e-Learning Best Practices:
Publishing Captivate Instructional Videos for Mobile Delivery

Matthew Bacz, M. A. Ed. Tech.
Instructional Designer / Multimedia Training Developer
Information Technology Services
McGill University
Canada
matthew.bacz@mcgill.ca

Abstract: An increasing number of learners in higher education and in the corporate setting are accessing instructional material via mobile devices such as iPads and Android tablets. The market for instructional content is rapidly growing. However, the question that arises is: how can an organization convert existing captivate content to the new online format without losing the PC/Mac desktop flash-based quality graphics, learners have grown accustomed to. This session will demonstrate how our training team was able to convert captivate demonstration projects to a mobile friendly format in the context of creating “How-to” instructional videos for McGill’s new Learning Management System. Best practices with regards to this process will be discussed: optimal encoding codecs, recommended video resolutions and so forth.