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### An INTRODUCTION

#### WHAT IS MULTIMEDIA?

Multimedia means using more than one medium to communicate information or an idea in your course and includes photos, illustrations, infographics, motion graphics, videos, animations, gamification, audio recording, and post-production editing.

## Alison and Kristy

DIGITAL MEDIA SPECIALISTS



### EXPECTATIONS

#### WHAT YOU SHOULD KNOW

When you book a consultation via our Bookings app, you will be sent an email from the system containing a link to the meeting via

Microsoft Teams. Simply click the link in the email to join the meeting at the appointed time.

It is not neccessary to have Microsoft Teams account.



#### RESPONSE TIME

When you book for a consultation, you should **automatically** recieve a confirmation email.



#### AVAILABILITY

**9am - 5pm** Monday - Friday Please refer to our calendars on Bookings for our **available** consultation times.



#### PLEASE NOTE

Consulatations can be booked a minimum of **2 days** in advance and last for **1 hour**.

### CONSULTATION SERVICE GUIDE

WHAT WE CAN DO FOR YOU

01 CONSULT on different types of multimedia.

RECOMMEND media designs that will best communicate an idea or concept.

ADVISE on moving a project proposal forward with the HUB development team.

PROVIDE examples of media assets we have created for use in previous projects.

ENSURE all multimedia meets accessiblity standards.

**READY TO GET STARTED?** 

### CONSULTATION GUIDE cont'd...

#### SPECIFIC TO VIDEO PROJECT SERVICES

01

#### STORYBOARDING and SETUP

Assist in preparing an outline or storyboard so you can get a sense of the video you are creating before you begin filming and gathering your materials for it.

02

#### STYLE and LAYOUT

Advise on the most appropriate filming or editing software for your platform and budget, including free options.

03

#### COMMON EDITS

Teach you how to perform the most common editing processes such as trimming and removing misspoken lines, adding images, improving the sound of your voice, and removing background noise.

04

#### VIDEO PACING and LENGTH

Direct you in laying out each element of your video for a cohesive watching experience and dividing up complex lessons into multiple videos for best presentation.

05

#### EXPORTING your VIDEOS

Help you format your videos for the best quality and file size for streaming via LMS, keeping in mind that some students may have limited internet connectivity.

### PORTFOLIO

**EXAMPLES OF OUR WORK** 



### MEET the SPECIALISTS

GET TO KNOW US



ALISON FUNG

Recognizing her love of fine art and graphic design, and specializing in video and motion graphics, Alison always knew she belonged in the creative industry.

Always curious by nature, she

enjoys researching creative ideas when developing concepts for digital media elements and building various media components. Alison has a decade of private industry experience working in broadcast TV, starting in marketing and promotions for Global News as a Graphic Artist/Designer, and then advancing to creative services at Global TV Winnipeg as a Designer Editor for client services in commercial production.

#### KRISTY LACROIX

DIGITAL MEDIA SPECIALIST

Kristy is a digital media specialist with a decade of design and development experience across various industries, including education, fashion, marketing and entertainment.

She holds a diploma in Web Design from Assiniboine Community College in Brandon, MB, and



is currently continuing her education at the University of Manitoba.

In her spare time Kristy enjoys creative writing for film and was the 11th place finalist in the NYC Midnight 2020 International Screenplay Writing Competition.



## Our OBJECTIVE

WHAT WE ARE ALL ABOUT

As Digital Media Specialists for the Manitoba Flexible Learning
HUB, we believe that online education should be motivating and
engaging for both teachers and learners, and that the content
of an online course should be equally accessible
to everyone, at any time.

## Alison and Kristy

DIGITAL MEDIA SPECIALISTS



## BENEFITS of WORKING with US

HOW WE CAN HELP YOU



#### ACCESSIBLITY

All multimedia content, from our images to our animated videos, is checked to meet all mandated accessiblity standards for online learning.



#### EXPERTISE

The HUB Team has experience in the developlment of all types of multimedia for both Brightspace and Moodle LMS systems.



#### CREATIVE SOLUTIONS

The HUB Team believes in finding content delivery solutions to help engage students and elevate online learning in Manitoba.



#### ENTHUSIASM

We love what we do, and we believe that online course delivery provides unlimited creative opportunities for the future of teaching and learning.

## READY to get STARTED

LET'S WORK TOGETHER

Book a one-hour, one-on-one consultation with a Digital Media

Specialist to help you present course materials in ways

that will increase knowledge retention and

enhance student engagement.

#### **BOOK A CONSULTATION**

Visit us online at **mbhub.ca/contact-us/** to book a consultation today.

## LET'S CONNECT

KEEP IN TOUCH









WE LOOK FORWARD TO HEARING FROM YOU!