

## Creating Multimedia Learning Materials: A Pedagogical Perspective

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**Abstract:** Multimedia learning materials are considered a powerful tool in education, due to its unique presentation capabilities and distinct pedagogical value. Design and development of multimedia learning materials is a complex effort which essentially requires careful pedagogical considerations. Contemporary conceptions of learning mainly support a constructivist theoretical approach which emphasizes knowledge construction by learners, rather than behaviorist or cognitivist theories that suggest prescriptive instructional strategies resulting in transfer of knowledge to learners. Unlike traditional linear technologies which compel users to remain passive, multimedia technology allows users to become active, and involved in learning, while providing information in multiple modes. Thus, multimedia can be used not only to provide multisensory representation of ideas, but also to engage users in constructing knowledge. Based on a project implemented by the Faculty of Education at the Open University of Sri Lanka to design and develop a set of multimedia as supplementary materials in a professional development programme for teachers, this paper presents a reflective case study on the pedagogical perspectives on creating multimedia learning materials. It aims at exploring the ways in which pedagogical principles can guide the design of multimedia to support a meaningful learning to provide useful insights for designers of multimedia learning materials.