

APPENDIX 1 UNISA PROJECT BRIEF

MULTIMEDIA BENCHMARKING AND RESEARCH PROJECT DEVELOPING AND INTEGRATING MULTIMEDIA, OPEN DISTANCE LEARNING, COURSEWARE DESIGN AND DEVELOPMENT

PROBLEM STATEMENT

Unisa remains predominantly text based in print and online. This does not cater for all learning styles or scaffold the learning of students using English as an additional language. Unisa currently has the capacity in terms of equipment to produce a variety of multimedia products to enhance courseware delivery if integrated into the study package and notional hours for the course. Some lecturers choose to use audio and video products that are sent to students on CD ROMs and DVDs. The design, production, editing and copying of this material is done through the Directorate: Sound, Video and Photography (SVP). Other lecturers choose to work with the Centre for Software Engineering (CENSE) in the School of Computing to have material designed and programmed for reproduction by SVP on DVDs. However, only a very small proportion of modules use these valuable pedagogical tools. The ODL Power Course project under Professor Louw will actively seek to integrate the services of these two departments into the design, development and delivery of the modules.

PURPOSE

1. Benchmark how other DE universities develop and integrate a variety of media into print and online courseware, particularly an award-winning university such as OU Malaysia¹ and universities with excellent structures, facilities and practices such as Deakin University and USQ
2. Recommend to Unisa's Senate Tuition Committee and ultimately Senate on how Unisa should structure its multimedia resources for maximum pedagogical effect and how ICLD should promote the use of multimedia in courseware development
3. Research open source learning object repositories and publish the information online on the ICLD website for inclusion in courseware development

PROJECT DESCRIPTION

ICLD, CENSE, Sound, Video and Photography (SVP) and the ODL Office met to consider the best use of the multimedia units at Unisa. Universities known for excellent multimedia development and integration were identified: the OU Malaysia which won the CoL award for multimedia integration, Deakin University and the University of Southern Queensland in Australia, the OU UK and Athabasca. As the Malaysian and Australian institutions are in the same part of the world, it was decided to send a team to the three institutions to benchmark their practices against Unisa's if the other institutions were willing to host us.

DELIVERABLES

1. A structure for multimedia development
2. A plan for integrating multimedia into all courseware development
3. A resource of open source learning objects that will enable the university to cut costs
4. An instrument for evaluating open source learning objects

PROJECT PLAN

October 2007:	Professor Kilfoil to visit Athabasca University
November 2007:	Report on visit to Senate Tuition Committee

¹ Winner of the Award for Excellence for Distance Education Materials in the category for print or other "low-end" media materials – module entitled Learning Skills for Open and Distance Learners - from the Commonwealth of Learning in Ocho Rios, Jamaica.

Winner of the E-Learning Recognition Award from the Eszterházy Károly College in Eger, Hungary.

November to February 2008:	ICLD research team to investigate open source learning object repositories
March 2008:	Research team to report to ICLD staff meeting and benchmarking team
March/ April 2008:	Team to visit OU Malaysia, Deakin and USQ
April 2008:	Interim report to Senate Tuition Committee
May 2008:	Interim report to Senate
June/ July 2008:	Structure for multimedia development
July 2008:	Interim report to Senate Tuition Committee
August 2008:	Interim report to Senate
August/ September:	Plan for integrating multimedia into all courseware development
September:	Final report to Senate Tuition Committee
October:	Final report to Senate

PARTICIPANTS

Team Leader: Mr HJD (Wessie) van der Westhuizen (Director: Sound, Video and Photography)
 Ms Laura Schultz (Script Writing – Directorate Sound, Video and Photography, joining team on Wednesday)

Mr Roland Mauries (Directorate Sound, Video and Photography)

Mr Moeketsi Sesemane (Education consultant, Institute for Curriculum and Learning Development: Multimedia development with academics, online delivery, satellite delivery, open source learning object repositories)

Ms Estelle de Kock (Centre for Software Engineering: computer-based design)

Mr Ernest Tshibalo (Education consultant, Institute for Curriculum and Learning Development: Multimedia development with academics, online delivery, satellite delivery, open source learning object repositories)

Ms Mariana Petersen-Waughtal (Education consultant, Institute for Curriculum and Learning Development: Multimedia development with academics, online delivery, satellite delivery, open source learning object repositories)

Ms Lindiwe Chabalala (Technology Enhanced Learning in ODL)

BENCHMARKING QUESTIONS (Suggested questions to facilitate the discussions and learning experiences)

IMPLEMENTATION ISSUES – POLICY

1. What is the staffing model? (e.g. permanent/ contract academic staff, multimedia experts, programmers, video technologists, script writers and IDs?)
2. What is the distance education model? (e.g. print plus multimedia and online? Online plus some contact?)
3. How do media relate to the achievement of learning outcomes?
4. Is there an academic planning policy and strategy that promotes multimedia integration?
5. If yes, how are these plans translated into actions regarding teaching and learning?
6. What resources (human and facilities) does the university have to produce multimedia?
7. Does the conceptual framework make provision for the learning professional to enhance the academic's know-how in terms of ICT and its pedagogical aspects and implications (staff development and training).
8. How were the plans developed and put in place to enable the academics to buy into (adopt) or accept a blended approach to learning facilitation?
9. Was there any specific model or framework that was used in the implementation of media-enhanced teaching and learning at your institution?
10. What were some of the barriers in so far as implementing a tuition policy/model that incorporates media-enhanced learning?
11. How were some of these barriers overcome?
12. How much multimedia is designed from scratch and how much use is made of open source learning object repositories?
13. How useful and usable is the open source material?
14. What repositories are particularly useful?
15. Do you contribute to such repositories?
16. How costly are various media in relation to print costs?

IMPLEMENTATION ISSUES - PEDAGOGICAL ISSUES

1. How are multimedia packages selected to suit the Open Distance Learning environment?
2. Give examples of multimedia integrated ICT tools currently in use in your institution.
3. Explain how they capture students' interest, excite, motivate and assist them to realize envisaged outcomes or results.
4. The authoring and multimedia application plays a pivotal role in enhancing electronic teaching and learning environments. How did you integrate them in your approaches, strategies and methods?
5. Has there been any improvement in results since the inception of multimedia in your teaching and learning strategies?
6. Do you have a multimedia centre?
7. If yes, what is housed in there?
8. In which structure is the centre located?
9. How is this centre used by academics?

IMPLEMENTATION ISSUES - PROJECT MANAGEMENT ISSUES

1. How is your department/ institute currently structured?
2. How do you allocate projects to your team members?
3. Are they handling both print-based and electronic learning materials?
4. Are there any policies in place that govern the relationship and interaction between team members?