

# INTEGRATING MULTIMEDIA TEACHING/LEARNING STRATEGIES IN UNDERGRADUATE EDUCATION

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## ABSTRACT

Information Technology has permeated almost every aspect of people's lives. In an information society, achieving a high level of knowledge acquisition and management will be a key competitive advantage. Against this backdrop, information technology has expanded education and added new dimensions of quality to the ever-changing definition of the quality of education. Educators must seek alternative solutions to learning and development in the light of the rapid advancement of technologies. Students also face more flexible environments where Computer Assisted Learning is possible and to enable them to engage in lifelong learning. To enhance better education Multimedia has used to assist teaching has constantly been sought by researchers in the educational technology domain. Many have agreed that Multimedia could help to improve performance and conceptual understanding on a specific range of task. However, people have already commenced to use multimedia in their teaching/learning process and there is limited understanding of how it could enhance the learning outcomes. This discusses the types of learners, types of Multimedia that have been used for learning, how people can integrate Multimedia in Teaching /Learning process in undergraduate education and Instructional Design for computer assisted learning.

Keywords: Education, Undergraduates, Multimedia, Learning and Teaching, Instructional Design