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Titolo	eLearning and Mobile Learning - Concept and Script : Handbook for Media Authors and Project Managers // by Daniela Modlinger
Pubbl/distr/stampa	Wiesbaden : , : Springer Fachmedien Wiesbaden : , : Imprint : Springer, , 2024
ISBN	9783658446956
Edizione	[1st ed. 2024.]
Descrizione fisica	1 online resource (248 pages)
Collana	Computer Science Series
Disciplina	006.7
Soggetti	Interactive multimedia Multimedia systems Application software User interfaces (Computer systems) Human-computer interaction Education - Data processing Media Design Computer and Information Systems Applications User Interfaces and Human Computer Interaction Multimedia Information Systems Computers and Education
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Nota di contenuto	How does the script get from film to eLearning? -- Who is involved in the production of eLearning? -- Briefing - what content should be in the script? -- Draft - how does structure get into the content? -- What makes a good eLearning script? -- Mobile learning - draft and script - How do I organise the work on the script? -- How do I recognise a good media author? -- Further information - Checklists - Glossary.
Sommario/riassunto	This practical handbook provides a well-founded insight into the complex preparatory work for the realisation of eLearning projects. The book describes how project managers and media authors work as a team to create a script for eLearning that fulfils learning psychology criteria and current multimedia didactics. Tools for designing and

writing scripts are presented and evaluated so that a needs-based selection is possible. The third edition has been revised and updated throughout. A new chapter on "Mobile Learning" shows the latest developments. The draft of instructional videos and the possibilities of the social web are explained in detail. Enriched with valuable tips for work organisation and an outline of the media author's job description, the handbook is aimed at project managers and specialists in companies, further education institutions and multimedia agencies as well as media authors and those who want to become one. Numerous checklists facilitate daily work, e.g. for checking a finished script - a quality assurance measure that helps save time and money. Written directly for everyday professional use, the book uses practical methods and work aids as well as tips and tricks to show how a strong draft and a carefully prepared script make a decisive contribution to the successful production of eLearning applications. Daniela Modlinger M. A. has been working in the publishing and multimedia industry since 1990. Since 2000, she has been working as a media author and consultant for eLearning applications in institutional and corporate education and also offers in-house training courses on the subject of "draft and script writing for eLearning and mobile learning". Her rich practical experience from numerous projects and her continuing teaching activities has been incorporated into this book. The translation was done with the help of artificial intelligence. A subsequent human revision was done primarily in terms of content .
