

ITEC 715—Spring 2012

Foundations of Instructional Multimedia

Course Introduction and Outline

Semester: Spring 2012	Credits: 3 Units
Time: Thursdays, 7:00 – 10:00 PM	Place: BH 218
Instructor: Ray Cole	Prerequisites: Basic computer literacy
	Office hours: By appointment

Course Description:

Foundations of Instructional Multimedia is designed for students who are interested in exploring the use of computer applications to create e-learning that incorporates diverse media, including text, graphics, sound, animation, and video, plus interactivity features such as links and buttons. This course will focus on creating the individual media components, and on marshaling these components into an instructionally sound, coherent e-learning project.

You must enter the class with a basic level of computer literacy. For example, you are expected to know how to use software such as Microsoft Word and Microsoft PowerPoint. You must be able to function independently on a PC running Windows or a Macintosh system. Fluency with basic computer operations such as using a mouse, or locating and loading a file into a computer application is required. If you do not already possess these skills, you cannot continue in this class.

This is a project-based class that will provide you with a survey of multimedia production tools suitable for creating an instructional multimedia portfolio piece. The classroom is set up with Macintosh computers. However, a PC may be used for graphic and some authoring components if you have the software, high-speed internet access, and the ability to work from home. You can also bring your laptop to class if you like, though you may still need a flash drive to transfer some files.

Based on the needs and abilities of the students, some adjustments may be made to the course schedule.

Required Resources:

You will need the following:

1. Some way to transfer files from home to school and back. The simplest way to do this is with a flash drive.
2. Microsoft Office (at least MS Word and MS PowerPoint); Adobe Photoshop; Audacity; and some optional additional software I will describe in more detail during class.

Recommended Resources:

- A subscription to Linda.com. The software tools we will be using are vast and complicated, and in a one-semester class like this, there simply isn't time to cover everything you might want to know. In-class demonstrations will get you started, but part of your responsibilities in this class will be to use outside resources like Linda.com to learn additional skills on your own. I will provide you with the info you need for accessing a five-title, low-cost mini-subscription to Lynda during the first week or two of class.
- Additional recommended resources (usually online resources) will be made available to you when appropriate to the particular topic being covered in that week's class.

- All handouts, and each week's slides will be available for download from the class web site: <http://www.oldkingcole.com/itec715/>.

Course Objectives:

Upon completing this course, you will be able to:

- Describe a typical e-learning production process and explain the roles and responsibilities of the key individuals who produce the project.
- Describe two common styles of e-learning course navigation, and compare their strengths and weaknesses.
- Create a 6-screen (or more) sample interaction deck, which shows the layout of one instance of each of at least 6 different page types (e.g., splash page, text with graphic, text with video, graphic explore, multiple choice question, two-character dialog, word from an expert, etc.).
- Write a design document identifying your course's or module's learning objectives; breaking down your content into modules, topics, and pages; sequencing your content and learning activities; identifying how each page will be implemented (i.e., which page type you will use from your sample interaction deck); how you will use media to communicate your content; and how many assessment questions you will write to assess the learner's mastery over each stated learning objective.
- Create either a complete short e-learning course (10 screens or more), or one module of a longer e-learning course (10 screens or more), incorporating into

your course text, images, buttons and links, navigation, animation, sound, and video.

- Adhere to class writing style guidelines.
- Use **Photoshop** to perform the following image manipulation tasks: load file, save file as optimized jpg, GIF, or PNG as appropriate, crop image, select region, cut region, fill region, add gradient to region, add layer, delete layer, copy layer, adjust layer opacity, add/delete layer effects, add text to image.
- Use **Audacity** or **Adobe Audition** to perform the following audio manipulation tasks: Record audio, load audio, cut audio, fade in and/or fade-out, create and mix tracks, save audio in WAV, AIFF, and mp3 formats as appropriate.
- Use **iMovie** (or similar software) to create a 10-30 second digital video sequence for inclusion in your project. Use appropriate compression to balance audio and video quality with memory and disk space requirements.
- Use **PowerPoint**'s built-in animation engine to create 2D animations
- Present your project to the class in a polished and professional presentation.

Grading:

Grading for this class works as follows:

- There are nine homework assignments. It is very important that you complete these. However, I will not grade them unless your final project does not demonstrate “A” work. The assignments are listed here for your reference. I will describe them in more detail on the weeks when I assign them.

We will randomly spot-check these assignments on the weeks when they are due, in class as a class.

Assignments:

You will complete nine assignments (approximately 1 per week during the first 10 weeks):

- An instructional comic
- Three frame / navigation mockups
- A 6-screen sample interaction deck
- A design document
- Voice-over narration audio files
- Mixed music and voice audio file
- Digital video assignment
- Animation assignment
- Script, Page Type Variety spreadsheet, and ID checklist

The main component of your grade will be your final project.

Final Project (185 points):

You will create and present to the class a short e-learning course (or a single module of a longer course). This project must include at least one page with an animation; one page with a video; three pages with audio; five pages with an instructional graphic; and five pages with an interactive knowledge check or assessment. Overall, the project should be no less than 10 minutes (for the learner to complete), and no more than 15 (if longer, in the interest of time, you will be limited to presenting at most 15 minutes of material during the final presentation to the class)

If you get an “A” on the final project, you will get an “A” in the class. If you do not get an “A” on the final project, I will review your homework assignments to see if there is evidence there of your mastery of the material that would allow me to still give you an “A” in the class. In other words, your homework assignments are an insurance policy against mistakes in your final project.

Additionally, the homework assignments are designed to be elements of your final project, so if you do all the homework assignments, you will find that you are building the essential elements of your final project as you progress through the class. If you do not do the homework assignments, it will be an overwhelming amount of work to do to complete the final project at the end. A word to the wise: do the homework assignments.

Important Note: You must cite other people’s work, such as graphics or music you have used that is not your original creation. All work not otherwise cited must be your own original work as assigned.

Course Schedule:

Please see the class website for the week-by-week course schedule:

<http://www.oldkingcole.com/itec715/>