Media theory

Competency

Multimedia theory

Competency description

I can create digital media based on multimedia theories that deal with text, images and audio.

Level

Advanced competencies

Taxonomy level

2. Apply

Column/number in the document

A/62

Explanatory notes

This competency refers to the ability to create digital media based on theories and concepts dealing with text, images and audio.

Rationale

ES requires a deep understanding of multimedia theories and how they impact digital media creation.

Example

An educator plans to create an interactive e-learning module. This would require using knowledge of multimedia theory to ensure that text, images and audio content are combined in a way that effectively supports learning and maintains learners' attention.

Sources

Chandler & Sweller, 1991; Mayer, 2005

Teaching material

Link to other competencies

Tagging

Multimedia theories, visual communication theory, digital media production, multimedia design, multimedia content, digital media composition, multimedia principles.

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Last update: **2023/11/21 11:11**