

The Multimedia Concept of Martina Claus-Bachmann and ulme-mini-verlag

PD Dr. Martina Claus-Bachmann, who holds two academic degrees in education as well as in ethnomusicology, has been developing and updating her knowledge of computer related abilities and applications since the first generation of computer usage with the Atari (<http://www.kuveni.de/murel/finished.htm>). After extensive, long-term professional experience her practice has developed into two main fields of application:

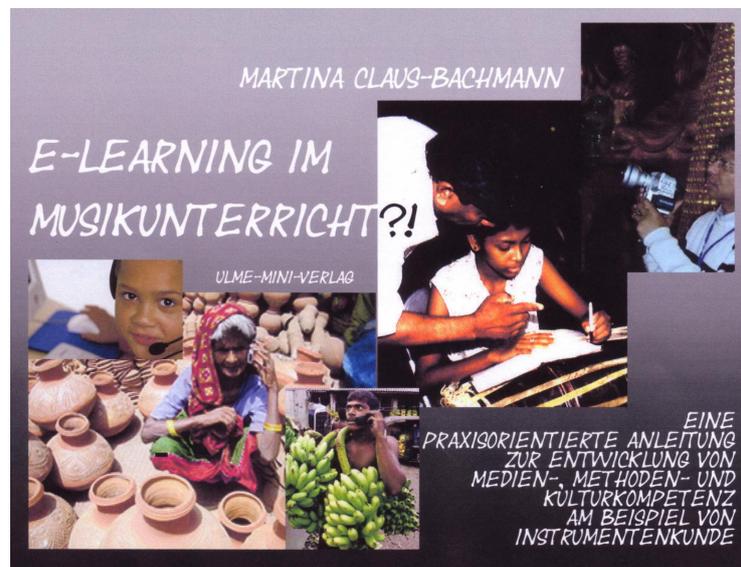
1. The use of computer hard- and software for educational purposes in schools and
2. The use of computer hard- and software for an applied ethnomusicology and ethnography.

Both of these special areas play a role in the program-conception of the publishing company ulme-mini-verlag, either separated or as a so called media combination. Around 95% of the products of the company consist of a mixed media combination, mostly a print publication plus additional CD-ROM. This multimedia concept represents the individual profile of the publishing company.

A main principle is the usage of freeware as much as possible, to allow institutions and individuals without a huge budget the opportunity to participate.

One publication of Martina Claus-Bachmann includes a guideline on the free software and hardware templates and the methods available to create multimedia content:

<http://www.ulme-mini-verlag.de/docs/pd-1128762041.htm?categoryId=0>.



The same publication also introduces the didactic pre-considerations for creating suitable eLearning-modules for specific target groups. Unfortunately it is only available in German at the moment.

Every instructional module consists of certain sub modules relevant to the topic, which are presented as a clickable mind map.

The educational considerations include the usefulness and attraction of the learning experience. The presentations are based on the results of brain research which shows playful environments that appeal to all or most of the senses are the most effective for learning.

The extended multimedia content which accompanies the volume of lyric poetry by Dorothea Rosa Herliany is an example of how ulme-mini-verlag is going beyond the traditional borders of book publishing. The basis of the publication is a print edition, which also includes illustration interwoven in the graphic layout. However, another, equally important, part of the publication is presented by the CD-ROM, where the reader or the audience can find files for all the senses, including a video reading of the poems, accompanied by a suitable music, bi-lingual audio-files for listening, bio- and bibliographical information on the author and the translator, a slideshow to enjoy the artwork of the illustrator in full size and with brilliant colors separated from the graphic design in the printed edition, a link to the web shop, where the publication can be ordered with some clicks, and a crossword puzzle using some main content as a fun element.

The editors of ulme-mini-verlag, Martina Claus-Bachmann and Shashika Fernando think that although the concept is new, publishing media combinations will become more popular in the future, because literate persons in a mobile society will not only travel with books, newspapers and magazines, but also with their laptop or net book, for which they need "food" - not junk-food, but sophisticated nutrition...

We hope you can enjoy the concept!

