

DRAFT SYLLABUS

This is posted for your info to help you select or prepare for a course. An official version will be ready at or prior to your course start. Texts will be same or very similar. Please check online bookstore for exact texts.

Advanced Multimedia Production  
EDU 6618 – Term 04, 2004  
Course Syllabus

**Instructor:** Robert (Bob) Bossell

Director of Academics – Distance Learning Center

**Office:** 307 Wallace Hall, Troy State University, Troy

**Office hours:** Available for synchronous appointments through chat or telephone – please email to arrange an appointment

**Contact info:** Email: [rbossell@troyst.edu](mailto:rbossell@troyst.edu)

Phone: 334.670.3787 (office); 334.277.5263 (home);

**Term Dates:** March 15, 2003 – May 23, 2003

**Meeting Time:** Asynchronous on Blackboard:

<http://troyst.blackboard.com>

**Required Text:**

Alessi, S.M. & Trollip, S.R. (2001). Multimedia for learning: Methods and Development. Boston: Allyn and Bacon.

**Optional/Recommended Texts:**

Annwn Page, K. (2003). Macromedia Dreamweaver MX: Training from the source. Berkeley, CA: Macromedia Press.

Rey, C. (2002). Macromedia Flash MX: Training from the source. Berkeley, CA: Macromedia Press.

**Catalog Description:** An advanced course in computer based multimedia interactive course design. The course integrates course design software, multimedia authoring, web design and presentation graphics in the development of a multimedia lesson or course. The course concentrates on the total instructional process culminating in a complete multimedia class delivered either by disk or internet. Students

develop their own video and audio elements learning the complete production process necessary for multimedia instructional products.

### **Course Objectives:**

- Identify, articulate and apply the theories and principles that inform the process of creating multimedia instructional products.
- Apply learning principles to the development of an instructional product.
- Identify a variety of methodologies as they apply to multimedia development
- Apply appropriate instructional design model to the development of a multimedia based instructional product
- Utilize appropriate multimedia tools in the development of multimedia instructional products.
  
- Identify and articulate issues surrounding the design and development of multimedia based instructional products.

### **Evaluations and Grading**

Throughout the duration of the course, students will receive instruction on the tools and principles of creating multimedia based instructional products, the process of designing and planning instruction, and the utilization of tools to achieve such goals. Student work, therefore, will be evaluated in five different areas.

Students will complete a total of five practice and feedback activities that will provide them with opportunities to practice the skills that were addressed during the week. Since there are rarely any “right” or “wrong” answers, students will be evaluated on the thoroughness of their treatment of the material.

Students will also be asked to complete a final multimedia based instructional unit based on the design and development using appropriate methodologies. As part of the planning and development process, a project proposal and a storyboard of the instructional presentation will be required in order to ensure proper time for creation, reflection, revision and skill development. The instructor will communicate regularly with students via email and instructional presentations regarding the specific parameters of each component of the assignment.

Students must also be willing to engage in learning various tools that will facilitate the development of such a project. The instructor will provide

access to online tutorials, instructional support and one-on-one support as needed.

**Grading Policy:**

Course Grading Scale:

900 -1000 pts = A

800 - pts = B

899

700 - pts = C

799

Weekly practice and feedback activities	5 @ 20 pts. ea	100 pts
Project proposal		100 pts
Storyboard		150 pts
Proctored mid-term exam		250 pts
Final project		400 pts

**Supplementary Materials**

1. Access to the Blackboard EDU 6618 website and related course websites. Your userid and password will be provided to you when you register for the class. You will be expected to log on to our Blackboard site on a regular basis in order to access supplemental material that will be made available throughout the semester.
2. Access to appropriate software. Since the course focuses on multimedia development, access to web development, graphics and other multimedia software is recommended. Macromedia Dreamweaver, Flash and Fireworks are preferred (contact Bob Bossell for educational pricing and ordering information); however, other products such a Microsoft Frontpage and Netscape composer can be utilized as ell.
3. *Optional:* Access to peripheral devices such as scanners or digital cameras is recommended in order to be able to include images in design of final project.

**Course Schedule**

<b>Week</b>	<b>Topic</b>	<b>Assignments</b>
Week 1	Introduction to multimedia for learning	1. Read Chapters 2 & 3 in text 2. Sign up for Prism account 3. Complete practice activity

Week 2	Methodologies for development and learning	1. Choose a chapter (4 – 11) based on relevant area 2. Complete practice activity 3. Submit project proposal
Week 3	A Design Model	1. Read Chapter 12 2. Complete practice activity
Week 4	Planning for development	1. Read Chapter 13 in text 2. Complete practice activity
Week 5	Designing your product	1. Read Chapter 14 in text 2. Mid-term exam
Week 6	Development overview	1. Read Chapter 15 in text 2. Complete practice activity 3. Submit storyboard
Week 7	Multimedia tools 1: Dreamweaver/web development	1. Complete tutorial 2. Complete practice activity
Week 8	Multimedia tools 2: Flash/animations	1. Complete tutorial
Week 9	Multimedia tools 3: Fireworks/graphics OR video production	1. Complete tutorial
Week 10	Evaluation and Review	1. Final project due 2. Complete course evaluation

**Americans With Disabilities Act:** Any student whose disabilities fall within ADA must inform the instructor at the beginning of the term of any special needs or equipment necessary to accomplish the requirements for this course.

**Additional Services:** Students who have or may be dealing with a disability or learning difficulty should speak with the instructor or contact the Director of Student Services at 334.670.3787.

**Late Work and Incomplete Grades:** Any assignment presented past the due date will be subsequently scored at a lower mark. The lower scoring could result in 10% - 50% reduction based on tardiness and delivery of content. The only exception to this policy will be contingent upon life threatening or emergency situations; therefore, “I” grades will only be given in extreme circumstances.

## **Plagiarism Policy**

**Definition:** Plagiarism is the passing off of the thoughts or works of another as one's own. Plagiarism involves giving the impression that a person has thought, written or produced something that has, in fact, been borrowed from another. Plagiarism may result from poor technique or more serious causes such as: copying the work of another person; submitting the work of another person; or closely paraphrasing a piece of work without due acknowledgement.

**Allegations of plagiarism:** Depending on the circumstances, the penalty imposed may include a warning, resubmission, loss of marks, failure on a particular assignment or course, or a charge of misconduct to be dealt with by Troy State University.