

# PRESS RELEASE

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## For Immediate Use

### **Latest Course-Source Health Sector Event Highlights Importance of Rich Media to e-Learning**

The latest in Course-Source's series of nationwide events to help develop e-learning in the health sector has focused on the benefits of using rich media in e-learning programmes. The 50 plus health professionals who gathered in Manchester last week heard from various experts on the subject, among them a former BBC TV cameraman and director. All agreed technology is now so far advanced that anyone developing any e-learning programme should be able to include rich media material, whatever their budget.

"One of the difficulties of e-learning is that it can be rather static and linear," said Laurence Wilson, the Course-Source consultant who chaired the event. "If you can illustrate something with a short video clip, you're going to find it much easier to capture the learners' imaginations. And given how easy it is now to create media for the internet, this has got to be one of the highest-powered vehicles available to the e-learning designer who wants to punch home a point."

Mike Mulvihill, CEO of e-Origen.com, creators of bespoke e-learning video content agreed, citing the benefits of moving e-learning from being a page-turning exercise into a full-blown interactive multi-media experience.

"It's the perfect way to ensure e-learning doesn't fizzle out," said Mulvihill, a former BBC cameraman and director. "Technology has moved on so far now that any e-learner should be able to experience engaging, exciting, entertaining and sustaining e-learning programmes that make full use of rich media. We know learners have to feel the need to continue to learn, rather than be switched off, and rich media has a huge part to play in getting them to that point."

Martin Addison, Managing Director of Video Arts, pointed out that short video clips from the Video Arts digital content library are now available on licence for use in e-learning initiatives, and he encouraged health professionals present to make full use of them.

“Video is a powerful tool in your e-learning kit,” he said, “one that appeals in particular appeal to the ‘gaming’ generation, the next generation of managers who are totally comfortable with Web 2.0 technology. They learn not by reading but by watching and listening, so we need to engage them by allowing them to learn in the way that best suits them.”

Laurence Wilson added that while buying content from Video Arts was one way to cut the costs of introducing rich media into e-learning programmes, new technologies mean almost anyone can create an online video acceptable for many kinds of e-learning initiatives.

“The days when only high-class visuals were acceptable have long gone,” he said. “Certainly we’ve got so used now to seeing lower quality but nevertheless engaging video content on websites such as You Tube, that using amateur video learning content for a limited in-house audience is perfectly acceptable. For wider distribution, or for e-learning courses intended for re-sale, then yes, you need higher quality material, but there is certainly no harm in ‘doing it yourself’ on suitable projects.”

The focus on rich media came amid general presentations showing how Course-Source can manage end-to-end e-learning creation for organisations within the health sector, and help health professionals create e-learning courses in-house. Course-Source also aimed to encourage the health sector to adopt a pro-active approach to e-learning, reminding NHS attendees that they can sell on any courses they do create through the new HealthELearning.net portal launched by Course-Source earlier this year.

Comments received from participants on the day included:

- Interesting overview of products
- Lots of new information to have a think about
- Good overview of new ways of working
- Gave me lots of good ideas and things that I can take back to think about
- Useful to see what is available and how much technology is moving

A podcast of the event will be available shortly at [www.course-source.net/events](http://www.course-source.net/events), or call 020 7689 6700 or email [info@course-source.net](mailto:info@course-source.net) to request podcast on completion.

Weblinks: [www.course-source.net](http://www.course-source.net) and [www.healthlearning.net](http://www.healthlearning.net)

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**Note to Editors: -**

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