

## Summary of the book and its target audience

The four parts of the book	Video	Other media, and multimedia
Appropriate teaching functions	1	2
Pedagogic design principles	3	4

Each part will suit readers with varying interests, as follows.

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**Part 1 (Chapters 1, 2 and 3).** ‘Teaching functions/techniques to exploit video’s strengths’. 27 functions/techniques that other media could not achieve so well.

### ***Target audience for Part 1***

*Course developers who have the option of incorporating video into their teaching resources, the categorization would help to identify the parts of the course for which video would add most value.*

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**Part 2 (Chapter 4),** ‘Matching media attributes to learning tasks’ – goes beyond video, discussing capabilities and limitations of different media.

### ***Target audience for Part 2***

*Course developers who want to optimize media deployment.*

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**Part 3 (chapter 5 and chapter 6),** ‘Screenwriting Principles’ – returns to video for a crucial topic, not covered elsewhere in the literature: micro-level (practicable) design principles for pedagogically effective video.

### ***Target audience for Part 3***

*Readers who design educational video should find these two chapters of practical value. Chapter 5 gives an overview that would also help developers choose or commission pedagogically effective video. Chapter 6 discusses all 46 design principles in detail.*

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**Part 4** consists of the final two chapters (**Chapter 7 and 8**) ‘Picture-word synergy for audiovision and multimedia’ – goes beyond video, dealing with screenwriting for Audiovision (audio-print packages) and for (higher-tech) Multimedia packages with audio commentary. The principles are micro-level, practicable design principles.

### ***Target audience for Part 4***

*Suitable for readers who design Audiovision and Multimedia. They can also help course developers choose or commission Audiovision and Multimedia that are pedagogically effective.*

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