

SPM4332: CD-ROM BASED MULTIMEDIA DEVELOPMENT

INFORMATION DESIGN

Jamalludin Harun

Department of Educational Multimedia
Faculty of Education
Universiti Teknologi Malaysia



Focus...

- There are five things to think about in the process of Information Design:
 - **Message** : What information do you wish to share?
 - **Audience**: Whom do you wish to share your message with?
 - **Purpose**: How and why do you want to share your message with the audience?
 - **Background**: What does your intended audience already know about the subject you are discussing.
 - **Structure**: How can your message be organized most effectively?

Information Design: Strategy



Suitable Strategy??

- What factors need to be considered..??
 - Learning Theories (Examples...?)
 - Learning/Teaching Strategies(Examples...?)
 - Learning Styles(Examples...?)

Learning Theories

- Brainstorm in your group – what are learning theories that you already learned.
- Learning theory - describe, explain, and predict learning
- How learning takes place in term of human behavior, mind, thinking, interaction with others.
- How about learning strategy...?

Suitable Strategy??

80s & 90s (Behaviorisme)

- Drill & Practice
- Tutorial
- Simulation
- Games
- Problem solving

Suitable Strategy??

2000 (Cognitive & Constructivisme)

- Problem based learning
- Project based learning
- Cooperative learning
- Situated/Scenario based learning
- Case based learning
- Inquiry based learning

Suitable Strategy??

Strategy

How..??



Process..??

Multimedia Courseware



Learning Theories

- Behaviorism ???
- Cognitivism ???
- Constructivism ???

Learning Theories & ID

- Discuss in your group – what are the similarities and differences between learning theory and ID?
- Think of learning theories as the foundation and instructional design as the house built upon it.

Thank You !

