

# Global Summit and Expo on **Multimedia & Applications**

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## **Multimedia communication: Its implications on general education**

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With rapid development of digital technologies building on an efficient and reliable multimedia, a lot of progress has been made from both application and design in resolving the challenges for the enhancement of learning and teaching through a blending of classic techniques. However, by extending beyond the boundaries of science, art and culture, multimedia communication also provide new paradigms and methods for searching through myriad variety of media all over the world. Hence, this paper reviews the past research in an attempt to provide for the proper understanding of multimedia as one of the most effective tool for advancing knowledge and skills. It also attempts to identify some of the factors that might increase the efficiency of multimedia instructional tools for teaching and learning based on cognitive theory of instructional process. The factors to be examined are level of coordination between information and channel in terms of layout design, nature of information to determine the sensory channel and abilities for multimedia presentations.

### **Biography**

Ogunlade Benjamin Ande is an Associate Professor of Graphics and Communication Design with the Department of Fine and Applied Arts, Ladoke Akintola University of Technology Ogbomoso, Oyo State, Nigeria. He holds BA in Graphic Design, MA in (Industrial Design) Graphics and PhD in (Industrial Design) Graphics from Ahmadu Bello University, Zaria. He was also the Head of Department. He served in various committees at both academic and administrative level in the University. He also supervised a large number of under-graduate and post-graduate graphic design students in and outside the University. He is a Member of relevant professional bodies like Association of African Industrial Designers (AAID), Society of Nigerian Artists, (SNA) and Advertising Practitioner Council of Nigeria (APCON). He has attended and presented papers at many symposia and conferences at both national and international levels with over thirty five publications in reputable journals (both local and international). He serves as an Editorial Board Member of repute and also an External Examiner to various tertiary institutions.

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