

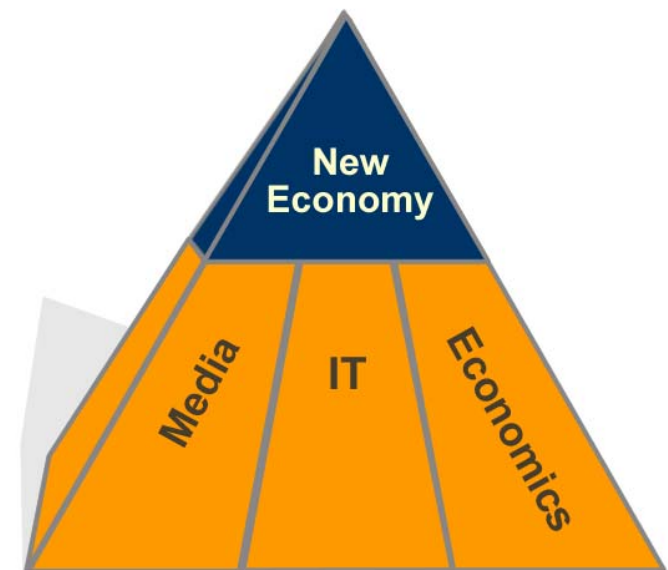


- FU Berlin
- HU Berlin
- TU Berlin
- FHTW Berlin
- Universität Trier
- Universität Würzburg
- Ruhr-Universität Bochum



## Project Objectives

- **Development of a multidisciplinary online curriculum** for:  
economics, computer science,  
media and communication science
- **Transformation of traditional learning content** into multimedia learning modules
- **Providing material** for a virtual environment  
(Learning management systems)
- **Using the multimedia learning modules in different disciplines** and learning scenarios



## Author

- 1. Step:** Collection of necessary mono- and multimedia items to create content for learners
- 2. Step:** Development of further multimedia material as add on to traditional material
- 3. Step:** Creating learning modules by combining all sorts of media material by usage of the „Learning-Module-Editor“
- 4. Step:** Compilation, academic editing, proof-reading, polishing, additional material, case studies, ...

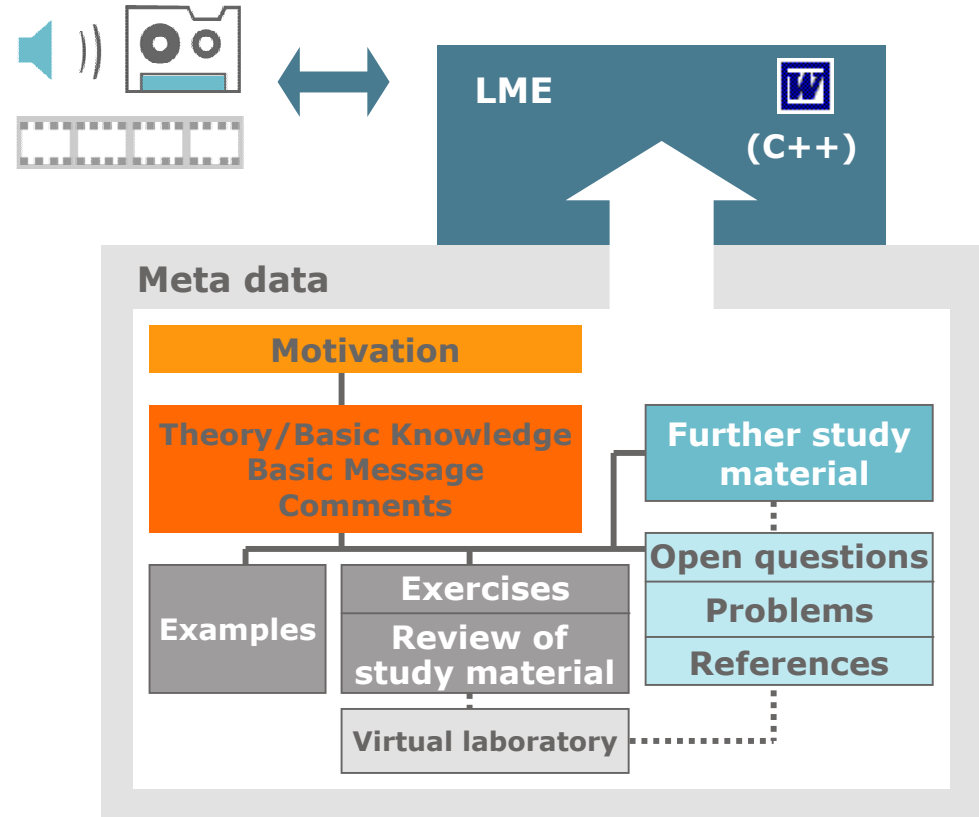


## Project

- Coordination
- Fixing of content
- Composition of guidelines and didactic structure
- Development of software, support
- Support in media production
- Quality and quantity assurance
- PR and marketing

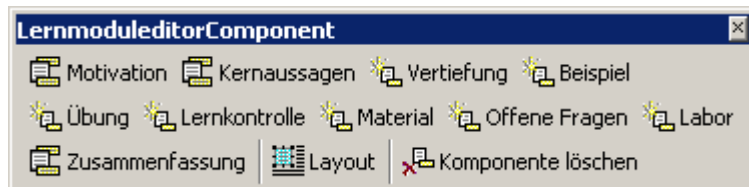
## Production (1. and 2. Step)

- Decomposition of material along a **didactic structure**
- Core components, secondary components
- Conception of **media elements**
  - better understanding of complex interrelations
  - Strengthening the „touchiness“ of the material
  - Interactive learning



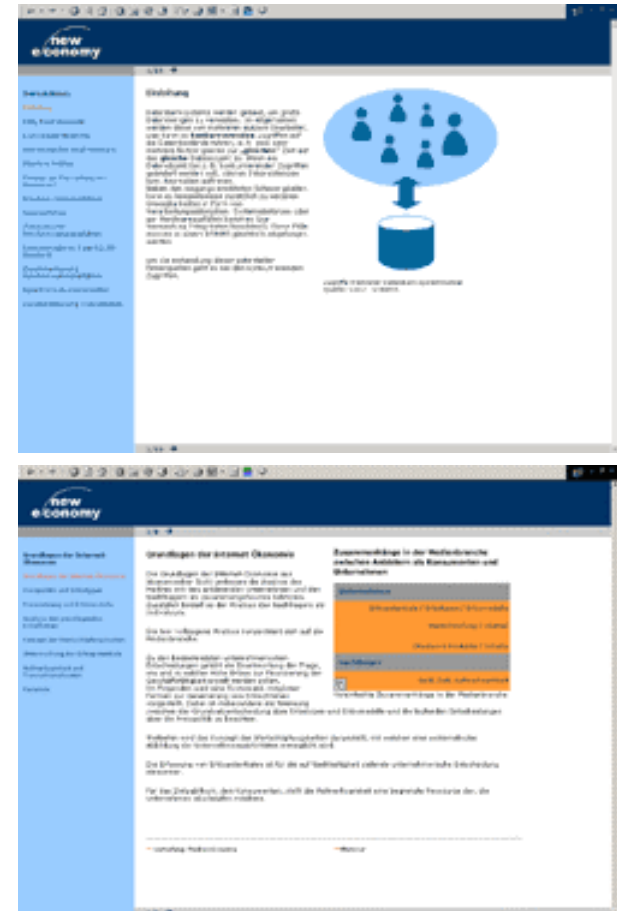
## Learning Module Editor (3. Step)

- LME consists of a MS-Word-document with additional macros (Visual Basic) and dynamic toolbars.
- Learning components according to the didactical structure (inserted via click)
- Media elements (inserted via click)
- Glossary and literature
- Directives can be included as comments



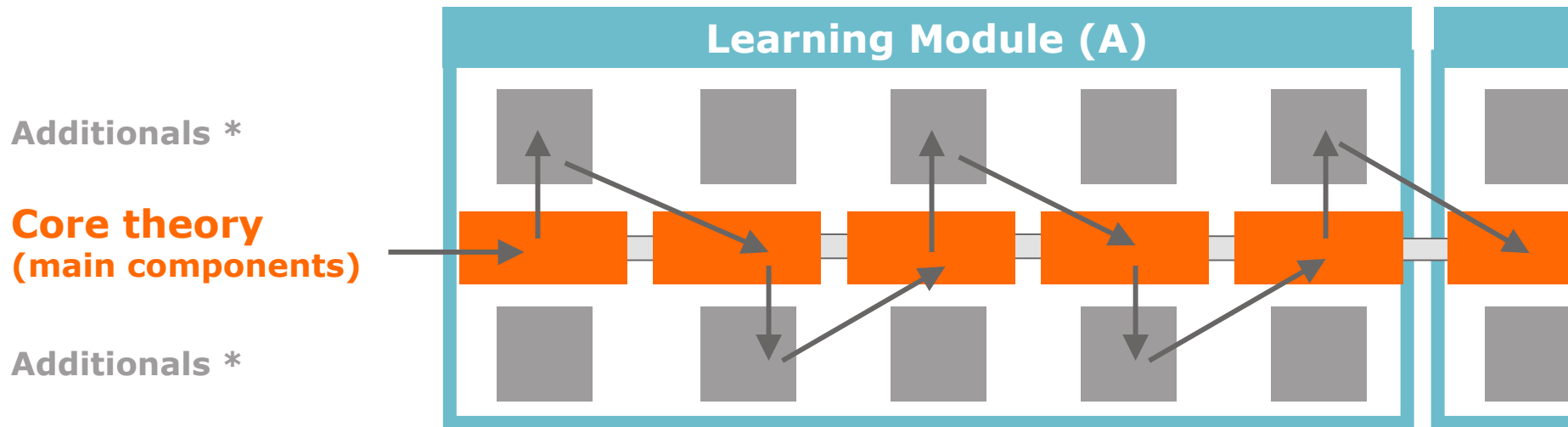
# Learning-Modul Editor, Main Features

- **Integration of media elements:** flash, gif, jpg, mp3, mpeg, bmp, ram, formulars, java-applets, html-sites
- **Layout:** 4 standard-Layouts plus additional „free“-layout
- **Fast single-component-preview**
- **Meta-data** (self-generating plus editable)
- **Automatic generation of navigation**
- **Structured and standardised XML-Output**, html-output, IMS-Content-Package output



2 out of approx. 630 Learning Modules  
in New Economy





\* **(secondary components),**  
 According to the didactic structure:  
 Comments, examples, exercises, open questions,



## Lernmodul New Economy

Version 2.1 Final

- Learning Module Editor (LME)  
(Incl. online-documentation plus .ocx for IMS-CP)



- Corporate design plug-inns for application software  
(Photoshop/Flash)



- Media production support materials such as icons, Flash-players, Flash-library, adapted media-players

ALLES ZURÜCK

FEHLER ZURÜCK

PRÜFEN

- Modifyable exercise files (Flash, XML)  
Multiple choice and drag `n drop

## W-XML Konverter

- Interface to convert x-metal output

## Curriculum Online

- inner project publishing (4. step)

## XML2PDF

- Generating pdf-files

## WBT-Batchverarbeitungs-...

- LME mass-production of wbt-output

## Modulverzeichnis

## Glossarredaktion

## Literaturverzeichnis

## Metadaten

- Content and publishing management system to generate complete courses

## Preliminary Results

- Sometimes hard to realize the value added of e-learning,  
**not every content can reasonably be illustrated** (social science)
- **Wbt is not cbt**
- **Wysiwyg necessary** for the author even in mass production (preview)
- Students need to learn how to „e-learn“ and  
Teachers need to learn how to „e-teach“
- **Surveys are necessary** to evaluate the outcome of e-learning
- **Corporate identity necessary** (large consortiums)
  - Look and feel
  - Content
  - Didactic structure
  - Production

„I do not believe that the New Economy broke down. There are certainly things that did break down, which is good! But all serious factors indicating a forward motion prove that the New Economy is consolidated.“

<http://www.internetoeconomie.org/>



Prof. Dr. Axel Zerdick († 2003)

Thank you for your attention!

Dr. Nicolas Apostolopoulos, Norbert Herrmann

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