

BASIC CONCEPT & PRINCIPLES OF PREPARING EFFECTIVE TEACHING MATERIAL

1. Introduction

- Teaching media
 - Media is the means or aids of instruction which facilitates both teaching and learning
 - Important of media
 - Helps to communicate effectively with learners
 - Helps to present information in structured and organized way
 - Ultimately helps the learners to construct meaningful knowledge
- Basic principles of teaching materials preparation
 - Relevancy
 - Linkage
 - Simplicity
 - Emphasis
 - Consistency in pattern and style

2. Types of media

- Purely auditory media – tape recorder, radio
- Purely visual media – OHP, white & chalk board, journals, magazines, handout, new paper, etc...
- Audio-visual media – television, tape-slide, video film, cinema, etc...
- Computer mediated media

3. The overhead projector (OHP)

- Simple to operate, prepare and update
- Can project in day light, no need to darken the room

- Can control the presentation by masking and overlaying
- Allow to indicate things on transparency without turning back to participants
- Can project both written and diagrammatic information and increase opportunities for discussion
- Types of OHP transparency
 - Hand written – can use by using 2 types of pen; water soluble and permanent
 - Photocopier
- Setting and using the OHP
 - Before a presentation focus and position of the image must be checked
 - Ensure the projected image is square on the screen
 - Use a pointer directly on the transparency which helps you to maintain eye contact
 - Allow plenty of time to read what you have projected
 - Ensure that you are not blocking any one's view
 - Have blank white space for adding information
 - Leave the OHP running when only in use
 - Encourage active participation and discussion by the audience
 - Ensure transparencies are legible
 - Use overlay and masking techniques if appropriate
- Special attributes of transparencies
 - Masking
 - It means covering up all or part of the material, and then progressively revealing the materials
 - Means using a number of transparencies which are overlaid on top of each other and gradually build a complicated information
- Preservation of transparencies
 - Dry, dust free, scratch free and damp free environment

4. Microsoft Power Point

- It provides a complete set of tools to create and deliver presentation
- Each page of presentation is slide – contains text, graphics, clip art, drawing and even audio & visual, colorful backgrounds and transition
- Designing a presentation
 - Before start, it is important to have basic understanding of the concepts
 - There are 4 'P's for effective Power Point presentation
 - Planning
 - Preparation
 - Practice
 - Presentation
- Plan for your presentation
 - Consider the following questions
 - What are your goals for the presentation?
 - How can you enhance understanding of the material?
 - Is the content primarily text?
 - Will you use handouts to supplement the presentation?
 - Can the information be divided into manageable 'chunks'?
 - Understand the needs and knowledge of your audience
 - Determine the purpose of the presentation
 - Plan the content of the presentation based on its purpose and level of knowledge
 - Understand the needs and knowledge of your audience
 - Use language that is familiar to the audience
- Prepare for your presentation
 - Be confident about the information you will be given
 - Prepare an opening of the presentation to grab the audience's attention. It should make up 5-10% of your presentation

- Structure it by centering it on a message with key points of information
- Choose only main ideas. This should make up 80-85% of your presentation
- Make sure your audience leaves with lasting impression on what was said and shown
- Be sure to tell them what action you want them to take
- Close by summarizing or restating the message
- Close that relates back to the opening
- Closing should make up 5-10% of your presentation
- Format followed by news broadcaster on television/radio is a good example of presentation
 - Tell them what you are going to tell them (news headlines)
 - Tell them (new story)
 - Tell them what you have told them
- Practice your presentation
 - Practice your presentation – to a colleague or to someone else. Get feedback on
 - Is your message clear?
 - Does your evidence support your key point?
 - Are your graphics and illustrations clear, appealing and relevant?
 - Is your closing memorable?
 - Did you achieve your intended goal?
 - Practice in the actual room – confirm that you can read from the back
 - Deliver presentation within the specified time and leave time for questions at the end?
 - If you had start late be sure what point to skip over or miss to save time.

- Present your presentation
 - Arrive early and leave plenty of time for set up of equipment and run through presentation
 - Make a positive first impression, establish eye contact. Be yourself and relax
 - Speak in natural and clear in a heightened slow down, emphasize important points and pause before and after key points
 - Be sincere and build rapport with the audience. Involve them, ask questions to check they are following you.
 - Remember the 3 'R'
 - Relax
 - Relate to your audience
 - Rehearse
- Tips for power point presentation (Blaine Walker)
 - Limit the use of serif types (times, times new roman, and palatino) to heading variation of thin and thick lines present problems in on screen displays
 - Avoid all capital letters because they are hard to read
 - Avoid underlined next because it is used to indicate a hyperlink
 - Use bold, italic or color to emphasize text.
 - Keep your font size as large as possible. The recommended minimum type size is 24 point
 - Keep the slides as simple as possible. Limit your slides to nine lines of text, including the title and subheading
 - Create a simple color scheme with three or four colors. Establish a consistent color for titles, subtitles and text. If too many colors are used, the viewer is unsure of the main focus
 - Light text on a dark background is easier for the viewer to read, but many require a darkened room

- Do not mix slides with dark and light backgrounds because the sudden bright light will strain viewers' eyes
- The above guidelines for font and color also apply to charts and graphs. All titles and labels should be visible from the back of the room
- For a clear image, avoid using 3-dimensional effects

5. Tape-slide

- Visual information is presented on 35 mm slides and a commentary on a sound cassettes guides and explains the information
- Advantages
 - Involves visual and auditory senses, therefore very effective media
 - Very much useful media for individual learning
- Guidelines for making an effective tape-slide
 - Planning – writing a story line and preparing a script for the presentation
 - Scripting – writing the commentary, imagining that you are talking to person
 - Recording – a quite room and a good tape recorder is required for recording
 - Reviewing – critical review of the program is important to make it effective

6. Procedure for spotting slides

- Place your slide on a light box, so that the image is same way up as it is to appear on the screen
- Turn slide upside down
- The emulsion side (dull side) of the slide should be towards the screen
- Mark or number the slide in the top right hand corner

- Carefully plan the sequence of the slides before loading slides into cartridge or carousel

7. Educational video and film

- Very potential learning media as it reveals: the remote (health problems of hill tracts), the invisible (ulcer in the stomach), the inaccessible (operation theater)
- Very useful in describing motion and showing relationship
- Used as an introductory materials at the start of the course or session, to stimulate interest, to provide an overview and to form basis for further teaching
- Emotional dimension is very effective, so attitudinal changes can be possible
- Can demonstrate a technique or procedure in a clear step by step manner
- A major sources of information and can be used to disseminate new information
- Useful means of assembling visual and audio information
- Handy tools which can magnify or blow up any action
- Guidelines for preparing effective educational video and film
 - Planning – thoughts are to be written as a story line
 - Scripting – detail plan of the program. It indicates the relationship between the visual and commentary
 - Recording
 - Editing
 - Reviewing – critical reviews for technical and educational purposes are important