Catholic University of America
School of Library and Information Science

LSC 776 – Design and Production of Multimedia
Spring 2008

Last Change: 1/12/2008

Instructor: Tim Steelman, M.S.L.S.
Time: Conventional Class Meetings January 13, March 2, and May 4 at 1:00 – 4:00 PM
Location: Online | Marist 208
Office Location: Marist 229
Office Hours: By appointment
Phone: (W) (202) 319-5085 (C) ***.***.****
Email: ***@***
Course Web Site: http://***

Course Description

Theory and practice in the planning and production of multimedia. Hands-on experience in the use of equipment and the design and preparation of multimedia.

While this course is a required course for School Media Certification, course work is designed to prepare students to support multimedia and computer-based instruction in other library and information provision settings as well.

This course is designed to provide you with the skills needed to address all of the issues surrounding multimedia design, production, and use and will introduce you to those elements you are most likely to encounter working with media users.

Course Goals

- Introduce concepts of instructional design and multimedia production.
- Prepare students to use, evaluate, and support software, hardware and other technology for computer-based multimedia production.
- To teach students the basic skills needed to produce instructional materials in a computer and Web-based environment.

Course Objectives

At the end of the course students should be able to evaluate and apply understanding of:

- Basic principles of instructional design in planning, developing and producing multimedia computer-based instruction.
- Basic principles of instructional design in developing Web-based instruction.
- Software to produce multimedia presentations and computer-based instruction.

- Software to produce computer-based managed presentations.
- Legal, technical and management issues for Web-based instruction.
- Choosing the most appropriate media for different types of instructional goals.
- Evaluation multimedia, computer, and Web-based instruction for usability and instructional value.

Course Calendar and Readings

Topical publications will be made available or provided in each class meeting. These readings will be offered alongside the course text and are meant to aid in the successful accomplishment of the course goals and objectives.

January 13
Conventional Class Meeting 1:00-4:00 PM
Marist 208

- Topics
    - Introduction
        - Course expectations
        - Class web site

January 16

- Topics
    - Human interaction with technology
        - Role of multimedia in instruction
        - Issues created by the use of multimedia in instruction
- Exercise

January 23

- Topics
    - Instructional design and development
    - Microsoft PowerPoint, and other presentation programs
- Exercise

January 30

- Topics
    - Interfaces/Interactivity
        - Linear
        - Non-Linear
- Exercise

February 6

- Topics
    - HTML
- Exercise

February 13

- Topics
  - WYSIWYG Web Page Design Programs
- Exercise

February 20

- Topics
  - Cascading Style Sheets (CSS)
- Exercise

February 27

- Topics
  - Visual principles and design
- Exercise

March 2
Conventional Class Meeting 1:00-4:00 PM
Marist 208

March 5: Spring Break

March 12

- Topics
  - Creating and editing images
  - Adobe Photoshop and other image editing programs.
- Exercise

March 19

- Topics
  - Accessibility and Assistive technologies
  - Usability and usability testing
- Exercise

March 26

- Topics
  - User-controlled animations
  - Adobe (Macromedia) Flash.
- Exercise

April 2

- Topics
  - Creating simple animated/video-based tutorials
  - Wink, SnagIt and other means of creating tutorials
- Exercise

April 9

- Topics
  - Audio formats
  - Audio production
  - Podcasting
- Exercise

April 16

- Topics
  - Video formats
  - Video production
  - Vodcasting
- Exercise

April 23

- Topics
  - Control of Information/Privacy
- Exercise

April 30

- Topics
  - Evaluating existing, new and upcoming technologies
- Exercise

May 4
Conventional Class Meeting 1:00-4:00 PM
Marist 208

May 7

- Final project due

This course is largely hands-on with direct experience with the materials, programs, and other elements. Class discussions will support this experience but may not directly relate to the hands-on material.

This course has a web site which serves as the classroom and will make course materials available to you as a member of the class. This site provides tools for discussion, tutorials, assignments, ongoing course updates and links to helpful resources. Roll is taken using your individual username and password. The course syllabus has been provided in print format during the first class; the course web site will be the working, most up-to-date, version of the course materials, plans and syllabus.

Student Academic Dishonesty Policy

The University policy is available at http://policies.cua.edu/academicundergrad//integrity.cfm. Please take a few minutes now to review the policy.

Inclement Weather

Conventional class meetings will be held online in the event of campus closure during the time class would normally be in session.

The class site address is: http://www.onlineinstruction.net/lsc776/

ADA Accommodation

Any student with a disability that will require accommodation under the terms of federal regulations should present a write accommodation request to the instructor by the second class meetings. It is also recommended that the student contact the Office of Multicultural and Special Services, 2nd floor, University Center East. This office is responsible for disability accommodation and services. Their phone number is 202-319-5618 or 202-319-5211 and their fax number is 202-319-5216. Additional information can be found in the online student handbook at:

- http://students.cua.edu/stuhbook/studentlife.htm

Information about accommodation for learning disabilities can be found at:

- http://counsel.cua.edu/ADA/learning.htm

Course Requirements

Assignments will be given as exercises to familiarize students with various software and hardware packages.

Following coverage of applications associated with usage, students are expected to use graphics and video of their own design. The final project should only contain student created artwork unless directly associated with a item such as a book cover associated with a book review (In this example the cover should have been scanned by the student.).

Multimedia Portfolio

The exercises and assignments in this course are intended to provide you with "real-world" examples of multimedia file formats, applications and the means by which they are combined into something meaningful. More precisely, this course will help you determine how you might best use multimedia in your own current/future workplaces. To this end, you will be creating a multimedia portfolio containing the end-products of

the various exercises and assignments in the course. *This portfolio is for* you *and will not be submitted for evaluation.*

As part of your work you will be encouraged to consider how each specific use of media applies to your own area of library and information science and how this does/might/will affect your professional aspirations.

Multimedia Web-based Instruction Project

This project may be done in groups of 3 or 4, or individually. Students are encouraged to select project that will be used in the "real world" but do not have to select projects that are strictly academic topics. This project will be done throughout the semester.

In designing and creating their project, students should assume that an intermediary is not available. The project is based on a library tutorial for its patrons or, in an alternate arena, information skill training session. The final project will be turned in at the end of the semester and each individual will be expected to provide a paper on the following:

1. The planning and design process.
2. Why a multimedia approach is important for this project.
3. A description of the learners who will use the project including the characteristics of learners who are most likely to benefit from this method of instruction.
4. The learning objectives and outcomes of the project.
5. How this project as planned accomplishes these objectives.
6. How these outcomes will be evaluated.
7. Situations where additional instruction may be necessary to accomplish the learning objectives and the format of that instruction (lectures, hands-on experience, etc).

Grading

Exercises	40%
Design Project	35%
Discussions	25%

Discussion posts will be evaluated using the rubric posted on the course web site. Attendance at all class meetings is assumed. Students who are unable to attend class should notify the instructor – in advance if possible – and visit the class site for materials from class such as presentations, assignments/exercises and discussions for which responsibility is still assumed. Students are responsible for all course content covered and for announcements made at class meetings.

Exams

There will be no exams in this course.

Course Text

Lynch, Patrick. Web Style Guide – Second Edition
http://www.webstyleguide.com

This online text is also available in print format. However, both the web-based and print format version are the same and the class materials will reference the web-based version.

Disclaimer

This syllabus should not be construed as a contract between the student and the instructor. It may be changed at any time as needed in order to meet the instructional goals and needs of the class, including changes in the grading policy that is described above.