

# High quality media continues its role in higher education



**2-3 June 2022**

**Leuven,  
Belgium**

**University of the Future – Mediated,  
Pixelated, Hybrid or Virtual?**

# Conference

The theme of the conference was to re-think the structure, purpose and operation of universities and all higher education institutions to better fit the future. The use of media in learning design has rapidly expanded as instructors and learners of all ages experienced increase exposure to the tools necessary to produce media. A keynote address and discussions revolved around the complex interplay between leadership, academic and professional roles as universities strive to improve the way media and technology are used to support learning and teaching. Leadership is challenged on how to support this work and to ensure the development of a very specific skillset of future digital age educators (Media & Learning, 2022).

## Themes

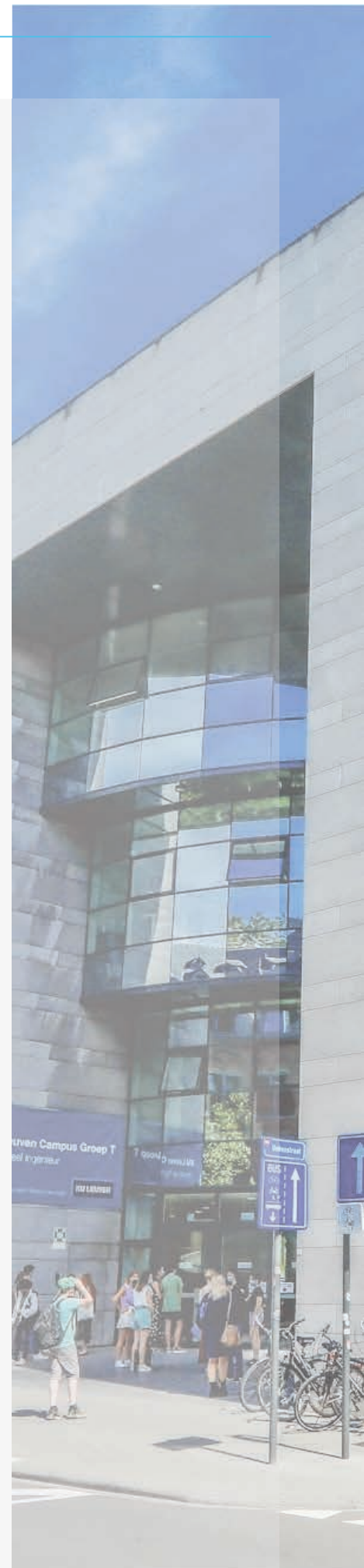


- Interactive environments for teaching and learning
- Mainstreaming XR
- Adding value to media content with AI
- Social media and Higher Education
- Re-use and re-purposing of media based learning resources
- Institutional policies and practices
- Effective production of educational media resources
- Open and accessible educational (media-rich) resources
- Media-based assessment
- Innovative educational media practices
- The role of video in research
- The changing role of Centers for Teaching and Learning
- Link to website ([click here](#))

## Exhibitions

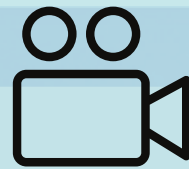
Video-based services in higher education

Link to exhibitors and contact detail ([click here](#))





# Everything media...



## Re-think



Re-thinking means reviewing and adapting all aspects of university life including the place and best use of media-supported strategies and the role and position of the services that support a move to more student-centered design and delivery of learning (Media & Learning, 2022). Re-think your pedagogical approach in using videos and **click on the icon above** for various sources and articles on the affective impact of video, skills development using media, strengths and weaknesses of digital video as a training medium to access the open textbook, Teaching in a Digital Age.

## Re-design



Re-designing teaching and learning activities using media is a necessity to develop graduate skills deemed necessary by industry. Due to the growing demand from industry, lecturers have to incorporate more media elements or approaches in teaching and learning practices (Media & Learning, 2022). The University of Latvia's project indicate that 80% of students described themselves as being more motivated and engaged when media elements were part of the instruction. **Click on the icon above** to access the manual on Innovative Teaching in Higher Education.

## Re-focus



Re-focus to adapt aspects of university life including the place and best use of media-supported strategies and the role and position of the services that support a move to more student-centered design and delivery of learning (Media & Learning, 2022). Re-focus your approach in learning lessons from YouTube, titles, thumbnails and other multi-media principles by **clicking on the icon above**.

# Create your own educational videos

Click on the first video's play icon to access all three online videos and produce quality videos!

## Preparing your video



- DIY concepts >
- Writing a script >
- Practical and legal factors >

## Producing your video



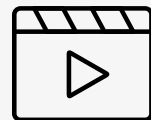
- Working with recording material >
- Screencasting >
- DIY knowledge clip studio >

## Finishing your video



- Video editing >
- Video distribution >

# Technical and audiovisual guidelines



0% No interruptions

100% Clarity of video images

100% Clear audio

Click the video icon to access more resources on how to make quality videos for educational purposes.

Discover the rich history and fast successes of KU Leuven  
Click [here](#) for video

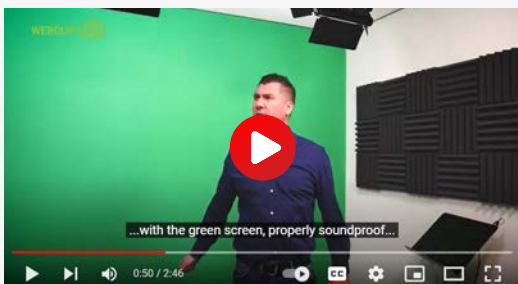


# Future software for One-button-studio?



**Change the way you make videos**

Click on the video's play icon to access the video.



**Studio is set-up similar to One-button-studio**

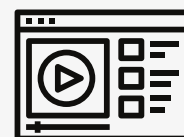
Click on the video's play icon to access the video.



**Use a power point template with unique features**

Click on the video's play icon to access the video.

Webclip2go is high quality edited videos produced with an intro and ending, university or organisation branding and colors, with unique on screen features to enhance knowledge clip making. Learn the basics of knowledge clips and how to produce them, with or without this sophisticated software by **clicking on the icon on the right.**

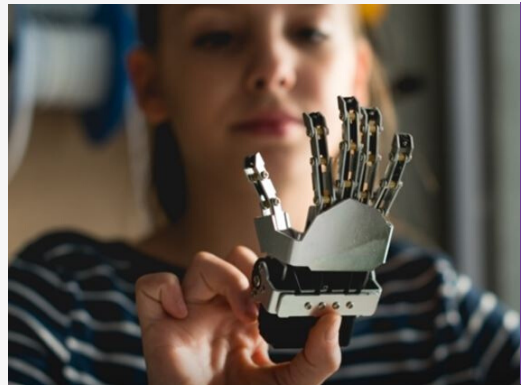


# The road forward



## Webinars and Workshops available

The Media & Learning association brings together a community of individuals and organisations keen to maximise the benefits of media for learning at all levels of formal and informal education and training. Media & Learning runs online and face-to-face events and conferences as well as webinars on different topics. For current series of activities click [here](#).

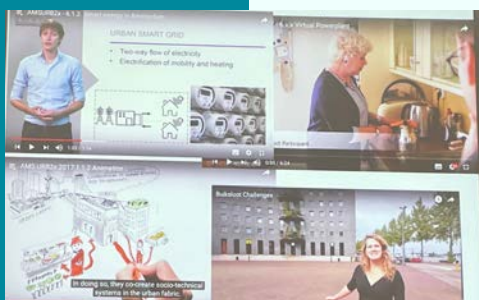


# Learn from...



### History of life videos for assessment project

You Tube channel with over 1.7k followers. This is high quality video making with a process from start to finish. This project develops numerous skills while assessing content. School of Natural Sciences, NUI Galway. Click on the video to learn from a lecturer who embraced the use of videos for assessments.



### A tool to determine the most effective media for your purpose

An educational designer at the Delft University of Technology in the Netherlands created this tool to guide lecturers and educational technologist to choose the best options in using media for the correct purpose in teaching and learning. Click [here](#) to access the free online tool.





NWU<sup>®</sup>



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**Media and Learning**

MEDEA video awards ([click here](#))