Multimedia have been effectively utilized in learning, and their benefits for classroom learning are well documented. In this chapter, we will explore the design principles of interactive multimedia in eLearning. When using multimedia in eLearning, there are many elements to choose from. Here are 10 design principles to have in mind when using multimedia in eLearning.

1. **Engagement**
   - Use multimedia to engage learners and make the learning experience more interactive.
   - Examples: videos, animations, interactive simulations.

2. **Interactivity**
   - Provide learners with opportunities to interact with the learning content.
   - Examples: quizzes, polls, clickable images.

3. **Accessibility**
   - Ensure that the multimedia content is accessible to all learners.
   - Examples: alt text, closed captions.

4. **Clarity and Simplicity**
   - Use multimedia to simplify complex ideas and make them more understandable.
   - Examples: infographics, animations.

5. **Relevance**
   - Align the multimedia content with the learning objectives and the needs of the learners.
   - Examples: real-world scenarios, case studies.

6. **Consistency**
   - Maintain consistency in the use of multimedia across courses and learning materials.
   - Examples: same style of animation, similar color schemes.

7. **Balance**
   - Use multimedia in a balanced way to support, not overwhelm, the learning content.
   - Examples: multimedia used alongside text, not instead of text.

8. **Customization**
   - Allow learners to customize their learning experience with multimedia options.
   - Examples: choice of language for multimedia content.

9. **Feedback**
   - Use multimedia to provide immediate feedback to learners.
   - Examples: interactive quizzes, video feedback.

10. **Evaluation**
    - Use multimedia to assess learners' understanding and progress.
    - Examples: interactive assessments, multimedia self-assessments.

By keeping these principles in mind, educators can create interactive and effective multimedia experiences that enhance the learning process.