



## **AECT 2013 - Multimedia Production Division**

### **Description**

Immersion is defined as “absorbing involvement,” or “deep engagement.” Thus, in this type of learning environment students are notably engaged and absorbed in the content made available to them through either linear presentations or through interactive media. As students themselves are becoming digital natives that are quite media savvy, traditional classroom and on-line contexts are incorporating more mediated instruction such as multimedia presentations, games, pervasive games, simulations, computer/web based applications and mobile applications.

The Multimedia Production Division of AECT believes that efforts in this arena that demonstrate significant increases in learning should be noted and rewarded. This competition is targeted at university faculty, corporate trainers, associate instructors, instructional technologists, K-12 teachers and instructional technology graduate students who have utilized this form of intervention with demonstrated increase in learning.

### **Categories**

1. The most engaging **Linear Multimedia** submission
2. The most engaging **Non-Linear Multimedia** submission
3. The most engaging **Graduate Student** (Linear or Non-Linear) Multimedia submission

These categories would be judged on the production qualities of the multimedia such as High Fidelity Audio, Visual, and Graphic components, as well as documentation that learning objectives were met, and students seriously engaged with the media and learning materials.

The **Linear Multimedia submission** can be traditional film, video, or a combination of media such as text, visuals, audio and video, but not a live performance. A multi-modal environment using both media and a live performance could be considered.

The **Non-Linear Multimedia submission** can be on-line, a product for individual use, a combination of text, visuals, audio video etc, or a pervasive environment integrating web based, games and simulation and mobile technologies.

A **Graduate Student category** is introduced this year to recognize the best graduate student submission.

### **Excellence Characteristics Recognition**

We also have series of excellence recognitions for the technical qualities of the project.

- Excellence in Graphics
- Excellence in Audio/Video
- Excellence in Animation
- Excellence in Interface Design
- Excellence in Learning Assessment

### **Schedule**

Call for Entries: **March 15, 2013**

Deadline for submission: **June 30, 2013**

Awards Notification: **September 15, 2013**



## Criteria

### Multi-Media Fidelity

- Image Quality – (Exposure, Focus, Framing, Color, Contrast, etc)
- Audio Quality – (Clarity, Frequency spectrum, Timbre, Volume, etc)
- Sequencing – (Pacing, Continuity, Rhythm, Content Density, etc)
- Interface -(Clarity of Navigation, Layout, Look & Feel, Choice of Graphic Elements, Text, and Imagery, etc)

### Pedagogical Fidelity

- Learning Objectives – (Clarity, Appropriateness, Scope, Match to Learner, etc)
- Engagement – (Documentation of Time-on-task, Learner Comments re: Immersion and focused attention, etc)
- Learning – (Data comparing performance on non-immersive learning environments to those of the entry environment, Learner comments re: motivation and increased learning, etc)

## Submissions

All submissions should consist of:

1. AECT member name or details of an AECT member who is sponsoring the submission
2. A declaration of the category under which it is being entered (LINEAR or NON LINEAR or GRADUATE student)
3. An Executive Summary of no more than three pages that states:
  - the learning goals of the intervention (required)
  - documentation about the targeted context and learners (required)
  - evidence that learners were engaged with the intervention media (preferred)
  - evidence that learners met or exceeded learning expectations (preferred)
  - quotes from learners describing their engagement (preferred)
4. Access to the Entry Media (Web Link(s), DVD, CD in the following file formats- .wmv, .mov, .avi, .rm, .mpg, .m4g video file(s) .psd, .jpg, .png, .tiff, .tga, .gif digital image file(s) Executables, video, or Show files from middleware tools (PowerPoint, Unity, Second Life, Middleverse, etc) or combinations of all of the above

## Judging

The Judging of entries will be adjudicated by the Awards Committee of the Multimedia Production Division. Those on this committee will be nominated by the MPD board and will be drawn from the membership of this Division. Judging will focus on the production qualities of the multimedia such as High Fidelity Audio, Visual, and Graphic components, as well as how well the learning objectives were met and students were seriously engaged.

## Awards

There will be cash prizes along with plaques for the awards

## Entries should be sent to

[florencemartin@gmail.com](mailto:florencemartin@gmail.com). (Dr. Florence Martin, Past-President, MPD, Associate Professor at University of North Carolina Wilmington)

The subject of the email should be MPD Immersive Learning Award Submission  
If file size is huge, you can share a dropbox link