

DESIGN & DEVELOPMENT of EDUCATIONAL MEDIA

EIMS' method for designing and developing educational media supports the content provider's knowledge of adult learning principles, task analysis, identified learning objectives and approved budget.

PLANNING Educational materials should be developed with a multidisciplinary approach, consider a committee or a team. Determine if other clinical areas need to reach their staff with the same or similar educational objectives. Appoint a contact for the project. This contact will work with the EIMS staff and complete EIMS' guidelines for requesting production of educational media. Requests will have an established deadline and interim customer proofing dates.

Identify/assess audience and define special needs (i.e., language, education level, disabilities, age specific, etc.)

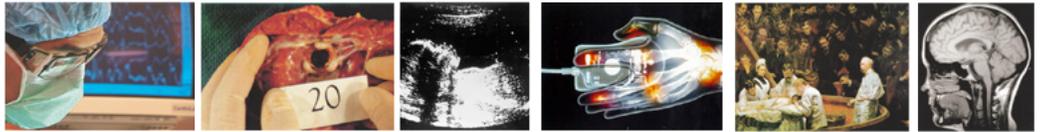
Determine if there are existing/applicable materials in the EHC system. Contact the Learning Resource Center or the Medical Library if you would like to preview materials for purchase. If the format is video, should it be considered for rotation on the Closed Circuit TV System? If it is determined that materials need to be produced as opposed to purchased, such previews of vendor-produced products are a good reference point from which to begin.

Choose the best format/medium for communication objectives (i.e., print, video, web-based applications, etc.). Studies show that appropriate photos, illustration, simple charts and graphs add value to educational materials by enhancing learning and recall. Visual elements should be clear and simple, copyright free or in the public domain and of professional quality. Logos, fonts, etc. will need to conform to EHC identity criteria.

If copy is to be written, information on readability and writing techniques are available from our medical libraries. Forward all approved and proofread copy, formulas and stats - preferably in MSWord, to EIMS according to production timeline.

BUDGET Discuss with the department/section director the cost of purchase/production. Obtain the appropriate account number to which costs may be charged. Contact Educational Information and Media Services for estimates regarding production. Estimate how many of an item you will need. (i.e., number of admissions, procedures, additional copies for families, etc.) Keep in mind that projects requiring original photography, illustration, or video production often require outside professionals and is reflected in the time line and budget.

APPROVAL Educational materials should go through an approval process. A typical process might include approval from medical director, content experts, contributing authors/ physician, and others as appropriate. Materials should be dated and reviewed/ revised every three years. Approval of a request for the production/purchase of educational media will require an account number to which costs are to be charged.



Video Project Planner

Date _____ Deadline _____

Name _____

Content Experts _____

Subject _____

Audience _____

What is the topic being addressed ?

What is the audience's knowledge and experience related to this topic ?

Why does the audience need to know this information ?

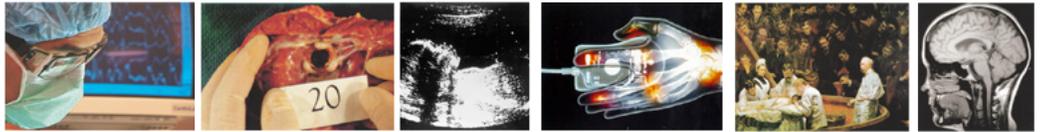
What are the audience's attitudes or prejudices ?

Primary Objective

After watching this video, what action do you want the audience to take ?

Secondary Objective

After watching this video, what key points will the audience be able to write down in a list about your topic ?



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Core Assertion / Basic Message

What is the basic message? What is the one thing you don't want the audience to forget?

Key Topics To Prove The Assertion

What key points will prove to your audience that your message is true?

Utilization

In what environment will this video be shown?

Distribution

In what format will this video be distributed ?

- DVD Copies _____
- CCTV Channel _____ *schedule*
- Web *webvideo guidelines*

How long will this information be accurate ?

- 1 year
- 1 - 3 years
- long term

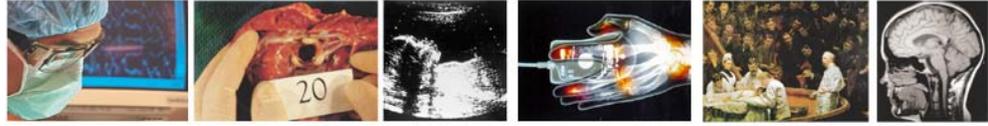
If this material is for a current inservice, how do you plan to use the video after the initial showings?

Evaluation

How will it be determined if the video is effective?

Special Assignments

What special materials, equipment, or people will you provide to make this program possible?



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Guideline For Requesting Video / Distance Learning from the ORs

CUSTOMER

Name: _____ Today's date: _____
 Department/section: _____ Surgery date: _____
 Requesting physician: _____ Surgery time: _____
 Description of program: _____ Surgery duration: _____

 Name of surgery/procedure: _____
 Program objective: _____

AUDIENCE

Who will attend ? _____
 How many participants are expected ? _____

BUDGET

Who is paying for this program? _____ Account number: _____

APPROVALS

Department/section administrator signature: _____

PATIENT RELEASE MUST BE SIGNED

TECHNICAL SUPPORT *Contact Drew Imhulse for assistance with production budget.*

FACILITY *call reservationist @ 6-2637 to reserve rooms in the Glenn Education center*

_____ Glenn Classroom number(s) _____ 4th floor CFHC Conference room _____ Glenn Auditorium
 _____ 2nd Floor Operating room number(s) _____ 4th Floor Operating Room number(s)
 Other _____

LIVE _____ to on-site audience _____ to distant audience
 Location(s) of the receive site(s) ? _____

FORMAT _____ DVD _____ WEB _____ PPT _____ OTHER _____
 Will an edit be required ? yes no How will the video be used ? _____
 If the production is reimbursed, does the contract include a copy of the videotape ? yes no

TALENT Who is the surgeon(s) on camera ? _____
 Who is the moderator(s) in the classroom ? _____

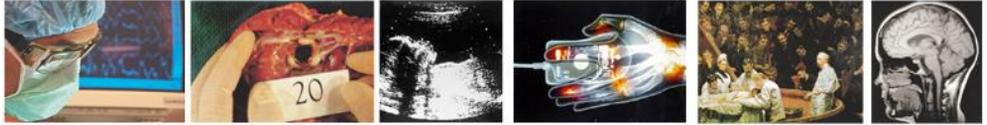
VIDEO Camera(s) position: _____ overhead, site-specific perspective _____ full-room perspective other _____
 What is to be seen ? _____
 Diagnostic signals _____ heart monitor _____ endoscope/laparoscope _____ microscope _____ echo
 _____ fluoroscopy other _____

AUDIO out of OR _____ speech from surgeon other _____
 into OR _____ speech from presenter/audience/far-end other _____

PRODUCTION CREW ACCESS TO 2ND FLOOR

Register request with OR Department Director via email. Check in at front desk. Trade driver's license for temporary ID and locker assignments to scrub. Surgery schedules are posted the night before surgery. To access heart-specific ORs, register with Lynn Talsma (Lynn_Talsma@emory.org).

Please return this completed form to Drew Imhulse (Drew.Imhulse@emoryhealthcare.org)



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EHC Distance Learning Options

1. Video Conference

EUHM auditorium to EUH auditorium by Fiber Optics (leadership). After admin approval, reserve auditoriums via R25. Send agenda and presentation media ahead of time. Techs punch up sources according to the agenda. Presenters stay behind the podium/on camera and speak into the microphone.

2. Audio Conference

Speakerphone. Request at time of reservation for preferred duplexing “Star Phone”.

Installed audio capture/projection systems. Specify at time of reservation. Received audio is projected via classroom speakers; speak into the microphone to communicate with remote party. Reserve a conference call through netcomm if three or parties need to be connected.

3. Web Conferencing

Webex (HR, EeMR, Admin), GoToMeeting (Radiology, Pathology). Vendor is paid to host connections.

If participant, typically URL is shared with audience by conference coordinator a few days ahead of program. Send to technician to test. Link will establish connection for duration of conference. Audio is received by speakerphone or by computer. To submit comments or questions, key in to chat area or use dial pad to enter queue (conference-specific).

If host, establish program with vendor in advance. Conference coordinator will share access instructions with audience. Login to site to establish host connection. Audio is sent by speakerphone. Speak into speakerphone or mic. If audio is to be sent by computer, special consideration to room, mic, and software preparation is necessary.

VDT complicates access to files, screens, and applications.

4. Live Streaming

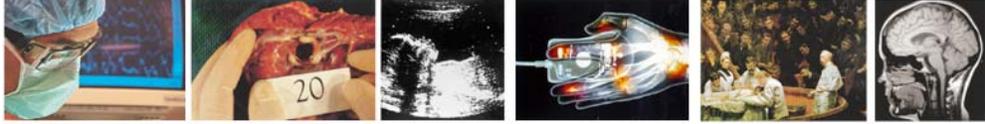
Encoded in EUH auditorium and pushed to EU streaming server. Desktops on which program is to be viewed must have RealPlayer software loaded. Contact 8-help to load software. Headphones or speakers required to hear audio.

Desktops connect to EU streaming server. Link is predetermined and communicated by conference coordinator.

5. Streaming Video

Encode previously recorded video into standard video format and upload to EHC IS streaming server. Develop intranet webpage to access video stream.

VDT-compatible Adobe FlashPlayer required to playback audio and video..



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Educational Media Design and Development

- Allow 4 weeks for production of a standard “poster session”. Exhibits less complex or customer-prepared may be produced in less time.
- Provide an approved department/section account number for invoicing. Average cost for a 3x6 poster is \$360, requiring 3 hours of production.
- Your presentation should contain succinct headings that organize and logically display the information. Graphics should be explicit and brief. Elaboration is best done verbally — just as if it were an oral presentation.

The exhibit should focus on:

- Hypothesis or Objective
- Methods
- Results or Outcomes
- All content should be compiled before making your request.
- Please call with questions regarding file formatting.
- Submit electronically all proofread text and supporting files.
- Keep illustrative material simple; illustrations must be read from a distance of one meter or more.
- Graphs and charts should be submitted with data points.
- Include legends with all graphics.
- You will receive a final proof prior to large scale printing.