

Box 4.9 Caveat Emptor: Evaluating Media in Online Content

You can use the following checklist to guide your review of the use of media in online professional development, whether you are buying it or reviewing media your team has created.

	Yes	No
<p>Text</p> <ul style="list-style-type: none"> • Is the amount of text onscreen appropriate? • Are large blocks of text presented in optional printable formats? • Does the text follow standard language conventions? • Is the text easy to read on the background(s)? 		
<p>Graphics and images</p> <ul style="list-style-type: none"> • Do graphics illustrate and expand upon the content? Are they necessary? • Are graphics used to make complex concepts easier to understand? • Is there a good balance between decoration and function? • Is there a consistent look and feel to graphics, images, and colors? 		
<p>Audiovisual information</p> <ul style="list-style-type: none"> • Are audiovisual elements essential? • Is the audio quality acceptable? • Do audio elements, like narrative, complement information on the screen? • Can users toggle sound on and off? 		
<p>Video</p> <ul style="list-style-type: none"> • Is video used appropriately to show action or demonstrate a process? Is it necessary? • Is the video believable? • Is the audio quality of the video acceptable? • Is the overall quality of the video acceptable? • Is the video in a format you can view? 		
<p>Learning outcomes</p> <ul style="list-style-type: none"> • Does the media support the purported learning outcomes of the content? • Does the media support our project outcomes? 		