ITEC 715—Spring 2014

Foundations of Instructional Multimedia

Course Introduction and Outline

Semester:	Spring 2014	**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:

In *Foundations of Instructional Multimedia*, you will learn how to create a wide variety of media, including text, hypertext, images, sound, animation, and video, plus interactivity features such as links and buttons. Equally important, you will learn how to leverage these different media in an instructional multimedia project that teaches a subject of your choosing.

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. If you have a Windows computer at home, that's fine too as long as you have the necessary software. Most of the software tools you will be using in this class are available in versions for both Macintosh and Windows computers. 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 or other aspects of the class, with advanced notice in class or via email to students.

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) and several Adobe applications, including Photoshop. Additional requirements will be discussed during class.

Recommended Resources:

- A subscription to Lynda.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 Lynda.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 website: http://www.oldkingcole.com/itec715/.

Course Objectives:

Upon completing this course, you will be able to:

- Evaluate the quality of screen designs, and articulate why some designs are effective while others are not
- Describe two common styles of e-learning course navigation, and compare their strengths and weaknesses.
- Create a sample interaction deck.
- 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); and how you will use media to communicate your content
- Create either a complete short e-learning course, or one module of a longer e-learning course, 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 PNG, 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.
- Select images that have a unified look or style
- Manipulate clip-art to get images you want from images currently available
- 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, and perform ducking and digital noise reduction.
- Use **GarageBand** or **Adobe Audition** to create original, royalty-free theme music for your course.
- Use **Adobe Premiere** (or similar software) to create a 30 second or longer digital video sequence for inclusion in your project. Add "lower thirds" identification strips to your videos. Export your video in a format suitable for inclusion in your e-learning course.
- Use **PowerPoint**'s built-in animation engine to create 2D animations
- Present your project to the class in a polished and professional presentation.

Grading:

Assignments:
There are nine homework assignments. It is very important that you complete these. However, I generally will not grade them. 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. If you do not turn in your assignment on the week it is due, you are missing out on feedback that could help you improve or avoid mistakes on your final project. You will get the most value from the class if you consistently turn in your work when it is due.

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

The main components of your grade will be your midterm and final project.

Midterm Project and Presentation: 30%
Actually, this is more of a 2/3rds-term, but who's counting? At approximately Week 10, you will present your course design and sample interaction deck to the class. I will describe in more detail what you should include in your presentation as we get closer to the 10th week of class.

This presentation and the two deliverables that accompany it—your design document and sample interaction deck—represent 30% of your grade, unless you get an "A" on the final project.

Final Project and Presentation: 70%
You will create and present to the class highlights from a short e-learning course (or from a single module of a longer course). Requirements for this project will be presented in class. 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, then the final project will count for 70% of your grade, with the other 30% being your score on your midterm work. I *may* also review your homework assignments to see if there is evidence there of your mastery of the material that would allow me to give you the benefit of the doubt if you are on the borderline between two grades.

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 mid-term and 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: With the exception of freely-licensed assets (for example, clip art from Microsoft Online), 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/