



instructional media + magic, inc. (US)

Superceded

instructional media + magic, inc. develops standards-based multimedia courseware for colleges and universities, and the supporting information technology infrastructure. Based on its research, im+m develops multimedia-rich classroom presentations and on-line courses leading to improved student retention and performance.

Partnering with faculty, im+m leverages media and course-development expertise in authoring standards-based courseware. Focusing on undergraduate courses, im+m combines access to extensive copyright-free materials and in house production of instructional audio and video together with faculty authored course materials to create media-rich on-line interactive courseware.