

Chapter Eight

From Consumers to Creators: Empowering Learners Through Multimedia Integration

Companion Materials

To help educators transform students from passive consumers into active creators, this curated resource set supports the integration of multimedia tools in developmentally appropriate, pedagogically sound ways.

Teaching Students to Watch with Purpose

Resources to Support Video Comprehension

- [Read the World](#) by Kristin Ziemke and Katie Muhtaris – Includes explicit classroom strategies for using video intentionally.
- [KQED](#): Watch, Think, Write – Offers before, during, and after viewing strategies adaptable to elementary classrooms.
- [Video: How to Use Video in the Classroom – Scott Marsden, Common Sense Education](#)

1. Equity & UDL-Aligned Media Tools

- **CAST Universal Design for Learning Guidelines**
<http://udlguidelines.cast.org/>
- **Roadmaps by the University of Michigan – A platform for differentiated, multimodal learning**
<https://cdc.engin.umich.edu/curricula/>
- **YouTube Restricted Mode Guide for Teachers**
<https://support.google.com/youtube/answer/174084?hl=en>

YouTube Channels for the Classroom

Curated for instructional value, age appropriateness, and engagement:

Channel	Description
Alphablocks	Teaches phonics through fun animated letters.
BrainPop / BrainPop Jr	Curriculum-aligned videos by grade and topic.
CrashCourse Kids	Engaging science videos for elementary students.

<u>Free School</u>	Explores ELA, Science, and History through kid-friendly quest
<u>Homeschool Pop</u>	Music-based lessons, including Spanish content.
<u>Khan Academy Kids</u>	Life and academic skills for early learners.
<u>Kids Learning Tube</u>	SEL, science, and social studies via sing-along songs.
<u>Mr. Parr</u>	Pop song parodies turned into science study aids.
<u>Mystery Science</u>	Answers fun and complex science questions.
<u>National Geographic K</u>	Wildlife and environmental exploration, scaled for children.
<u>PBS Kids</u>	Includes <i>Sesame Street</i> and other trusted educational program
<u>SciShow Kids</u>	Answers big “why” questions in science.
<u>Storyline Online</u>	Celebrities read children’s books aloud.
<u>TED-Ed</u>	Animated explanations of rich educational content.

2. Recording and Sharing Audio

- [Vocaroo](#) – Simple, free tool for recording audio feedback or student reflections. Download or share via link.

3. Digital Storytelling & Student Voice

- **Digital Storytelling Handbook** – University of Houston
<https://digitalstorytelling.coe.uh.edu/articles/Educ-Uses-DS.pdf?utm>
- **Podcasting in the Classroom (NPR)**
<https://jea.org/digital-media/check-out-nprs-teaching-podcasting-a-curriculum-guide-for-educators/>

4. Video Creation Tools & Tutorials

- **Screencastify** – Easy browser-based screen recording tool
<https://www.screencastify.com/>

- **WeVideo for Schools** – Collaborative video editing for students
<https://www.wevideo.com/education>
- **Canva for Education** – Multimedia slides and video templates
<https://www.canva.com/education/>
- **Edpuzzle Video Tour (Official)**
<https://www.edpuzzle.com/resources>

5. Creating with Roadmaps

Explore multimodal student content creation via:

- [University of Michigan’s Roadmaps Platform](#)
Roadmaps allows students to express understanding through writing, voice, video, and visuals within a flexible, interactive structure. Ideal for differentiated instruction and creative demonstration of learning.

6. Templates & Planning Tools

- **Rubric for Evaluating Student Multimedia Projects**
<https://www.rcampus.com/rubricshowc.cfm?code=Z32WW7&sp=yes>

7. Activity: Guided vs. Unguided Viewing

Compare Two Experiences Explore the difference between passive and interactive video engagement by watching the same content in two formats:

- [Video: What is a Narrative? \(YouTube – No Prompts\)](#)
- [Video: What is a Narrative? \(Edpuzzle – With Prompts and Scaffolding\)](#)

Notice how the Edpuzzle version offers strategic stops and prompts to reinforce learning. This illustrates the importance of teaching students how to watch videos with purpose.

8. Recommended Readings & Research

Mayer, R. E. (2021). *Multimedia Learning* (3rd ed.). Cambridge University Press.

Robin, B. R. (2008). Digital storytelling: A powerful technology tool for the 21st-century classroom. *Theory Into Practice*, 47(3), 220–228.
<https://www.tandfonline.com/doi/abs/10.1080/00405840802153916>

Cook-Sather, A. (2006). Sound, presence, and power: “Student voice” in educational research and reform. *Curriculum Inquiry*, 36(4), 359–390.
<https://www.tandfonline.com/doi/full/10.1111/j.1467-873X.2006.00363.x>

Greenhow, C., & Robelia, B. (2009). Old communication, new literacies. *Journal of Computer-Mediated Communication*, 14(4), 1130–1161.
<https://academic.oup.com/jcmc/article/14/4/1130/4583570>

Guo, P. J., Kim, J., & Rubin, R. (2014). How video production affects student engagement. *Learning at Scale*, 1(1), 41–50. <https://dl.acm.org/doi/10.1145/2556325.2566239>