

Our Multimedia Capabilities



LINKQED

"We make your learning content come alive!... Period"

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Multimedia

Multimedia is a general term used to describe any application or technology that can be used to manipulate text, audio, images, graphics, and video. Multimedia provides a level of interactivity with each of these elements separately, as well as through a combination of different multimedia mediums such as Art, Models, Graphics, Animations, Audio, Backgrounds and Video.

Advantages of Multimedia

Multimedia-based learning is becoming increasingly common. There are numerous advantages that multimedia offers to learning when compared to traditional classroom learning.

Firstly, the information contained on the Internet is unlimited and evolving, up to date, inexpensive, and searchable. It also reflects the views of many authors and sources of information.

Secondly, multimedia professional development experiences can be interactive, involve asynchronous interaction, and take place at any time and at any place.

Other Specific advantages that it offers:

1. Enhancement of Text Only Messages:

Multimedia enhances text only presentations by adding interesting sounds and compelling visuals.

2. Improves over Traditional Audio-Video Presentations:

Audiences are more attentive to multimedia messages than traditional presentations done with slides or overhead transparencies.

3. Gains and Holds Attention:

People are more interested in multimedia messages which combine the elements of text, audio, graphics and video. Communication research has shown that the combination of communication modes (aural and visual) offers greater understanding and retention of information.

4. Multimedia is Entertaining as Well as Educational

Many educational institutions have embraced multimedia technology in teaching as a means of reducing the cost of educating students or of increasing the effectiveness of the teaching process. Multimedia courseware is seen as a way of bridging the educational gap between the poorer- and better-prepared students, allowing each to learn at their own pace. Clearly, multimedia courseware or other Computer-Assisted Learning (CAL) tools can offer some of these advantages over conventional teaching methods, but only with careful attention to the planning, development and delivery of



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LinkQED Association with Multimedia:

LinkQED association with Multimedia started off in the year 2000, with the development of the product “Interactive Learning Tools” (ILTs). Following this we were exposed to the Custom courseware development market around the world. Our initial market focus was in Malaysia, Middle East and UK.

LinkQED has been part of the Smart School Project since its inception in the year 2001 and has built interactive educational courseware to facilitate teachers in conducting their multimedia based classroom session through the Curriculum Development Centre (CDC) Project in Malaysia for the past 5 years.

We have great expertise and track record in developing digital multimedia content solutions, Interactive Teaching/Learning Tools and curriculum software using state of the art multimedia technologies with International content standards such as SCORM 2004 and AICC. We have strong technology expertise to build and deploy customised e-Learning solutions for various Schools, Universities, Educational Institutions, Corporations, Publishing Houses and end users.

LinkQED has built several thousands of Interactive Learning Objects of rich Instructional design to facilitate teaching and learning. Our professional work experience with regard to building Interactive educational content is summarised below:

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S. No	Description	Man Hours
1 .	Developing pedagogy based Instructional Design	1,70,000
2 .	End 2 end Multimedia content development	6,30,000



Category	Subject Area
Primary	Year 4 Science - Curriculum Development Centre Project
	Year 2 / 3 Mathematics – Smart School Project
	Form 1 Science – Curriculum Development Centre Project
	Form 1& 2 English – Smart School Project
Secondary	Form 4 Biology– Smart School Project
	Form 5 Biology– Smart School Project
	Form 4 Maths – Smart School Project
	Form 4 Maths My CD – Supplementary Education for Publishers
	Lower 6 Science (Grade11 / STPM - Equivalent to GCSE / London A / AS Level) – Curriculum Development Centre Project
	Upper 6 Science (K12 / STPM - Equivalent to GCSE / London A / AS Level) – Curriculum Development Centre Project
	Roger Frost’s ‘Advanced Chemistry teaching tools’ – can be customised for OCR, AQA, Edexcel, and WJEC or indeed to any textbook.
	Form 4 Maths – Curriculum Development Centre Project
	Form 4 Add Maths – Curriculum Development Centre Project
	Form 4 Science – Curriculum Development Centre Project
	Form 4 Physics – Curriculum Development Centre Project
	Nelson and Thornes (UK) -Just Click Project – Interactive Simulations is Physics, Chemistry and Biology.



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Category	Subject Area
Higher Education	Interactive Learning Tools for Engineering Electrical and Electronic Engineering Courses and Vocational Training Courses
	Interactive Learning Tools for Medicine. Medical multimedia content on Paediatric Respiratory Examination and Paediatric Cardiovascular Examination – OCB Media, UK
General	Interactive Learning Tools for ICT (over 36 courses)
	3D Models for Immersive Education, UK. (Test Production completed)

Other subjects that we have worked with for prototypes include:

- Form 3 Maths
- Year 3 Maths 1
- Year 3 Maths 2
- Year 3 Science
- Form 3 Science Physics
- .. Form 4 Maths
- .. Form 4 English
- Form 4 Science Physics
- Form 4 Science Chemistry
- Form 4 Science Biology
- Form 4 Bahasa Malayu
- Form 4 Islamic Studies
- Learning Courseware Physics
- Learning Courseware Chemistry
- Learning Courseware Biology
- MLVK Automobile-
- MLVK Pruning-
- Bio-Informatics – Phylogenetic Trees
- .. Form 4 Maths
- ICWAI -
- Study Skills -
- F5 Additional Maths
- F5 Physics
- F5 Chemistry
- F5 Biology
- F5 Information Technology
- F5 Bahasa Malayu 1
- F5 Bahasa Malayu 2
- Coronary Angioplasty



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- CDC Form 4 Science
- CDC Form 4 Additional Science
- CDC Form 4 Biology
- CDC Form 4 Physics
- CDC Form 4 Chemistry
- CDC Form 4 Maths
- CDC Form 4 Additional Maths
- CDC Form 4 IT

We have also worked with various Malaysian Organisations that include **PPK/CDC, Director for Teacher's training in Ministry of Education, MALTEC - Centre for International Language Teaching for teachers and Bahagian Pendidikan Guru (BPG)** on projects, pilot projects and prototypes. We have also made several presentations to these organisations on our works.

Some of our initial works with these organisations are:

1. PPK/CDC – Pilot Project - September 2002.
2. BTP – Maths & Science Prototype - August 2002
3. MLVK – Prototype - June 2002
4. Director for Teacher's training in Ministry of Education – Presentation - July 2002
5. MALTEC - Centre for International Language Teaching for teachers – September 2002
6. Bahagian Pendidikan Guru (BPG) - Prototype and Presentation – September 2002.
7. IS team of Educator - Presentation - December 2002

LinkQED Expertise:

By working with us, you can take advantage of our global experience and expertise in developing multimedia based interactive teaching and learning coursewares. Some of the key benefits are:

- World's best and latest Multimedia Technology
- High quality / rich graphics
- 3 D Modelling / Thin 3D / Web 3D Techniques
- Visualisation and Virtual Experience Technology
- AICC / SCORM 2004 Standard Compliance
- Cost –effective
- Faster turnaround
- CMM Level 4 Development Standards, Key Processes and Quality Assurance
- Excellent Offshore outsourcing Business Model and much more



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The application of multimedia techniques utilising relevant Voice over and sound effects, high quality graphics, animation and simulations has been instrumental in creating active teaching techniques by which teachers actively engage students in the learning process. We have standardised the processes, tools and techniques used to design, develop and deliver such bespoke learning objects.

Skills Expertise:

SMEs (Subject Matter Experts):

We have a panel of subject matter experts in various fields that include:

1. Mathematics
2. Life Sciences
3. Physical Sciences
4. Bio Informatics
5. Literature
6. Engineering (All subjects)
7. Vocational Training

They have immense experience in the field of educational technology and are well qualified with doctorates and masters in their field of expertise.

Advisory Board Members :

Eminent professors of the renowned institutions are working with us as honorary consultants. We seek their aid in brainstorming sessions when designing country specific educational strategy to be deployed. These members are doctorates and masters in their field of education technology and research and have over 20 plus years of experience in educational Research

Instructional Designers:

Our Instructional designers are post graduates and doctors in various fields with strong experience in teaching. Their expertise includes developing curriculum specific software and they are well versed in various instructional design theories and models. They have very good experience in content mapping for various institutions. They tailor the instructional design to suit the needs of the local or country specific teaching methodologies based on target audience. They also have a sound knowledge of industry standards (SCORM, AICC, etc) and sufficient knowledge in multimedia software's and authoring tools with proficient pedagogical skills.



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Software Skills:

- Macromedia Flash MX 2004
- Macromedia Director MX
- Authorware 7
- Dreamweaver
- Illustrator
- Adobe Framemaker
- Adobe Indesign
- Robodemo
- RapidBuilder
- DazzlerMax

SCORM Experts:

SCORM, the Sharable Content Object Reference Model, describes a specific way to deliver e-learning content and is the most widely accepted standard for e-Learning. Our SCORM Experts have done extensive research on the standard and devised a successful process of our own to implement the standard in our content development methodologies. They work in tandem with the Instructional Designers and Subject Matter Experts and choose the SCORM Package specification that best suits the Indian learning community. SCORM native courseware protects your investment.

Managerial Roles:

The Project Manager in coordination with the Project Leader and On-site Project Coordinators manage the process by employing the world's best project management methodologies with strict adherence to ISO 9001:2000.

Multimedia Programmers:

Our Multimedia programmers are having very good experience and highly skilled in e-Learning technologies and Standards. They are capable of implementing high level interactions in e-learning courseware, implementing Mathematical and scientific formula based animations. Implementing elearning standards like SCORM and AICC in our Courseware.

Skill Sets

- a. Macromedia Flash MX 2004 – Action Script
- b. Macromedia Authorware 7.0 – Authorware Programming, JavaScript.
- c. Macromedia DirectorMX – Lingo Programming.
- d. XML
- e. HTML



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Graphic Designers:

Our Graphic designers are experienced in the art of visual communication. They are very good at designing the layouts and templates for the e-learning courseware and creating the objects. They are very good at colour sensing.

Skill Sets

- a. Macromedia Flash MX 2004
- b. Adobe Photoshop
- c. Corel Draw

Key Frame Animators:

Our Animators are graduated in Master in Fine Arts, highly skilled in animation technology, illustrations, background creation and colouring, key frame animations and colour concepts.

Skills Sets

- a. Macromedia Flash MX 2004

3D Modellers:

Our 3D modellers are capable of creating 3D modelling, 3D animation and Special effects.

Skill Sets

- a. 3D Studio MAX
- b. Maya
- c. Adobe After effects
- d. Adobe Premiere

Sound Engineers:

Our sound engineers are experienced in Recording, Editing, adding special effects, noise reducing and compression technologies at the in-house studio fitted with all latest equipments. The Voice Over artists are education on the technical words and pronunciation which are specific to each region or country.

Skill Sets

- a. Adobe Premiere
- b. Abode after effects
- c. Sound Forge
- d. Sound Lab
- e. Cubase