn't work. These examples will be presented in an informal and anecdotal manner and participants will be invited to discuss their own experiences as well.

### **Pre-workshop's Objectives:**

This workshop is intended to help people sort through the overload of information about the myriad ways that digital media can be delivered to students. The examples in Section Three will demonstrate how to determine educational media needs and choose the technology that best meets those needs.

**Pre-Workshop's Benefits:**

Attendees will learn about the latest technologies that are now available for the distribution of educational media and how to make informed decisions when adopting these new technologies.

**Pre-Workshop's Pre-requisites:**

It will be helpful if participants have some experience working with digital media, but it is not required. A wide range of technical and general concepts will be covered, so participants of all skill levels, experience, and opinions are welcome.

**Pre-Workshop's Intended Audience:**

This tutorial is for those interested in the latest developments in the application and delivery of digital media in educational settings.

**Pre-Workshop's Instructor Qualifications:***Primary Presenter:*

Eric R. Carlson

Mr. Carlson has worked almost 10 years at the University of Utah, starting with linear video design and production, then migrating to the development and distribution of projects based on new media formats (web, CD-ROM, DVD-Video, Digital Video, presentations, etc.). He combines a Fine Arts background with best practices of instructional design and is currently a New Media Developer for the New Media Integration Group of Media Solutions, University of Utah.

*Co-presenter:*

Paul E. Burrows has worked over 25 years in the design, production, and dissemination of most media formats for instruction, promotion, media conversions, archiving, cataloging, and metadata development within higher education and K-12 environments--working with faculty, educators, administrators, directors, students, researchers, medical professionals, legislators, and political offices from various levels of government. He holds a Master's Degree with emphases in learning theory, visual perception, media design, and public telecommunications, and is currently the Manager of the New Media Integration Group for Media Solutions, University of Utah.