



College of Agricultural, Consumer and Environmental Sciences

Innovative Media Research and Extension

Cooperative Extension Service • mediaproductions.nmsu.edu • 575-646-5003

Mission Statement

The mission of this educational research and design studio is to translate university-based research into high-quality educational media tools, such as games, apps, virtual labs, animations and videos. Ongoing faculty research on digital and interactive media topics informs development of effective tools and contributes to the larger body of knowledge.

Quick Facts

- Our games, animations and apps were accessed more than 5.5 million times in 2016.
- Our currently active grants total more than \$4.4 million.
- Our faculty have published more than 20 peer-reviewed articles and book chapters.
- The Learning Games Lab has hosted thousands of kids through tours, game lab review sessions, and digital media workshops.



Selected Programs & Impacts

Department faculty collaborate with experts nationwide to create educational tools for students (K-12, college), adult learners, and industry professionals. This research-based process creates apps, games, web-based resources, and other media which engage learners with critical content. Development costs for most products are covered by grant funding.

Math Snacks (mathsnacks.org): Funded by NSF, these games, animations, and teacher materials address often misunderstood math concepts for learners in grades 5-8. Research showed significant impact on students' understanding when games were added to classroom instruction (see MathSnacks.org/research.html).

CONSERVE (conservewaterforfood.org): This large, multistate team is investigating using nontraditional irrigation water for food agriculture. NMSU is developing media to communicate this complex science to consumers and food growers.

Virtual Labs (virtuallabs.nmsu.edu): High school and college students learn key lab procedures such as gram staining, using a microscope, and identifying food safety risks, in this suite of eight online labs.

Night of the Living Debt (nightofthelivingdebtgame.org): Zombies and debts have a lot in common — you can get overwhelmed if you aren't paying attention. In this iPad game, youth learn how to use credit responsibly to manage their finances (and fight zombies).

ACES Pillars for Economic and Community Development

Food and Fiber Production and Marketing

Water Use and Conservation

Family Development and Health of New Mexicans

Environmental Stewardship

Foundational Education and Training

Selected Partnerships and Collaborators

- National 4-H Council
- Navajo Tri-State Federally Recognized Tribal Extension
- BrainPOP
- Edmodo
- eXtension
- Hippocampus
- PBS Learning Media
- International Arid Lands Consortium
- Agricultural ministries of Iraq, China, Jordan and Afghanistan
- University of Arizona
- University of Central Florida
- Clemson University
- Colorado State University
- University of Connecticut
- Cornell University
- University of Delaware
- Drexel University
- University of Florida
- University of Hawaii
- University of Idaho
- University of Maryland School of Public Health
- North Carolina State University
- The University of Ohio
- University of Rhode Island
- Rutgers University
- University of Tennessee, Knoxville
- USDA's Children, Youth, and Families at Risk

Social Media

[Facebook.com/LearningGamesLab](https://www.facebook.com/LearningGamesLab)

[Twitter.com/@NMSUProductions](https://twitter.com/NMSUProductions)

[Pinterest.com/LearningGameLab](https://www.pinterest.com/LearningGameLab)

[YouTube.com/LearningGamesLab](https://www.youtube.com/LearningGamesLab)

Selected Programs and Impacts (Continued)

Produce Safety Matters (producesafetymatters.org):

Food growers, packing centers, and retailers rely on one another to prevent contamination and keep consumers safe. These animations were designed for Extension educators to help all producers understand ways contamination can spread from field to table.

4-H Livestock Record App (apps.nmsu.edu/4h-livestock-record):

Youth track expenses, income and assets for their animal projects using this digital tracking tool. This app also records average daily gain, medical records, and project events, giving 4-Hers better access to their production data.

Science of Agriculture (scienceofagriculture.org):

High school and college students can use these animations, videos, interactives and virtual labs to learn important key concepts in math, chemistry, data interpretation, and lab processes.

Don't Wash Your Chicken! (aces.nmsu.edu/dontwashyourchicken):

This suite of fotonovelas, animations and recipes has been featured on major TV networks and on several national cooking blogs. Its message has been translated into seven different languages.

KidEats (kideatscooking.org): When kids cook their own fruits and vegetables, they are more likely to eat healthy foods. This app offers video guidance for kids and adults cooking together and an interactive tool to practice preparing recipes.

Departmental Expertise

Jeanne Gleason, EdD, Professor, Interactive Visual Technologies,
Department Head

Barbara Chamberlin, PhD, Professor, Instructional Design
and Educational Media, Asst. Dept. Head

Pamela Martinez, EdD, Asst. Professor, Multimedia Digital Learning

Wendy Hamilton, EdD, Professor, Grants & Contracts Development

The department also includes professional artists, animators, programmers, web developers, and administrative staff.