



JOHNS HOPKINS

BLOOMBERG SCHOOL
of PUBLIC HEALTH

Access and Experience: Creating Compelling Course Content for Today's Learners

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Welcome

- ▶ About Today
 - ▶ Discussion focused
 - ▶ Online participants will use chat window within Adobe Connect to conduct discussions, Instructional Designer will present summary of discussion for the larger group

Welcome, cont

- ▶ About Today
 - ▶ Discussion focused
 - ▶ Online participants will use chat window within Adobe Connect to conduct discussions, Instructional Designer will present summary of discussion for the larger group
- ▶ Agenda
 - ▶ Current paradigm of visual media for courses
 - ▶ The value of Experience and Access for learners
 - ▶ Case Study: “The Importance of Learning Languages”
 - ▶ Wrap-up

Welcome: Group Question

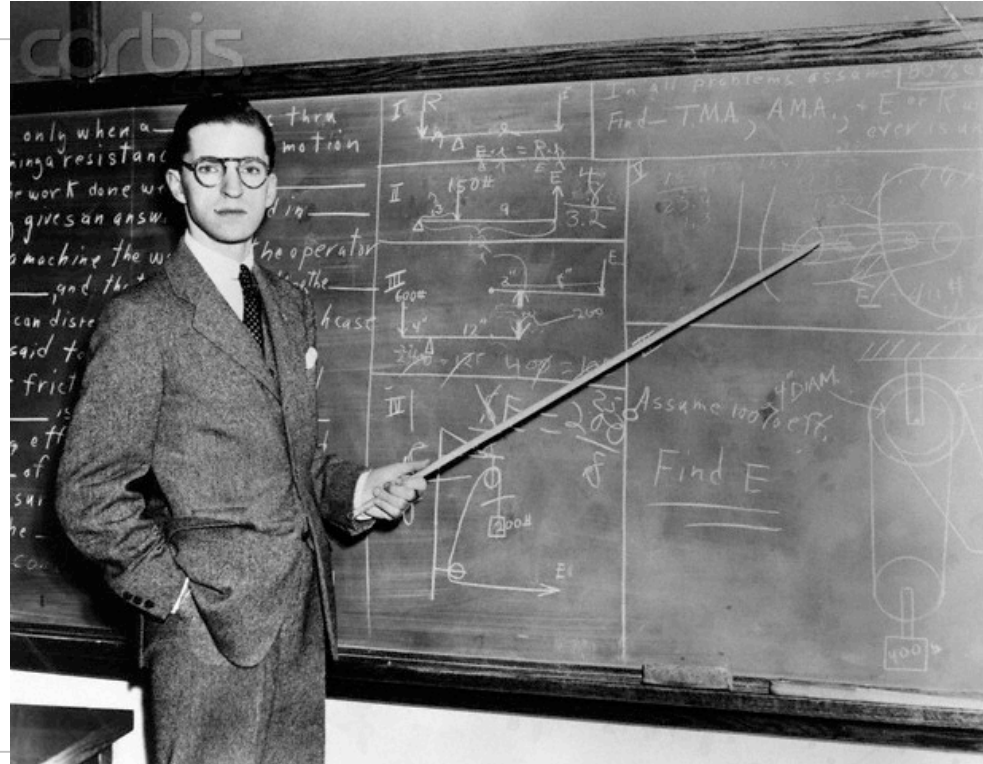
- ▶ Why is it important to build meaningful, authentic content for our courses?

Welcome: Group Question, cont.

- ▶ Why is it important to build meaningful, authentic content for our courses?
- ▶ (Especially when we are so busy...)

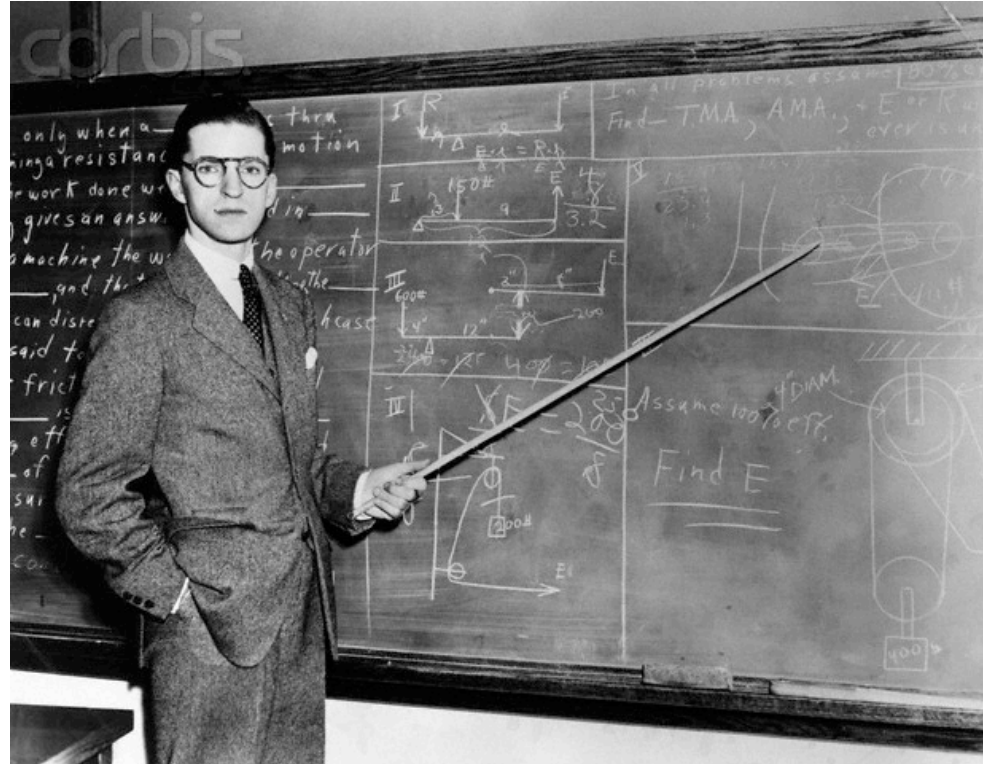
Current Paradigm of Visual Media for Courses - 1

► How far have we come?



Current Paradigm of Visual Media for Courses - 2

- ▶ How far have we come?
- ▶ Is it really that different from powerpoint? (from this presentation?)
- ▶ Really?



Current Paradigm of Visual Media for Courses - 3

- ▶ Today's JHSPH students are coming to us:
 - ▶ IN “The Platinum Age of Television” - David Bianculli
 - ▶ AS “Digital Natives” - Marc Prensky
 - ▶ WITH “higher expectations of their content than we did in school.” – David Toia



Current Paradigm of Visual Media for Courses: Ask Your Neighbor

- ▶ Think back over the last year. Identify a documentary, film, Youtube video, TED talk, TV show etc. that grabbed your attention and caused you to really think. How did the media cause you to challenge what you knew or to learn more about the topic? (take 5 minutes to discuss this with your neighbor, pick one person to report out your discussion with the larger group)

Current Paradigm of Visual Media for Courses: Group Question

- ▶ Think about your own work. What are some of the most important, transformational, relevant, and challenging ideas in your field today?

Current Paradigm of Visual Media for Courses: Rhetorical Question

- ▶ How can we combine a the visual story-telling medium of video with important, relevant content to create an effective lecture?
- ▶ When we feel engaged with and even energized by the content we are more likely to retain information and successfully apply that information to higher level thinking

Experience and Access - 1

- ▶ Monika Bielskyte
- ▶ All Future Everything
- ▶ Professional “World Builder” in VR/AR
- ▶ How do your students want/expect both authentic experiences and high-quality access?
 - ▶ Access to experts (all of you)
 - ▶ Experiences created, contextualized, and described by experts



Experience and Access - 2

- ▶ Jeremy Greene,
Expert on
location
providing
experience

History of Medicine Survey 4:
Biomedicine and its Consequences



Experience and Access - 3

- ▶ Bill Ward, Expert on location providing experience

Fundamentals of Budget and Financial Management



Experience and Access - 4

- ▶ David Jernigan, in-studio interview with expert (access)



Experience and Access - 5

- ▶ Dr. Umair Shah and Terry Sapp interview with expert (access) and on location(s) providing experience



Case Study: Group Question

- ▶ You have been asked to teach a lecture on the importance of learning languages. The lecture is part of a larger course entitled “International Travel: Preparation, Safety and Wellness.” This is of course a very broad and cerebral topic without a lot of obvious visuals. How would you create this lecture? What would you include? What would be your visuals?

Conclusion

- ▶ When building your own course content:
 - ▶ Find ways to engage your own passion
 - ▶ Look for ways to make the learning authentic
 - ▶ Ask what is the best way to experience this material?
 - ▶ Who are the experts who would be willing to collaborate with me?

- ▶ Think beyond just the course objectives... What do you really want your students to know?

Conclusion, cont.

- ▶ How do I start?
 - ▶ Contact the CTL office and get connected to an Instructional Designer
- ▶ Thank you for your time!