



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 games, pervasive games, simulations, and engaging multimedia presentations. The Multimedia Production Division of AECT feels 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, and K-12 teachers who have utilized this form of intervention with demonstrated increases in learning.

The Immersive Learning Awards have submission in two categories

1. The most engaging **LINEAR MULTIMEDIA** presentation
2. The most engaging **NON-LINEAR MULTIMEDIA** environment

Both of 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. This means that the entry would need to have an executive summary of the learning goals of the intervention, documentation about and from learners, and evidence that learners were engaged and met or exceeded learning expectations.

The Linear Multimedia presentation can be traditional film, video, or a combination of media, 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 the two, or a pervasive environment integrating mobile technologies.

Schedule

Deadline for submission: **August 24th, 2012**

Awards Notification: **September 24th, 2012**

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.)

All submissions should consist of:

An AECT Member Name who is sponsoring the submission

A declaration of the category under which it is being entered (LINEAR or INTERACTIVE)

An Executive Summary of no more than three pages that states:

- the learning goals of the intervention
- documentation about the context and learners
- evidence that learners were engaged with the intervention media
- evidence that learners met or exceeded learning expectations
- quotes from learners describing their engagement
- Access to the Entry Media:

Web Link(s)

DVD

.wmv, .mov, .avi, .rm, .mpg, .m4g video file(s)

CD

.psd, .jpg, .png, .tiff, .tga, .gif digital image file(s)

Executibles, video, or Show files from middleware tools

(PowerPoint, Unity, SecondLife, 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.

Eligibility:

- Any member of AECT is eligible to enter this award competition.
- Membership must be instated prior to receipt of entries.

Entries should be sent to:

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