### COURSE TITLE
MET6223 – Multimedia Development 1

### BLACKBOARD SITE
Summer 2008 – [http://my.ltu.edu](http://my.ltu.edu) and select CRN 5340

### 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.ltu.edu/6223](http://www.ltu.edu/6223)  
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Secondary E-mail: ltu@bdwilliams.com  
Cell: 313-330-0277  
Office hours by appointment

### SCHEDULE
Optional on-ground orientation: Date and Time TBA

**On-line modules and exam period** (College of Arts and Sciences schedule): May 13, 2008 – July 10, 2008

See [http://www.ltu.edu/registrar/online/calendar_final_exam.index.asp](http://www.ltu.edu/registrar/online/calendar_final_exam.index.asp) for LTU academic calendar information.

### LEVEL / HOURS
Masters Degree / 3 semester credit hours

### PREREQUISITE
Admission / MET6203 (Computer Applications in Education)

### REQUIRED TEXT
(See Blackboard for additional resources)

**Multimedia for the Web: Creating Digital Excitement, Revealed, Deluxe Education Edition** (1st Edition)  
Calleen Coorough, James Shuman  
Course Technology, Publish date: April 14, 2005

*Available for online purchase (Amazon.com, Buy.com, etc)*
| REQUIRED HARDWARE AND SOFTWARE | PC with Audio and Video Support and Broadband Internet (DSL or Cable)  
Inkjet or Laser Printer (Color recommended)  
Headphones with Microphone (USB recommended)  
Microsoft Office 2003 or 2007 (Word and PowerPoint)  
Adobe Fireworks CS3 (Graphics) – adobe.com (30-day trial)  
Adobe Dreamweaver CS3 (Web Development) – adobe.com (30-day trial)  
Audacity (Sound) – audacity.sourceforge.net (open source)  
Windows Photo Story 3 – microsoft.com (Windows XP SP2/Vista)  
iTunes (Podcasting) – apple.com  
FeedReader (RSS) – feedreader.com  
PrimoPDF (PDF Writer) – primopdf.com  
See [http://www.itu.edu/ltuonline/software.asp](http://www.itu.edu/ltuonline/software.asp) for the list of LTU Online hardware and software recommendations |
| --- | --- |
| OPTIONAL HARDWARE | Digital Camera  
Digital Video Camera or Web Cam  
Flatbed Scanner |
| ADDENDA | LTU Online student resources [http://www.itu.edu/ltuonline/currentonline.asp](http://www.itu.edu/ltuonline/currentonline.asp)  
Course-specific information is provided in the “Course Information” area |
| TECHNICAL SUPPORT | Technical support for using Blackboard is provided by the LTU Help Desk, 248-204-2330 or vitrc@itu.edu |

**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.

A brief video overview of this course is available at [http://www.ituvitrc.com/ltuonline/MET6223/williams01.ram](http://www.ituvitrc.com/ltuonline/MET6223/williams01.ram)
Objectives

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.

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

A variety of instructional methodologies are used in this course. During the semester, you will be required to develop multimedia projects and materials, which may include but are not limited to:
- **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, 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.
- **Development activities** – Although this is an online course, students will spend the majority of the course time working on development projects using provided step-by-step handouts and sample files.
- **Student/Instructor Conversations** – Students keep in touch with the instructor via e-mail messages, telephone conference calls, and online conversations.
- **Self-assessments** – Pre- and post- self-assessment tools will help students measure their entering skills and progress during the course.
- **Required readings** – Textbook chapters should be read according to the schedule outlined in the syllabus. Chapters will be discussed online.
- **Publisher Web Site** – A publisher web site at 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.
- **Course Companion Web Site** – A development web site at http://www.ltumet.com/6223 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.
- **Assignments** – List and briefly describe assignments here.
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 e-mail account. If you wish to use a different e-mail address for this course, please change your e-mail address in Blackboard under “Student Tools” and send an e-mail to me so I can store your address in my e-mail directory.
- Readings, discussion forum participation, and written assignments must be completed according to the class schedule. If business travel will take you away from regular participation, please clear these dates with me in advance.
- It is essential that all students actively contribute to the course objectives through their experiences and working knowledge of education and multimedia.
- All assignments must be submitted on schedule, via Blackboard, and using Microsoft Office-compatible software. If you need to submit an assignment via e-mail, contact the instructor in advance. Late work will be reduced in value.
- Assignments must be completed to an adequate standard to obtain a passing grade. Requirements for each assignment are detailed in this syllabus and on the LTU Online web site.
- Be prepared to log into Blackboard at least once each day. Please focus your on-line correspondence within the appropriate Blackboard discussion forums so that your colleagues can learn from you.
- 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 and online 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.
Course Schedule

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

<table>
<thead>
<tr>
<th>Dates</th>
<th>Modules</th>
<th>Topics / Readings</th>
<th>Assignments Due</th>
</tr>
</thead>
</table>
| Prior to Start of Semester | Module 0 | Overview of textbook and handouts  
Online Learning Orientation  
Course Orientation and group formation  
Opt On-ground Orientation: TBA | Course orientation  
Instructor conversation  
Individual Pre-Assessment |
| Week of May 12 – May 18 | Module 1 | **Introduction to Multimedia**  
- Multimedia Design  
- Media Types  
- Interactivity  
**PowerPoint Basics/Analysis**  
- Slide Design  
- Slide Master  
- Action Buttons  
- Navigation  
- PowerPoint Storyboards  
Chapter 1 – Introducing Multimedia for the Web; Chapter 2 – Planning the Multimedia Web Site | Bb Forums  
Homework #1 - Learner/Context Analysis due |
| Week of May 19 – May 25 | Module 2 | **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 Forums  
Homework Project #2a  
Junior Jeopardy Part 1 (PPT) due |
| Week of May 26 – June 1 | Module 3 | **PowerPoint/Learning Activities**  
- Sharing and Protecting  
- Saving for the Web  
Chapter 5 – Multimedia Element - Text | Bb Forums  
Homework Project #2b  
Junior Jeopardy Part 2 (PPT) due |
| Week of June 2 – June 8 | Module 4 | **Introduction to Web Graphics/ Microsoft Photo Story**  
- Graphic File Types  
- Compression  
- Introduction to MS Photo Story  
Chapter 6 – Multimedia Element - Graphics | Bb Forums  
Individual Project #1  
Interactive PowerPoint Activity (PPT) due  
Reflective Journal #1 due |
| Week of June 9 – June 15 | Module 5 | **Introduction to Web Graphics/ Fireworks CS3**  
- Intro to Fireworks CS3  
- Layers  
- Vector vs. Bitmap  
- Optimizing Graphics  
- Graphic Design  
- Instructional Strategies | Bb Forums  
Homework Project #3  
Photo Story Slide Show due |
<table>
<thead>
<tr>
<th>Dates</th>
<th>Modules</th>
<th>Topics / Readings</th>
<th>Assignments Due</th>
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<tbody>
<tr>
<td>Week of June 16</td>
<td>Module 6</td>
<td><strong>Developing Web Graphics/ Fireworks CS3</strong></td>
<td>Bb Forums, Homework Project #4, Fireworks Files due</td>
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<td>– June 22</td>
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<td>- Paste Inside</td>
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<td>- Transform</td>
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<td>- Cloning</td>
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<td>- Color-Correcting</td>
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<td>Chapter 7 – Multimedia Element - Animation</td>
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<tr>
<td>Week of June 23</td>
<td>Module 7</td>
<td><strong>Web 2.0/Creating Web Audio Files with Audacity</strong></td>
<td>Reflective Journal #2 due, Individual Project #3, Lesson Plan, Binder and Files due</td>
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<td>– June 29</td>
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<td>- Sound file types</td>
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<td>- Sound Compression</td>
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<td>- Audacity</td>
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<td>Chapter 8 – Multimedia Element - Sound</td>
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<td>Week of June 30</td>
<td>Module 8</td>
<td><strong>Web Audio - Podcasting 101</strong></td>
<td>Bb Forums, Educational Podcast, Review, Homework Project #5, Audio Tutorial File due</td>
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<td>– July 6</td>
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<td>- RSS Feeds</td>
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<td>- Uploading and Downloading</td>
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<td>- iTunes</td>
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<tr>
<td>Week of July 7</td>
<td>Module 9</td>
<td><strong>Electronic Portfolios/Optimizing Documents for Web Delivery</strong></td>
<td>Bb Forums, Individual Project #4, Podcast Unit Plan due</td>
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<td>– July 13</td>
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<td>- Scanning</td>
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<td>- PDF Writer/PrimoPDF</td>
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<td>- Web Video</td>
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<td>- Blogs and Tumblelogs</td>
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<td>- File Transfer Protocol (FTP)</td>
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<td>- Publishing Web Documents</td>
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<td>Chapter 4 – HTML, XHTML, and Web Authoring</td>
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<td>July 10</td>
<td>Final Assignments Due</td>
<td><strong>Course Summary</strong></td>
<td>Individual Project #5, Portfolio Development due, Individual Project #2, Field Experience/Research Paper due</td>
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<td>End of Spring Semester</td>
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Student Evaluation

The course has individual and team projects totaling 1000 points (left column). Letter grades are awarded based on the total number of points achieved (right column). Points are deducted for late assignments.

<table>
<thead>
<tr>
<th>Assignments</th>
<th>Points</th>
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<tbody>
<tr>
<td>Individual Project #1</td>
<td>150</td>
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<tr>
<td>Interactive PowerPoint Activity (PPT)</td>
<td></td>
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<tr>
<td>Individual Project #2</td>
<td>150</td>
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<tr>
<td>Multimedia Research (Paper)</td>
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<tr>
<td>Individual Project #3</td>
<td>150</td>
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<tr>
<td>Podcast Unit Plan/Podcast Episode File (Audio)</td>
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<tr>
<td>Individual Project #4</td>
<td>150</td>
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<tr>
<td>Graphics Lesson Plan, Binder and Presentation (Fireworks)</td>
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<tr>
<td>Individual Project #3</td>
<td>75</td>
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<tr>
<td>Web Optimization/Portfolio Development (Web)</td>
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<tr>
<td>Homework Projects (5)</td>
<td>125</td>
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<tr>
<td>Active Class Participation</td>
<td>200</td>
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<tr>
<td><strong>Total Points</strong></td>
<td><strong>1000</strong></td>
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</table>

<table>
<thead>
<tr>
<th>Class Points</th>
<th>Letter Grade</th>
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<tbody>
<tr>
<td>96 and above</td>
<td>A</td>
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<tr>
<td>90 – 95</td>
<td>A-</td>
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<tr>
<td>87 – 89</td>
<td>B+</td>
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<tr>
<td>83 – 86</td>
<td>B</td>
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<tr>
<td>80 – 82</td>
<td>B-</td>
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<tr>
<td>77 – 79</td>
<td>C+</td>
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<tr>
<td>73 – 76</td>
<td>C</td>
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<tr>
<td>70 – 72</td>
<td>C-</td>
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<tr>
<td>61 – 70</td>
<td>D</td>
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<tr>
<td>60 and below</td>
<td>E</td>
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</tbody>
</table>

*Note: Grades lower than “B” fall below the LTU graduate standard*
Practical Guidelines for Class Load Expectations

A three-credit graduate 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:
1) A 10-week semester would require at least 120 hours of time commitment to successfully complete all readings, activities, assignments, and texts as described in this syllabus.
2) You should reserve at least 3 hours per week to read the required textbook chapters and resources, participate in online discussions, and review presentation materials. This effort will total at least 30 hours over the course of the semester.
3) You should reserve at least 7 hours per week to conduct online research and development to support the completion of projects and assignments. The amount of time spent will roughly correspond with the point value of each major assignment.
4) You should plan to spend at least:
   - 5-10 hours working on multimedia design projects,
   - 20-30 hours working on PowerPoint projects,
   - 30-40 hours working with your group on the two team projects,
   - 10-15 hours work on your portfolio project; and
   - 12-15 hours working on the semester-long field experience/research paper.

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 ensure 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:

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On-Line Learning Schedule

<table>
<thead>
<tr>
<th>Mon</th>
<th>Tue</th>
<th>Wed</th>
<th>Thu</th>
<th>Fri</th>
<th>Sat</th>
<th>Sun</th>
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</thead>
<tbody>
<tr>
<td>Read Textbook Chapter</td>
<td>Participate in Weekly Blackboard Forums</td>
<td>Individual and Group Project Work – Coordinate With Colleagues</td>
<td>Instructor Communication – As Needed</td>
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</tbody>
</table>

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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. Many assignments are submitted using the Blackboard “Assignments” function. Some assignments are also posted to the Blackboard Discussion Forum for student comments. Assignments requested as ZIP files will need to be submitted to the Blackboard “Digital Drop Box.”

**Individual Project #1: Interactive PowerPoint Activity (150 Points)**

**Overview** – Develop an interactive PowerPoint activity for use in your classroom. The activity could be designed for use by individual students, small groups, or the whole class. Select an educational topic and create at least 9 interactive slides. Each interactive slide should have 3 or 4 possible responses. Once a response is selected, feedback should be provided to indicate whether the response was correct or incorrect. BE CREATIVE. Make use of graphics, sounds, and other advanced PowerPoint features.

You must also create a lesson plan that explains your educational goals and how the activity can be implemented. Be sure to include the required lesson plan components, including relevant ISTE NETS and local/state standards addressed through the lesson.

**Deliverables and Evaluation** – This assignment will be submitted as a ZIP file to the Blackboard “Digital Drop Box”.
- **PowerPoint Show Activity** (up to 90 points)
- **Lesson Plan** (up to 60 points)

**Individual Project #2: Multimedia Research Paper (150 Points)**

**Overview** – Locate, review and critique synchronous or asynchronous multimedia learning materials (podcasts, PowerPoint presentations, graphic design projects, etc.) in which students are involved in the production and/or delivery of those materials. After reviewing the materials, conduct an interview with the teacher responsible for supporting the students.

Locate no less than three articles related to the effective use of multimedia web tools by teachers in the classroom to support positions and conclusion made during the review and interview. Write a summary of your findings using APA format.

**Deliverables and Evaluation** – The paper will be submitted to Blackboard “Assignments”.
- **Field Experience/Research Paper**

The project will be evaluated using a provided checklist. A brief summary of the evaluation criteria is listed below:
- **Your observation, interview and conclusions** (up to 90 points)
  - Three to five page paper with title and name
  - Organization and overall writing quality
  - Assignment submitted on time
- **Your research and citations** (up to 60 points)
  - Use of at least three citations from trade or academic journals
  - Supporting conclusions to link observation with research
  - Use of APA citation formatting
Individual Project #3: Graphic Design Lesson Plan (150 Points)
Overview – Develop an activity that teaches students to use Fireworks to create a graphical autobiography. A graphical autobiography is defined as a visual document used to communicate personal information about the author. The autobiography should be designed to support an educational topic and meet local, state and ISTE-NETS standards.

Complete a sample document that could be used for demonstration.

Deliverables and Evaluation – You will be creating three deliverables:
- Project Overview/Advanced Fireworks Skill Job Aid (up to 50 points)
- Evaluation Rubric (up to 50 points)
- Individual Sample Document (up to 50 points)

Team Project #4: Podcast Unit Plan and Audio Files (150 Points)
Overview – Develop a unit plan describing how podcasting could be used to support an instructional unit and meet ISTE NETS and local/state standards and benchmarks. Record, edit and publish a 2 minute episode, then create and publish the RSS feed to make the episode available through iTunes.

Deliverables and Evaluation - You will be creating four deliverables:
- Unit Plan Overview (up to 65 points)
- Podcast RSS feed (up to 25 points)  
  This file will be uploaded to the LTUMET server. Instructions for setting up the server connection are included in a separate document.
- Individual Podcast File (up to 60 points)  
  This file will be uploaded to the LTUMET server

Individual Project #5: Web Optimization/Portfolio Development (75 Points)
Overview – Design and develop a web-based portfolio to document the projects created for this course. Your portfolio will provide examples of graphics, audio, video and text optimized for Web delivery.

Deliverables and Evaluation – The Web portfolio will be created online and presented through a Web browser.

Homework Projects (125 points)
Homework projects are extensions of lectures typically used to introduce or practice a concept prior to the individual or team project assignment.
- 15 points – Learner/Context Analysis
- 40 points – Junior Jeopardy PowerPoint Project
- 15 points – Audio Tutorial Project
- 15 points – Microsoft Photo Story Slide Show Project
- 40 points – Fireworks Nameplate Project

Active Class Participation (200 points)
Each student is expected to actively participate in online activities. Class participation is evaluated to a maximum of 200 points based on:
- Up to 50 points – Reading the required text chapters and working through the online practice according to the class schedule
- Up to 50 points – Completing reflective journal papers
- Up to 100 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/currentonline.asp for comprehensive information about Lawrence Tech's academic services, library services, student services, and academic integrity standards. The contents of this Web site are 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 SafeAssignment 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 SafeAssignment product.