

# Producing Instructional media



*Dr Anna Atkins  
English Journal ca. 1843*

# A bad visual

Most dermatologists are quite familiar with the high cost of film purchase and development, and the tedium involved in the storage of thousands of negatives, prints and slides. Digital imaging offers an alternative to this functional, yet labor and space intensive method of documenting the skin. With the rapid pace of technologic advances, dermatologists now find themselves with many options to image the skin. Along with the numerous choices in digital cameras, the user now has a wide range of storage and cataloging options. In this article, we provide the reader with an introduction to digital photography for the dermatologist. We will discuss the digital camera, within the perspective of a digital system. A digital system includes the digital camera, computer, software, camera storage media, transfer devices and back-up devices.

# A more “effective” visual



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*less is more*

Career or job?

Media design and Production Services

Do exactly what a customer asks

{technician}

*or*

Designing cost effective MEDIA solutions

{professional}

# Successful Instruction

Effective to the degree that  
it accomplishes what it sets out  
to have learner accomplish

*Robert Mager*

“for whom” & “the task”

Target populations - audience

Objective (s)

Objective: get to Toronto

Arrive in Buffalo

Objective not achieved

# the Organizing of learning

Analysis of information delivery problem/method

Design of instruction

Implementation of plan



# Target Populations

The more specific  
the better the design potentials

Conditions

Environment

Tools

Prior knowledge

# *effective* Objectives

Three conditions:

performance

conditions

criteria

# Three types of performances

psychomotor

cognitive

higher rule using

Cognitive

No mistakes

One mistake

No accidents

Acceptable contrast

5 for 5

# Psychomotor

Make three baskets from the free throw line

# Task Analysis



Dr Howard Brundage, 1909

Higher rule use



Joel Peter Witkin, 1990

# Establish Objective

Identify population

Describe conditions

State criterion

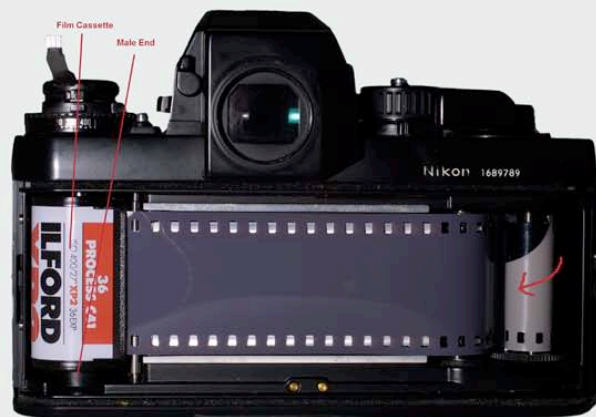
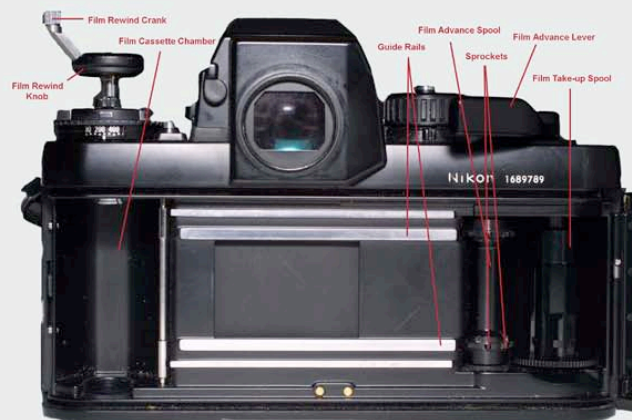


# PROJECT

Target population

Objective

## Nikon F3 Camera Body



Jenn Plevy