Advanced Educational Media for Modern Learning Institutions Training Course



09 - 13 Nov 2026

Casablanca

4500 € (Per Person)

Ref: #MED7741_261830

Course Introduction / Overview:

In the ever-evolving educational landscape, effective educational media is crucial for engaging students and delivering impactful content. This comprehensive program, offered by BIG BEN Training Center, is designed to give you the skills needed to create, manage, and use learning media in a variety of educational settings. We will go into the principles of instructional design, exploring how to translate complex information into compelling visual and interactive formats. The course also focuses on practical skills, including using different media platforms, creating high-quality video for education, and designing interactive learning content. We will also look at the theoretical foundations of educational technology. This includes the work of academic figures like Richard E. Mayer, a prominent educational psychologist whose book "Multimedia Learning" provides key insights on how people learn from words and pictures. His research helps us understand the science behind effective educational media. By the end of this course, you will not only be proficient in using educational media, but you will also have a strategic understanding of how to use it to create better learning outcomes for students. This training is essential for anyone who wants to use media to make learning more effective.

Target Audience / This training course is suitable for:

- Teachers and professors.
- Instructional designers.
- Corporate trainers.
- Educational content developers.
- E-learning specialists.
- Curriculum developers.
- Government agencies and educational ministries.

Target Sectors and Industries:

- Educational institutions.
- Corporate training and development.
- E-learning and EdTech companies.
- Non-profit organizations focused on education.
- Publishing and media.
- Government agencies and education ministries.
- Human resources and talent development.

Target Organizations Departments:

- Instructional technology.
- E-learning development.
- Corporate training.
- Curriculum design.
- Media and content production.
- Marketing and communications.
- Learning and development.

Course Offerings:

By the end of this course, the participants will have able to:

- Design and produce engaging educational videos and podcasts.
- Use a variety of tools to create interactive learning content.
- Apply principles of multimedia learning to improve instruction.
- Develop a strategic plan for integrating educational media into curricula.
- Evaluate the effectiveness of different learning media formats.
- Create accessible and inclusive educational content for diverse learners.
- Understand the role of data and analytics in a learning management system.

Course Methodology:

BIG BEN Training Center uses a hands-on, project-based learning approach that allows participants to apply concepts in a practical setting. The course combines a mix of instructor-led sessions, case studies, and a final capstone project. We will use real-world case studies to analyze how different organizations have successfully used educational media. Participants will also work in small groups to develop a short e-learning module from start to finish. This teamwork will allow them to put their knowledge of instructional design and content creation into practice. The program also includes workshops on technical skills like basic video editing, sound recording, and using authoring tools. Our experienced instructors will provide personalized feedback on all projects, helping you improve your skills and techniques. This blend of theory, case studies, and hands-on projects ensures that participants are fully prepared to create effective educational content that makes a difference.

Course Agenda (Course Units):

Unit One: The Foundations of Educational Media

- The history and evolution of learning media.
- Principles of multimedia learning and instructional design.
- Choosing the right media platform for your audience.
- The role of video, audio, and graphics in education.
- Understanding how people learn with educational technology.
- The importance of storytelling in educational content.
- The psychology of learner engagement.

Unit Two: Creating Video for Education

- The complete video production workflows, from script to screen.
- Techniques for on-camera delivery and narration.
- Using animation and motion graphics for complex topics.
- Best practices for lighting, sound, and shot composition.
- Basic video editing and post-production.
- Creating engaging educational videos on a budget.
- The use of video for education in both online and in-person settings.

Unit Three: Designing Interactive Learning Content

- The principles of interactive design.
- Using quizzes, simulations, and games to reinforce learning.
- The role of a learning management system (LMS).
- Authoring tools for creating interactive modules.
- Creating compelling and intuitive user interfaces.
- Making content accessible for all learners.
- The importance of user experience focus.

Unit Four: Strategic Media Integration

- Developing a media plan for a course or curriculum.
- The art of repurposing existing content.
- Using data and analytics to improve learning outcomes.
- The role of social media in educational content.
- Creating a feedback loop with learners.
- Designing a hybrid or blended learning experience.
- The future of educational technology.

Unit Five: The Educational Media Project

- Presenting your final e-learning module.
- A review of the entire educational media creation process.
- Troubleshooting common production challenges.
- The importance of project management.
- A deep dive into case studies of successful learning content.
- Final Q&A with the instructors.
- A review of key concepts and skills.

FAQ:

Qualifications required for registering to this course?

There are no requirements.

How long is each daily session, and what is the total number of training hours for the course?

This training course spans five days, with daily sessions ranging between 4 to 5 hours, including breaks and interactive activities, bringing the total duration to 20 - 25 training hours.

Something to think about:

How does the rise of personalized learning and adaptive technologies challenge traditional, one-size-fits-all approaches to educational media development?

What unique qualities does this course offer compared to other courses?

This training program goes beyond a simple look at production tools to provide a complete understanding of educational media from a strategic point of view. While many courses teach you how to use a specific piece of software, this one, provided by BIG BEN Training Center, focuses on the core principles of instructional design and multimedia learning. This approach ensures that participants don't just create content, but create content that is truly effective and engaging. The hands-on, project-based structure is a major plus. You will have a chance to develop your own e-learning module, which you can use as a portfolio piece. We also put a lot of emphasis on the "why," exploring how the brain processes information and how different media formats affect retention. We believe that a deep understanding of learning theory is just as important as knowing how to use the right tools.