

Multimedia Development
Lawrence Technological University
Adjunct Professor Robert Schneider
ltu@rbschneider.com





COURSE TITLE BLACKBOARD SITE	***SYLLABUS SUBJECT TO CHANGE*** MET 6223 Multimedia Development 1 Spring 2012 – http://my.ltu.edu and select CRN 3813
INSTRUCTOR	Mr. Robert B. Schneider Adjunct Professor, College of Arts and Sciences Master of Educational Technology Program Office: Virtual on Horizon Wimba Course Website: http://www.ltumet.com/6223 , includes previous class examples. Secondary site: http://www.rsltu.com , Primary E-mail: ltu@rbschneider.com Secondary E-mail: bob818@gmail.com Home Phone: (586) 323-4289 <i>Office hours by appointment</i>
SCHEDULE	September 11 – December 11, 2012 Refer to http://www.ltu.edu/registrars_office/calendar_final_exam.index.asp for the last date to withdraw and other important registration related information.
LEVEL/HOURS PREREQUISITE	Masters Degree / 3 semester credit hours Admission / MET6203 (Computer Applications in Education)
REQUIRED TEXT (See Blackboard for additional resources)	1. Google Docs for Everyone Steven Holzner and Nancy Holzner ISBN – 13: 978-0-7897-3936-0 ISBN- 10: 0-7897-3936-4 2. Multimedia for the Web: Creating Digital Excitement, Revealed, Deluxe Education Edition (1st Edition) Calleen Coorough, James Shuman ISBN 13: 978-1-4188-3953-6/ISBN 10: 1-4188-3953-1 Course Technology, Publish date: April 14, 2005 Available for online purchase through LTU Bookstore at: http://lawrence-tech1.bkstore.com/bkstore/TextbookSelection.do?st=489

REQUIRED HARDWARE AND SOFTWARE	<p>PC with Audio and Video Support and Broadband Internet (DSL or Cable) Inkjet or Laser Printer (Color recommended) Headphones with Microphone (USB recommended) Dropbox: www.dropbox.com, Free Microsoft Office 2007 OR 2010 (Word and PowerPoint) All tutorials were developed for 2007 and 2010. We will be using an add-in that does not work with previous versions. Google Docs Account – Free Jing (Tutorial Design) – Free</p>
ADDITIONAL RESOURCES	<p>LTU Online student resources: http://www.ltu.edu/ltuonline/</p>
TECHNICAL SUPPORT	<p>Technical support for using Blackboard is provided by the Helpdesk, 248.204.2330 or helpdesk@ltu.edu. Send the Help Desk a form detailing any issues by clicking here http://tinyurl.com/3yqrvne.</p>

COURSE SCHEDULE FOR MET SEMESTER COURSES

This fully online course begins with a partial week online course orientation period to familiarize yourself with the online learning environment and to meet online or via the phone with your instructor. **Each subsequent week starts on a Monday and ends on a Sunday.**

Dates	Modules	Topics / Readings	Assignments Due
Prior to Semester Start and Sep 11 – Sep 16	Module 0	Overview of textbook Online Learning Orientation Course Orientation	Course orientation Instructor conversation Individual pre-assessment
Week of Sep 17 – Sep 23	Module 1	Introduction to Multimedia - Multimedia Design - Media Types - Interactivity Chapter 1 – Introducing Multimedia for the Web	Bb Discussion Board Forums Student Survey
Week of Sep 24 – Sep 30	Module 2	PowerPoint Basics/Analysis - Slide Design - Slide Master - Action Buttons - Navigation - PowerPoint Storyboards Chapter 2 – Planning the Multimedia Web	Bb Discussion Board Forums Project 1 Due
Week of Oct 1 – Oct 7	Module 3	PowerPoint Sounds and Graphics - Formatting and Aligning Objects - Microsoft Clip Gallery - Microsoft Design Gallery - Button and Background Sounds - Recording Sounds - External Sound Files - Slide Animations Chapter 3 – Design and User Interfaces	Bb Discussion Board Forums Project 2 Due

Dates	Modules	Topics / Readings	Assignments Due
Week of Oct 8 – Oct 14	Module 4	PowerPoint/Learning Activities - Sharing and Protecting - Saving for the Web Chapter 5 – Multimedia Element - Text	Bb Discussion Board Forums Project 3 Due
Week of Oct 15 – Oct 21	Module 5	PowerPoint Mouse Mischief - Editing Photos with PowerPoint - Microsoft Mouse Mischief Add-in for PowerPoint	Bb Discussion Board Forums Project 4 Due
Week of Oct 22 – Oct 28	Module 6	PowerPoint Conclusion - Editing Photos in PowerPoint - Creating Photo Slideshows	Bb Discussion Board Forums Project 5 Due
Week of Oct 29 – Nov 4	Module 7	Developing Tutorials with Jing - Tutorial with screen captures - Video demonstration of your written tutorial	Bb Discussion Board Forums Reflection Journal 1 Due
Week of Nov 5 – Nov 11	Module 8	Developing Tutorials with Jing - Conclusion	Bb Discussion Board Forums Project 6 Due
Week of Nov 12 – Nov 18	Module 9	Introduction to Google Apps - Documents and Presentations - Web 2.0 Activities Light Week Thanksgiving Break	Bb Discussion Board Forums Project 7 Due
Week of Nov 19 – Nov 25	Module 10	Introduction to Google Forms - Formative and Summative Assessments - Cloud Computing	Bb Discussion Board Forums Project 8 Due
Week of Nov 26 – Dec 2	Module 11	Developing a Web Portfolio Your Digital Presence	Bb Discussion Board Forums Reflective Journal 2 Due
Week of Dec 3 – Dec 9	Module 12	Time Given for Field Experience Paper -	My 50 Websites Discussion Board Due Project 10 Due
Week of Dec 10 – Dec 11	Final Exams	Course Summary End of Course	Project 9 Due

STUDENT EVALUATION

The course has a total of 920 points. Letter grades are awarded based on the total number of points achieved. **Points are deducted for late assignments.**

Class Percentage	Letter Grade
96 and above	A
90 – 95	A-
87 – 89	B+
83 – 86	B
80 – 82	B-
77 – 79	C+
73 – 76	C
70 – 72	C-
61 – 70	D (Undergrad Only)
60 and below	E

Note: Grades lower than a “B” fall below the LTU graduate standard

ASSIGNMENTS	POINTS
Project 1- Junior Jeopardy Basics	20
Project 2- Junior Jeopardy Sounds and Graphics	20
Project 3 – Complete Jeopardy	150
Project 4 – Photo Slideshow with PowerPoint	25
Project 5 – Mouse Mischief	20
Project 6 – Tutorial Development with Jing	140
Project 7 – Google Docs and Web 2.0 Activity	100
Project 8 – Google Forms	20
Project 9 – Web Portfolio	100
Project 10 – Field Experience Research Paper	125
Active Class Participation	200
• Discussion Board Posts for Modules 0,1,2,3,4,5,6,7,8,9 [100 total points]	
• Reflective Journals 1& 2 [50 total points]	
Ongoing Discussion Board Post – My Websites [50 total points]	
TOTAL	920

EDUCATIONAL GOALS

This course focuses on teaching K-12 educators how to apply a variety of professional multimedia development tools in the classroom. The emphasis will be on effectively using the advanced features of Microsoft Office and a variety of open-source and commercial applications to develop multimedia and hypermedia learning materials. This course makes use of modern technology incorporated in all Lawrence Tech University courses. These multimedia development tools will be taught in the context of educationally relevant projects. Learners will create several different multimedia project beginning with planning through producing and publishing.

This course will also cover topics, issues and trends regarding the development of multimedia elements for use in K-12 applications and Web sites. Learners will explore and evaluate a variety of K-12 multimedia programs and web resources.

Finally, this course will focus on how teachers can best teach multimedia development skills to students, including ideas for grade appropriate student projects.

STUDENT LEARNING OBJECTIVES / OUTCOMES

Learners will be able to:

- Effectively use advanced features of Microsoft PowerPoint, including design templates, animations, transitions, action buttons, and sound.
- Effectively use open source applications – Audacity, RSS Generator, FeedReader, Picasa and SimpleViewer – to create multimedia elements and projects
- Create multimedia planning documents – Flowcharts, Wireframes and Storyboards
- Discuss current issues and trends concerning multimedia development and application in the K-12 sector
- Critique K-12 multimedia applications and web sites
- Describe the role of computers and other digital technologies in K-12 education and multimedia production
- Create, edit and publish an educationally relevant audio podcast, including the digital audio file, RSS feed and supporting unit plan
- Acquire multimedia content from a variety of sources – digital cameras, camcorders, scanners, CD-ROM, Web sites, audio recorders, etc.
- Describe the use of educational software in teaching and learning
- Reflect on an observation of teachers who have successfully applied and utilized multimedia and web development/authoring tools
- Develop a Web-based multimedia portfolio incorporating 4 or more documents optimized for Web delivery.

LATE POLICY

- ⚠ All assignments are due on the day specified within the syllabus. For assignments received after the due date, a 5% deduction will occur for each week the assignment is late.
- ⚠ Discussion board posts will not be accepted late. Discussion board participation is part of your final grade and completing discussions after the due date completely defeats the intended purpose.

CLASS PARTICIPATION SCHEDULE – DISCUSSION BOARD REQUIREMENTS

Most weeks, you will be required to participate in the class discussion board topic. To receive full points for that week, you should post your initial thread by the latest 11:59 P.M. Wednesday night. Responses to classmates' threads should continue throughout the week. You will need to respond to at least 2 other threads from your classmates. Points will be deducted for initial threads created after 12:00 A.M. Thursday. No points can be earned for the current week if topics / responses are posted after 11:59 P.M. Sunday evening.

PREREQUISITE SKILLS

Familiarity with the basic features of Microsoft Office (Word and PowerPoint), experience creating and acquiring digital images and documents from digital cameras and scanners.

INSTRUCTIONAL METHODS AND COURSE ORGANIZATION

Blackboard Learning Environment – Blackboard at my.ltu.edu contains the syllabus, all assignments, reading materials, streaming videos, narrated PowerPoint mini-lectures, podcasts, written lecture notes, chapter quizzes, links to Web resources, and discussion forums. You will submit all assignments via Blackboard, and are expected to participate regularly in discussion topics. Please take time to familiarize yourself with the organization of the Blackboard site. You will want to check the site frequently for announcements reminding you of new resources and upcoming assignments.

Student/Instructor Conversations – Students keep in touch with the instructor via e-mail messages, telephone conference calls, and IM conversations.

Self-Assessments – Pre- and post- self-assessment tools will help students measure their entering skills and progress during the course.

Required Reading – Textbook chapters should be read according to the schedule outlined in the syllabus. Chapters will be discussed online.

CLASS POLICIES AND EXPECTATIONS

I plan to offer you a valuable learning experience, and expect us to work together to achieve this goal. Here are some general expectations regarding this course:

*Each student has a LTU email account. If you wish to use a different email address for this course, please **change your email address in Blackboard under “Blackboard Tools”, then “Personal Information”** and send an email to me to store your email address in my email directory.*

Readings, discussion forum participation, and written assignments must be completed according to the class schedule. It is important to contact the instructor as needed to discuss personal needs regarding course requirements and assignments.

It is essential that all students actively contribute to the course objectives through their experiences and working knowledge.

All assignments must be submitted on schedule, via Blackboard, and using Microsoft Office compatible software. If you need to submit an assignment via email, contact the instructor in advance.

Assignments must be completed to an adequate standard to obtain a passing grade. Requirements for each assignment are detailed in this syllabus.

Be prepared to log into Blackboard at least once each day. Please focus your online correspondence within the appropriate Blackboard discussion forums, so that your colleagues may learn from you.

At midterm and at the end of the course, you will be invited to participate in a University evaluation of this course. Your feedback is important to the University, to LTU Online, and to me as an instructor, and I strongly encourage your participation in the evaluation process.

It is important for you as students to know what to expect from me as your instructor:

- I will be available to you via e-mail and phone, and will promptly reply to your messages.
- I will be available to you for face-to-face appointments as requested.
- I will maintain the Blackboard web site with current materials, and will resolve any content-related problems promptly as they are reported to me.
- I will send out a weekly e-mail update to all class members to guide upcoming work and remind you of assignment due dates.
- I will return all assignments to you promptly, and will include individualized comments and suggestions with each assignment.
- I will hold our personal written or verbal communications in confidence. I will not post any of your assignments for viewing by the class without requesting your approval in advance.
- I will treat all members of the class fairly, and will do my best to accommodate individual learning styles and special needs.
- If any of these points need clarification, or should special circumstances arise that require my assistance, please contact me so that we may discuss and resolve the matter.

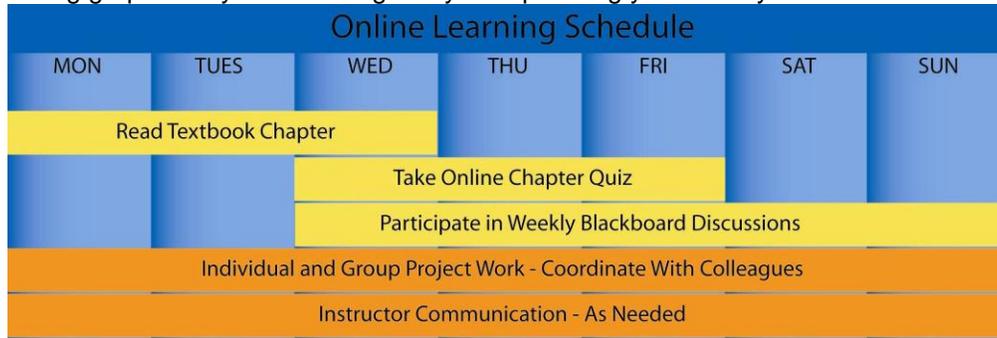
PRACTICAL GUIDELINES FOR CLASS LOAD EXPECTATIONS

A three-credit course generally requires at least nine hours per week of time commitment. Here are some practical guidelines to help schedule your time commitments for this online course:

- A 14-week semester (the Summer semester is compressed into 10 weeks) would require at least 126 hours of time commitment to successfully complete all readings, activities, assignments, and texts as described in this syllabus.
- You should reserve at least 6 hours per week to read the required textbook chapters and resources, participate in online discussions, review presentation materials, and work through online quizzes. This effort will total at least 84 hours over the course of the semester.

- You should organize your remaining time to roughly correspond with the point value of each major assignment. This means that you should plan to spend at least:
 - 8-9 hours preparing your case study review;
 - 24-40 hours working with your group on the three parts of your semester-long project;
 - 8-9 hours working on the various components of your reflective consolidation (final exam).

These guidelines may not reflect the actual amount of outside time that you – as a unique individual with your own learning style – will need to complete the course requirements. The number of hours each week will vary based on assignment due dates, so please plan ahead to insure that you schedule your academic, work, and personal time effectively. The following graphic may be used to guide you in planning your weekly course work to remain on schedule:



ASSIGNMENT DETAILS

Course assignments and evaluation criteria will be posted in Blackboard under the “Assignments” section. Please review these requirements carefully, as they become active. Please note that you **should not** submit any assignments to the Blackboard “Digital Drop Box.” **All assignments are submitted using the Blackboard “Assignments” function. Some assignments are also posted to the Blackboard Discussion Forum for student comments.**

SYLLABUS ADDENDA

Please see the LTU Online “Current Students” web site <http://www.ltu.edu/ltuonline/> for comprehensive information about Lawrence Tech’s academic services, library services, student services, and academic integrity standards. The content of this web site is explicitly included in these syllabus requirements.

The LTU Online “Current Students” web site also includes grading rubrics used by your instructor to evaluate written assignments, discussion forum participation, and group assignments. Please note that the SafeAssign anti-plagiarism product will be used for written assignments submitted for this course. Please see the instructions included on the [eHelp web site](#) regarding the use of the SafeAssign product.

Undergraduates: Leadership Transcripts

The leadership transcript enables students to track co-curricular activities that are undertaken above and beyond the requirements of the LTU curriculum. The leadership transcript serves students by enhancing the leadership portfolio; providing the opportunity for a transcript of distinction; enhancing their resumes; and assisting in articulating leadership experience. It can be accessed by logging on to Banner Web and clicking the Student and Financial Aid tab. Leadership Activities is located at the bottom of the list.