

A Look at Learning Technologies: Part 1

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One of our goals in producing *News Bytes*

is to inform our user community about the various departments within ETS and the services they provide. This is the first of two issues that will focus on Learning Technologies, encompassing the Media Center, Instructional Development and Technology Training.

In this issue, we'll focus on the Media Center. The Media Center's mission is to create and distribute television programming and other forms of electronic media to help faculty, staff and the community enhance learning and communication.

This resource has been around for 18 years, but its focus has recently expanded. In the past, the Media Center was solely a De Anza College resource. Now it offers services to Foothill College as well.

“The Media Center’s mission is to create and distribute television programming and other forms of electronic media to help faculty, staff and the community enhance learning and communication.”

The Center offers a wide range of resources, including television production, videoconferencing, satellite uplinks and downlinks, and distance learning. In the near future, we hope to add streaming media support.

Currently, the Media Center runs three channels “around the clock.” Two of these channels broadcast educational programming, and the third provides community-access programming. You'll read more about these channels in this newsletter; one of them is made possible through a partnership with other community college districts in the area.

Read on to learn more about the Media Center and the services it offers to you. For more information, check out the ETS Web site at <http://ets.fhda.edu>.

The Media Center: At Your Service

If you want to produce a distance learning course, create an educational television program or set up a videoconference, the Media Center can help.

This ETS department, which falls under the Learning Technologies umbrella, offers a wide range of services designed to enhance learning and communication at FHDA and in the community at large.

An accomplished team of creative, engineering and administrative professionals staffs the Media Center. De Anza and Foothill students working as paid interns are also important members of the team.

Contact the Media Center at (408) 864-8300 for the following services:

- Television and multimedia production
- Studio and remote production
- Satellite and ISDN/T1 videoconferencing
- Television production and consultation
- Consultation on TV or video production, desktop video-editing systems, and multimedia consoles and video/data projection systems for classrooms

Production

The Media Center completes hundreds of productions each year. These productions generally fall into one of the following three categories:



The Media Center team, from left to right: Greg Bartschenfeld, Sharon Drager, Marty Kahn, Bob Haber, Ed Breault and John Margherita.

- **Distance Learning Production:** Live and pre-recorded distance learning and educational programs. During any given quarter, thousands of the district's students enroll in televised and Web-based distance learning courses.
- **Foothill/De Anza District Production:** Training and marketing videos, television commercials and special-event productions (such as conference or trade-show pieces).
- **Corporate or Community Production:** Productions for corporate clients, including IBM, Apple Computer, City of Sunnyvale, Silicon Valley Joint Venture, State of California Waste Management Board and New Media Centers.

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Media Center (continued)

Cable Channels

The Media Center operates three cable television channels, often referred to as "Education 1," "Education 2" and "Access." Education 1 and 2 are dedicated to distance-learning and educational programming. Access carries programming created by community access groups from the cities of Cupertino and Los Altos.

- **Education 1:** An education channel created by a consortium of six community colleges (Foothill/De Anza, West Valley/Mission, Evergreen/San Jose City), known as the Community College Network, which broadcasts to approximately 300,000 homes in the South Bay area.

- **Education 2:** A second education channel, which currently transmits only to the city of Cupertino through Channel 78. The Media Center is working on agreements with local cable providers in other cities to extend the signal to the same areas as Education 1.
- **Access:** A channel that carries programming created by Cupertino and Los Altos residents. It can be seen on Channel 15 in Cupertino and on Channel 26 in Los Altos.

Visit the ETS Web site at <http://ets.fhda.edu> for more information about the Media Center and its wide range of services.

Production Tips for Distance-Learning Faculty

Used appropriately, technology can strongly enhance the teaching and learning process. Once you've determined that technology is the most appropriate way to teach a class, and have received approval from your Dean and the Distance Learning Department, heed these tips to ensure a successful video-based distance learning production:

- Begin pre-production planning as soon as possible.
- Get all course materials (slides, tapes and graphics) to the production staff well in advance of your broadcast or taping session.

- Make sure that you've obtained all necessary permissions or clearances to use copyrighted materials.
- Dress comfortably, and wear clothes which allow the crew to attach a microphone (shirt, dress or blouse must have a lapel or buttons).
- Clothes should be moderate in color; avoid extreme contrasts (such as a black suit with white shirt) and busy designs. Do not wear jewelry that "clinks."

Check out the
ETS Website
a rich source of information
about ETS and technology.
<http://ets.fhda.edu>

Just Call
TECH!

The Call Center

Your one-stop source for technology information and support.

Phone

Ext. TECH 8324
(7 a.m. – 7 p.m.)

E-mail

Techhelp@fhda.edu

Web site

<http://ets.fhda.edu>
(click on the Call Center link)

Walk in

De Anza College Forum 5A
(7 a.m. – 7 p.m.)

FAQ'S

Q: Where can I view the Community College Network Channel?

A: You can find this programming on several South Bay cable channels. See the ETS Web site for a list of channels in different cities. If you have any trouble locating the channel in your area, check your local channel guide, available from your cable service provider. You should find it listed in your cable channel guide as "CCN" (Community College Network).

Q: Can I access the three FHDA cable programs using an antenna or satellite dish?

A: No. All three channels are accessible only by cable.

Q: Does the Media Center have professional-quality production capabilities?

A: Yes, the Media Center has state-of-the-art production capabilities, including studio production, satellite uplinks and downlinks, ISDN and T1 videoconferencing, and remote production using S-VHS, MiniDV and DVCam recording formats.

Q: Does the Media Center offer videoconferencing? If so, what kind of technology does it use?

A: Yes. The Media Center offers videoconferencing using ISDN/T1 lines for "point-to-point," two-way videoconferences. Prior to selecting dates or scheduling

facilities, please call for a consultation regarding your project.

Q: I keep hearing about desktop video and I'm very interested in learning more about it. How can I get help deciding what system is right for me?

A: Contact the Media Center and someone will be happy to help you.

TalkBack

Do you have questions or comments regarding this bulletin, or about any ETS services or projects? Please e-mail newsbytes@fhda.edu and we'll provide answers one-on-one or in the next issue of *News Bytes*.