Developing a Multimedia Guide to Working Out in the Gym: Issues and Considerations

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Abstract. Designing and developing multimedia programs is a time and cost intensive activity. Even the most well designed programs have a major problem: whether or not people will use these tools.

Over the past two years, a multimedia program has been developed which was designed to help individuals understand the why and how of exercising in the gym. It provides a general awareness of physical activity as well as specific and practical understanding of the processes needed to work out safely and effectively.

The program is based on the book *The Complete Guide to working out in the Gym* published by the University of Calgary Press. It includes five different components: Education, Surface Anatomy, Stretching, Exercise, and developing Personal Programs

The educational component provides a general overview and covers the basics of when, why, and how to stretch and exercise. In addition, it discusses how to set up and implement a personalized program.

The anatomy section provides graphical representations of the bones, muscles and organs. As well, it includes movement terminology with examples of functional joint movement to better understand the body and its structure, and more easily navigate through the exercises and stretches.

The stretching section provides the basic stretching for each group of muscles in the body in preparation for the appropriate exercise and for the warm-up and cool-down stages of a routine.

In the exercise section, both aerobic and anaerobic exercises are introduced. Each exercise comes with detailed explanations of the start and end positions, descriptions of how to perform the exercise, purpose of the exercise, muscle groups, affiliated stretches, and a video of the actual exercise.

The final section of this multimedia resource is the personalized program that helps to develop individualized workouts including identifying objectives, and organizing the workout.

This presentation will examine the design and development considerations and discuss the issues associated with adoption of technology programs such as this one.