



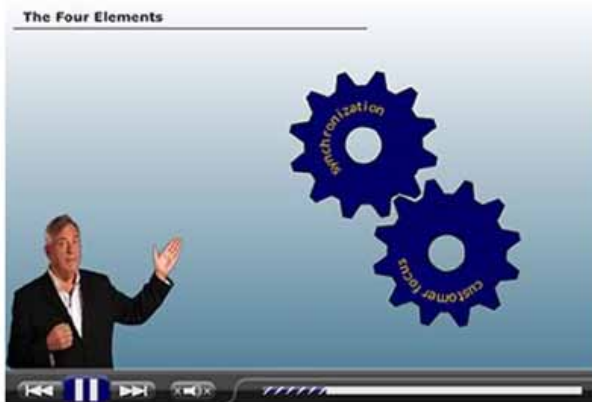
Making use of Multimedia in E-Learning Case Study

Multimedia, in the form of animations, videos and more, is a key tool in the development of effective learning approaches for most organisations. People are known to learn in many different ways – some like doing, some like listening, and some like reading. If a piece of E-Learning is to engage with as wide an audience as possible, it needs to touch on all of these points. This is the aim of HT2's Multimedia E-Learning development.

A real frustration is felt by us when we see offerings of E-Learning which are just “words on the screen” - this just gives the wrong impression completely. For us, E-Learning has to capture the imagination, it has to be used where appropriate and it has to be developed by experienced instructional designers.



HT2 has worked with Warwick Business School (WBS) since our company formation in 2000. For a piece of E-Learning used on one of WBS' executive education courses, HT2 worked with key subject matter experts to create an immersive and rich user experience using a range of media. Most significant in the development of this project was the use of “Chroma-Key” video segments.



About HT2

HT2 develops bespoke E-learning content and Community of Practice websites that enable our customers to deliver effective solutions to organisational development challenges.

HT2's E-Learning content is high quality, high value in nature; providing a perfect balance of pedagogical rigour and cutting edge design at realistic prices.

HT2's websites are designed to create communities of practice, both inside and outside of the organisation. Our custom framework, KnowledgePortal, allows us to create personalised, bespoke websites to build our communities rapidly and effectively.

Visit: <http://www.ht2.org>

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Professor Nigel Slack, WBS, is shown “inside” a number of animations, helping to explain key concepts to participants. To achieve this effect, HT2's in-house video production unit shot Prof. Slack against a blue screen and heavily modified the video in post production. The result is a stunning module of E-Learning, made all the more real by the fact that Prof. Slack also teaches the face-to-face elements of the course. A true blend of hi-tech, hi-touch!

HT2 has worked with Pearson Education since 2005. In our most recent collaboration, HT2 produced a Multimedia pilot for Pearson known as the “Virtual Apprentice”. This product showcased the way in which Video, Audio, Text, Images and many other forms of media could come together to create a rich learning experience.

Essentially the Virtual Apprentice represents a “game” in which users are presented with information and a series of options. Dependant on user responses, different “branches” of the game are explored, leading to different forms of media and different outcomes. This adaptive case study approach allows learners to play the same interaction many times without ever experiencing the same outcomes.



This particular type of interaction is of significance to Pearson as they seek to gain maximum return on investment for their E-Learning projects. One single instance of the Virtual Apprentice can provide hours of learning content. Today Pearson Education is looking to expand on the success of this pilot and build many more instances like the Virtual Apprentice.



Grant Thornton (GT), the UK’s 5th largest accountants, made their first move into E-learning with HT2 back in 2004.

In 2006 HT2 worked with GT to create the Tax Induction Module (TIM), a course which all new starters in the firm’s Tax practice must undertake.



HT2 worked closely with GT’s resident Tax Training experts to create a bespoke, Multimedia E-Learning package which takes participants around 2 hours to complete. TIM includes video, animation and audio narration alongside interactions, images and text.

The course was a widely received success and two years on, GT came back to HT2 to update the module with new information and the company’s new branding.

For more information on our Bespoke Multimedia E-learning content:

Visit: <http://www.ht2.org>.