

COURSE TITLE BLACKBOARD SITE	Multimedia Development 2 - MET6233 Spring 2012 – http://my.ltu.edu and select CRN 3815
INSTRUCTOR	Mr. Brian D. Williams Adjunct Professor, College of Arts and Sciences Master of Educational Technology Program Office: Science Building, Room 110 Course Web Site: http://www.ltumet.com/6233 Primary E-mail: bwilliams@ltu.edu <i>Office hours by appointment</i>
SCHEDULE	January 16, 2012 – April 27, 2012 See http://www.ltu.edu/registrars_office/calendar_final_exam.index.asp for LTU academic calendar information.
LEVEL/ HOURS PREREQUISITE	Masters Degree / 3 semester credit hours Admission / MET6223 (Multimedia Development 1)
REQUIRED TEXT (See Blackboard for additional resources)	<i>A Multimedia for the Web: Creating Digital Excitement, Revealed, Deluxe Education Edition (1st Edition)</i> 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 or online at: http://lawrence-tech1.bkstore.com/bkstore/TextbookSelection.do?st=489 http://www.amazon.com/s/ref=nb_ss?url=search-alias%3Daps&field-keywords=1-4188-3953-1&x=0&y=0 <i>NOTE: Amazon often has used copies of this book for less than \$10</i>
ADDITIONAL RESOURCES	LTU Online student resources: http://www.ltu.edu/ltuonline/ <i>Adobe Captivate 5: The Essentials</i> Kevin A. Siegel ISBN 13: 978-1932733389/ISBN 10: 1932733388 IconLogic, Inc., July 15, 2010

<p>REQUIRED HARDWARE AND SOFTWARE</p> <p>(See Blackboard for additional resources)</p>	<p>PC with Audio and Video Support and Broadband Internet (DSL or Cable) Headphones with microphone (USB recommended) Video camera or video-enabled device (cell phone, digital camera, webcam)</p> <p>Microsoft Office 2007/2010 or 2003 (Word and PowerPoint) Audacity (Sound) – audacity.sourceforge.net (open source) Windows Live Movie Maker (Vista/Win7) - download.live.com/moviemaker Windows XP Movie Maker (XP) - www.microsoft.com/windowsxp/downloads/updates/moviemaker2.mspx iTunes (Podcasting) – apple.com</p> <p>See http://www.ltu.edu/ltuonline/software.asp for the list of LTU Online hardware and software recommendations</p> <p>IMPORTANT NOTE: You may be using 30-day trial versions of various development applications:</p> <ul style="list-style-type: none"> - Adobe Captivate 5.5 - TechSmith Camtasia <p>It will be important that you do not install these applications prior to the start of the assigned module to prevent the software from expiring early. If you choose to purchase the software, the educational version can be purchased from:</p> <p>Adobe Education Store <i>Adobe Captivate 5.5</i> Item# 100974313 - \$299 http://www.adobe.com/products/captivate.edu.html</p> <p>Campus eStore.com - http://www.journeyed.com/ <i>Camtasia Studio 7 & Snagit Bundle (College Student Edition)</i> Item# 100974543 - \$198.95 http://www.journeyed.com/item/TechSmith/246400/100974543</p>
<p>OPTIONAL HARDWARE</p>	<p>Digital Camera Flatbed Scanner</p>
<p>TECHNICAL SUPPORT</p>	<p>Technical support for using Blackboard is provided by the Helpdesk. Visit www.ltu.edu/ehelp or 248.204.2330 or helpdesk@ltu.edu</p>

COURSE SCHEDULE FOR MASTER OF EDUCATIONAL TECHNOLOGY (MET) 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 Jan 17 – Jan 19	Module 0	Overview of textbook Online Learning Orientation Course Orientation and group formation	Course orientation Instructor conversation Individual Pre-Assessment
Week of Jan 16 – Jan 22	Module 1	Introduction to Multimedia <ul style="list-style-type: none"> - Multimedia Design Review - Evaluating e-Learning Projects - Web 2.0 Chapters 1,2 & 3 – Multimedia Introduction, Planning Sites (Storyboards, Flowcharts) and User Interface Design	Bb Forums
Week of Jan 23 – Jan 29	Module 2	Web Audio - Creating Web Audio Files with Audacity <ul style="list-style-type: none"> - Sound file types - Sound Compression - Audacity Chapter 8 – Multimedia Element - Sound	Homework #1 Site Analysis/Site Design (Paper) due
Week of Jan 30 – Feb 5	Module 3	Web Audio - Podcasting 101 <ul style="list-style-type: none"> - RSS Feeds - Uploading and Downloading - iTunes 	Bb Forums Homework #2 (Audio Tutorial) due
Week of Feb 6 – Feb 12			Reflective Journal #1 due
Week of Feb 13 – Feb 19	Module 4	Capturing, Editing and Publishing Video <ul style="list-style-type: none"> - Windows Live Movie Maker - Designing and Creating an Instructional Video - YouTube and Vimeo Chapter 9 – Multimedia Element - Video	Individual Project #1 (Podcast Unit Plan/Design Doc/Audio Files) due
Week of Feb 20 – Feb 26			Bb Forums Homework #3 (Video Tutorial) due
Week of Feb 27 – Mar 4			Bb Forums Reflective Journal #2 due

After Module 4, you will select a development track. There are two options:

- 1) Web Design Track
- 2) Interactive Tutorial Track

Option #1 - WEB DESIGN TRACK			
Design and develop a collaborative web site using a Content Management System			
Dates	Modules	Topics / Readings	Assignments Due
Week of Mar 5 – Mar 11	Module 5	Web 2.0 – Creating Collaborative Online Content <ul style="list-style-type: none">- Blogs- Wikis- Social Networking- Google Apps Designing and Creating a Collaborative Website <ul style="list-style-type: none">- Chapter 4 – HTML, XHTML and Web Authoring	Individual Project #2 (Instructional Video) due
Week of Mar 12 – Mar 18			Mid-semester Break – No Classes
Week of Mar 19 – Mar 25			Bb Forums
Week of Mar 26 – Apr 1			Individual Project #3 (Site Proposal) due
Week of Apr 2 – Apr 8			Mid-semester Break – No Classes
Week of Apr 9 – Apr 15	Module 6	Developing a Collaborative Website Using WordPress CMS <ul style="list-style-type: none">- Pages and Posts- Widgets- Contact Forms- Media – Images, Video & Flash- Social Media Connection- Final Review and Testing	Bb Forums
Week of Apr 16 – Apr 22			Development Checkpoint
Week of Apr 23 – Apr 27			Reflective Journal #3 due
April 27			Course Summary End of Course

Option #2 – INTERACTIVE TUTORIAL TRACK			
Design and develop interactive tutorials, presentations and screencasts			
Dates	Modules	Topics / Readings	Assignments Due
Week of Mar 5 – Mar 11	Module 5	Designing Interactive Courseware/Introduction to Adobe Captivate <ul style="list-style-type: none">- Creating a design document- Storyboards and Wireframes- Webcasting- Optimizing PowerPoint for Web delivery- Narration/Text-to-Speech- Captivate publish settings	Individual Project #2 (Instructional Video) due
Week of Mar 12 – Mar 18			Mid-semester Break – No Classes
Week of Mar 19 – Mar 25			Bb Forums Project #3a (Captivate Presentation) Due
Week of Mar 26 – Apr 1			Bb Discussion Board Forums
Week of Apr 2 – Apr 8			Mid-semester Break – No Classes
Week of Apr 9 – Apr 15	Module 6	Creating a Software Tutorial with TechSmith Camtasia <ul style="list-style-type: none">- Designing tutorials and simulations- Publish settings- Packaging and Uploading- Evaluation and Testing- Final Review and Testing	Project #3b (Captivate Webcast) due
Week of Apr 16 – Apr 22			Development Checkpoint
Week of Apr 23 – Apr 27			Bb Forums Reflective Journal #3 due
April 27	Course Summary End of Course		Project #4 (Camtasia Tutorial) due Paper #1 (Professional Interview) due

STUDENT EVALUATION

The course has 4 individual projects and 2 homework assignments totaling 1000 points. Letter grades are awarded based on the total number of points achieved. Points are deducted for late assignments.

Assignments	Points
Project #1 Creating a Unit Plan/Design Document – Podcasting	150
Project #2 Instructional Video (Windows Movie Maker)	150
Project #3 Track 1 - Web Site Proposal (Paper) OR Track 2 - Interactive Activity Development (Adobe Captivate)	150
Project #4 Track 1 - Web Site Development (WordPress) OR Track 2 - Screencast/Simulation Development (Techsmith Camtasia)	150
Homework #1 Site Analysis	50
Homework #2 Audio Tutorial	50
Homework #3 Video Tutorial	50
Paper #1 Professional Interview	100
Active Class Participation (reflective journals and discussions)	150
Total Points	1000

Class Points	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-
71 and below	E

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

EDUCATIONAL GOALS

This course focuses on providing an introduction to interactive courseware development, tutorial development and Web 2.0 technologies. Students will learn about e-learning design and development within the context of educationally relevant projects.

By the end of this course, students will be able to develop and deliver educational multimedia projects and apply best-practices for using multimedia to teach and learn. The emphasis will be on effectively using commercial and open source applications to develop stand-alone multimedia and hypermedia learning materials and web sites.

This course will also explore how instructors can best teach multimedia development skills to students, including ideas for age- and skill-appropriate projects.

STUDENT LEARNING OBJECTIVES / OUTCOMES

Learners will be able to:

- Discuss current issues and trends concerning multimedia development and application in K-12 and corporate sectors
- Effectively use Microsoft Applications – Word, PowerPoint and Movie Maker
- Effectively use open source applications to develop multimedia elements and projects
- Create multimedia planning documents – flowcharts, wireframes and storyboards
- Design and develop a collaborative web site using an online framework
- Acquire multimedia content from a variety of sources – digital cameras, camcorders, scanners, CD-ROM, Web sites, audio recorders, etc.
- Acquire, edit and optimize video files
- Effectively use screen capture applications – Adobe Captivate and TechSmith Camtasia to create interactive tutorials and presentations
- Reflect on and interview a teacher/developer who has successfully applied and utilized advanced multimedia and web development/authoring tools

PREREQUISITE SKILLS

- Familiarity with the basic features of Microsoft Office (Word and PowerPoint)
- Experience creating and acquiring digital images and documents from digital cameras (including cell phones) and scanners.
- Experience creating and optimizing graphics for the web (Fireworks or Photoshop)
- Experience using social networking or site builder web sites (Facebook, Twitter, MySpace, Wix, Tumblr, Google Sites, etc.)

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, and telephone conference calls.

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.

Publisher Web Site – <http://www.course.com/catalog/product.cfm?isbn=978-1-4188-3953-6> includes instructional materials, PowerPoint slides, application exercises, development files and practice quizzes. You should make use of as many of these resources as you need to be successful.

Supporting Web Sites – You will be required to visit web sites throughout the semester. Many of these sites will be analyzed and discussed in the Blackboard Forum.

Course Companion Web Site – A development web site at <http://www.ltumet.com/6233> includes downloadable support materials and project samples from previous semesters. This site will also be used to host some of the project created for this course.

Individual Projects – The majority of the course time will be spent designing and developing multimedia projects. All of these projects will be designed and optimized for web delivery.

Homework Projects – Homework projects are smaller projects that allow students to practice the skills applied in the individual project.

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 so I can store your 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. All projects will be submitted through the Assignments section on Blackboard. A few will also require supporting materials through the Blackboard Digital Drop Box. 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. Specific details about each assignment will also be provided in separate handout.

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 can 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 encourage you to participate 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.

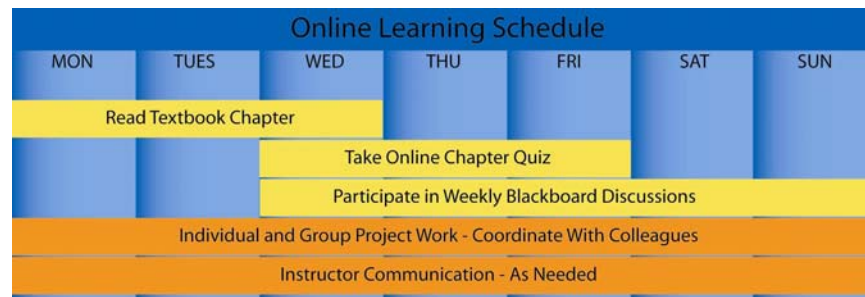
- I will treat all members of the class fairly, and will do my best to accommodate individual learning styles and special needs.
- If any of these points need clarification, or when special circumstances arise that require my assistance, please contact me so that we can discuss the matter personally.

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 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 3 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 42 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 6 hours per week actively working on development projects

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 can be used to guide you in planning your weekly course work to remain on schedule:



ASSIGNMENT DETAILS

Course assignments and evaluation criteria are detailed below. Please review these requirements carefully. See the section Academic Resources / Assessment Guidelines for information about assessment of written and oral presentations.

Details for all assignments are shown below. Please note that you should not submit any assignments to the Blackboard "Digital Drop Box." All assignments are submitted using the Blackboard "Assignments" or "SafeAssign" function. Some assignments are also posted to the Blackboard Discussion Forum for student comments, and other might require supporting materials to be posted online or in the Digital Drop Box

Project #1: Creating a Unit Plan/Design Document – Podcasting (150 Points)

Overview – Develop a unit plan overview describing how podcasting could be used to support an instructional unit and meet ISTE NETS and local/state standards and benchmarks (K-12) or organizational standards (Corporate). You will record, edit and publish two 90-second episodes to provide examples of the sound files that could be produced by students. You will then create and publish the RSS feed to make the episodes available through iTunes or other RSS feed readers.

Deliverables and Evaluation:

- Unit Plan/Design Document Overview
 - Title
 - Subject/Topic
 - Grade Level(s)/Target Audience
 - Prerequisite Skills
 - Unit Theme (description)
 - Unit Objectives
 - Standards
 - Materials and Equipment
 - Unit Overview
 - Podcast Description
 - Variations
- RSS Feed
- Audio File - Sample Episode #1
- Audio File - Sample Episode #2

Project #2: Instructional Video (Windows Movie Maker) (150 Points)

Overview – Capture, edit and produce a 2-3 minute movie to teach a skill. The movie should be produced with web delivery in mind. Web videos are typically short and are presented in smaller, lower resolution windows, so subjects and items must be filmed in a way that makes them easy to see and read

Deliverables and Evaluation – 2-3 minute video, uploaded to a video hosting site (YouTube or Vimeo). The video must include the following:

- Title Slide (Include the project title and your name)
- Introduction (explain the video and the expected outcome)
- Demonstration (show the process and the skills you are teaching)
- Credits (Include when and where the video was produced and the names of “actors”. Also include any references or resources)
- Two or more scenes edited together

WEB DESIGN TRACK - Project #3: Web Site Proposal (150 Points)

Overview – During the Analysis and Design phases, you will conduct an informal needs analysis to determine your design specifications. Your proposal document will provide a detailed description of the audience, goals and purpose for your site. The document will also describe the organizational structure, content and activities that you will develop.

Deliverables and Evaluation

The proposal document should include the following components:

- 1) Title Page (Project title, author, organization, date)
- 2) Audience
- 3) Goals and Purpose
- 4) Design Considerations

- 5) Delivery Requirements
- 6) Content Outline/Storyboards
- 7) Social Media Strategy

WEB DESIGN TRACK - Project #4: Web Site Development (150 Points)

Overview – Develop a collaborative web site that can be use to deliver instructional materials or facilitate communication and collaboration. Wordpress CMS is recommended. Other tools require instructor approval.

Deliverables and Evaluation:

- Developed using an online content management system
- Five or more site pages
- An attractive visual theme
- Media elements on each page
- Supporting plugins
- Navigation links that provide access to all site areas
- Relevant content
- Contact form/comment fields

TUTORIAL TRACK - Project #3: Captivate Interactive Activity Development (150 Points)

Overview – Develop an interactive learning activity using Adobe Captivate. The activity will incorporate multimedia content and interactive activities.

Deliverables and Evaluation:

This assignment will be uploaded and delivered as a Web-based project.

TUTORIAL TRACK - Project #4: Camtasia Software Simulation Development (150 Points)

Overview – Develop a software simulation using TechSmith Camtasia. The purpose of the simulation is to teach your students how to use a software application using a narrated multimedia simulation. The simulation will incorporate multimedia content and interactive activities.

Deliverables and Evaluation – This assignment will be uploaded and delivered as a Web-based project.

Paper #1: Professional Interview Paper (100 Points)

Overview – Locate and interview a developer, preferably a professional in your field, who is using advanced multimedia to create and deliver multimedia/web materials (podcasts, video-based lessons, asynchronous lessons, etc). Write a summary of your findings using APA format. Your paper should help you to identify strategies for successfully

Deliverables and Evaluation:

Cover the following during your interview:

- Name, title and organization of the interviewee
- Background experience and education
- Pros and cons of advanced multimedia in education
- Skills, attitudes, general areas of knowledge and background experiences
- Design process typically followed
- Most effective and least effective strategies
- Recommended software and hardware
- Cost to develop, deliver and maintain
- Time commitments

Homework Projects (150 points)

Homework projects are shorter assignments (typically 1 week) used to introduce or practice a concept prior to the individual project.

- 50 points – Site Analysis/Site Design Paper
- 50 points – Audio Tutorial
- 50 points – Video Tutorial

Active Class Participation (150 points)

Each student is expected to actively participate in online activities. **Class participation is evaluated to a maximum of 150 points** based on:

- Up to 30 points – Actively participating in social media activities
- Up to 50 points – Completing reflective journal papers
- Up to 70 points – Actively participating in Blackboard discussion forums, responding to questions posted by the instructor, locating Web resources and interacting positively with other students

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 as 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 LTU Online web site regarding the use of the SafeAssign product.