

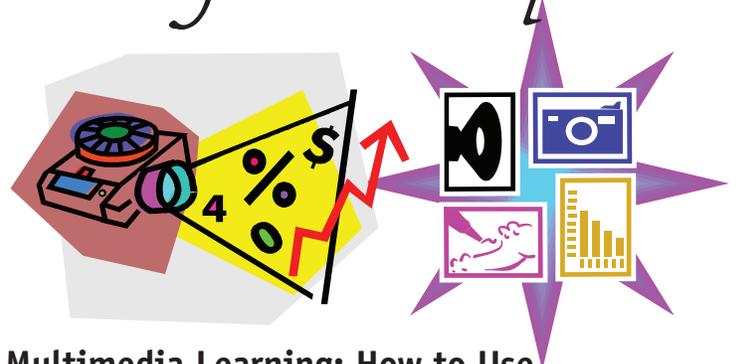
Three Multimedia Learning Workshops

Les Howles

University of Wisconsin–Madison

Friday, August 14

Room 50 Milton Hall



Designing Learning Based on Research About How People Learn

9 a.m.–10:15 a.m.

This session draws on current research in educational psychology and neuro science to help instructors design course content to promote deep learning for diverse learners. Through numerous examples, illustrations and interactive exercises you'll learn how to apply research-based principles to address a variety of common instructional challenges for presenting content in both face-to-face and online courses. Topics include managing cognitive load, blending multiple media formats, crafting instructional messages to promote deep learning and adapting instructional methods for diverse learner characteristics. The presenter will translate seemingly complex research findings into practical principles as well as recommend various tools and methods to improve instructional message design.

Creating PowerPoints™ that Teach

10:30 a.m.–12 p.m.

This workshop session focuses on applying multimedia learning principles to the design of PowerPoint™ lecture presentations. Participants will learn how to blend instructor commentary with PowerPoint™ visuals that cognitively engage learners in knowledge construction. This session emphasizes effective ways of representing course content using PowerPoint™ slides without habitually resorting to bullet lists or presenting a procession of text-based slides for students to passively absorb. We'll also look at how handouts can be constructed to effectively complement lecture presentations.

Multimedia Learning: How to Use Audio-Visual Media Effectively Based on Instructional Science

1–3 p.m.

This session draws on current research in educational psychology to help instructors better understand how graphics, text and audio can be skillfully blended to promote deep learning. Through numerous examples and illustrations participants will learn how evidence-based principles can be applied to the design of multimedia materials for both online and classroom situations. Instructional design principles for using new media formats including podcasts, games and simulations, animations and interactive videos will also be discussed.

Les Howles has more than 20 years experience as an instructional designer, trainer, multimedia developer and e-learning consultant. He has worked in a variety of settings including corporate, government, medical and academia. Les is a senior e-learning consultant at the University of Wisconsin–Madison who leads teams of developers in creating online courses, simulations and games and multimedia learning materials. He has a graduate degree in educational technology from the University of Oregon and undergraduate degrees in education and educational psychology. Les is a frequent presenter at national, local and regional conferences, as well as a guest speaker at various universities. He is also president of Howles Associates, an e-learning consulting group.