All over the world, the online study has been an excellent way to bring the University to the student's home, allowing a high degree of flexibility in any academic program. There is no doubt that the multimedia technology is a powerful tool in the development of e-learning contents, which is inserting deep changes at higher education. [1,2]. This work aims to show the project developed at the learning environment of the Virtual Institute of the Federal University of Ceará, in Brazil, that currently, is developing the Undergraduate Physics Course, besides many other distance learning courses. Using the multimedia technologies we are developing all didactic material for the Course of Physics, including all the pedagogical disciplines, necessary for the training of high school teachers in service, besides the contents of Physics for the Courses of Chemistry and Mathematics. The material is developed by a team composed by professors, who are in charge of all the contents of Physics; educators, experts at pedagogy who are in charge of the didactic transition and technicians in information technology, team composed by specialists in various areas of computing who use the multimedia technologies in order to transform the texts written by the professors in e-materials. So, each class presents animations, retractable texts, vector animations, links to additional readings, chats, forums, in short, the classes are presented to the students in a very clear, simple and attractive way. The interaction between form and content, which are being brought by the new information technologies, is crucial in distance education but, nowadays, we can observe that even the presence course of physics begin to incorporate these powerful tool in their teaching strategies. Key words: Distance Teaching and Learning, Multimedia Technology, Web-Environment. 1. BAGGALEY, Jon; HOON, M., Ng Lee. PANdora's Box: Distance Learning Technologies in Asia, Learning, Media & Technology, v30, n1, 2005. 2. KIRKUP, Gill; KIRKWOOD, Adrian. Information and communications technologies (ICT) in higher education teaching: a tale of gradualism rather than revolution. Learning, Media and Technology, 2005.