# Zuma Learning Presents:

## Media for eLearning
### Presented by *Neil Lasher* - The "How Come" and "How To" for Engaging Media

A picture may be worth a thousand words, but it doesn't mean much if you don't have the knowledge to create it.

Producing quality media may seem like a daunting task, but armed with the right tools and techniques, you can build the kinds of images, audio, video, and animations your eLearning needs to become engaging and truly unique.

Zuma Learning's one-day course covers the principles and tools used to **create great media**. Led by expert Neil Lasher, you'll discover what types of multimedia files are appropriate for the web and how to produce them yourself.

This course will cover the theory behind good media and the means to **turn theory into reality**:

**Theory of Media in eLearning**

- Learn about what types of media are suitable for eLearning, plus why your browser and computer make a difference.
- Gain an understanding of the importance of codecs, the effect of file size, and how to work with embedded media files.

**Creating graphics, audio, video, and Flash**

- Discover how to create your own sound and video files using simple and easy-to-use technology.
- Acquire the knowledge to build simple Flash files with inexpensive tools – you'll learn effective techniques to create your own animations.
- Learn the best way to use media in authoring tools and how to evaluate different media in terms of bandwidth and quality.
- Learn an easier, less frustrating way to work with graphics.

Facilitated by Neil Lasher, an internationally recognized expert in Instructional Design, *Media for eLearning* includes **hands-on exercises** and detailed explanations throughout this jam-packed course. Join us in Boca Raton, FL for a useful and practical approach to incorporating media in your eLearning. At the end of the day, you'll be prepared to identify and create the multimedia necessary for transforming eLearning into an engaging and interactive experience.

Learn more at **www.zumalearning.com** or contact **Traci Connor** at 513.936.9800