

**Catholic University of America
School of Library and Information Science**

**LSC 772 – Media Services
Summer 2008**

Last Change: 5/17/2008

Instructor: Tim Steelman, M.S.L.S.

Time: Virtual as indicated; Conventional Class Meetings as indicated on Mondays from 5:30-8:00pm.

Class Location: Online | Library of Congress, James Madison Building Classroom C/D

Office Location: CUA, Marist Hall 229

Office Hours: By appointment

Phone: (W) 202.319.5085 (C) ***.***.****

Email: steelman@onlineinstruction.net

Course Web Site: <http://www.onlineinstruction.net/lsc772/>

Course Description

Theory and practice in the planning and production of multimedia. Focusing on hands-on experience, the course will cover the use of hardware and software to design, prepare, and support the preparation and use of multimedia.

Course work is designed to prepare students to support and produce multimedia and computer-based instruction in all information profession settings – focus will be on library uses and support.

Coursework will provide you with the skills needed to address issues surrounding multimedia design, production, and use, while highlighting those elements most likely to be encountered in areas associated with information science.

Course Goals

- Introduce concepts of 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 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 planning, developing and producing digital multimedia.
- Software to produce and edit digital multimedia.
- Software to produce and edit computer-based managed presentations.

- Legal, technical and management issues for digital multimedia.
- Choosing the most appropriate media for different types of instructional goals.

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.

May 19

- Topics
 - Introduction
 - What is media services librarianship?
 - Media selection and file formats
- Read Nielson, Chapters 1 & 9 for week of 5/26; readings posting on class site
- Exercise: Introduction to PowerPoint and OpenOffice

May 26

No In-person Class Meeting due to Memorial Day

Online Class Meeting

- Topics
 - Parts of a web page
 - Introduction to HTML
 - WYSIWYG programs
- Read Nielson, Chapters 2, 3 & 4 for 6/2; readings posting on class site
- Exercise: Creating web pages using WYSIWYG web page programs

June 2

- Topics
 - Visual principles and design
 - Graphic-edit techniques
 - Animation
- Read Nielson, Chapters 6 & 7 for 6/9; readings posting on class site
- Lab exercise: Creating simple animations

June 9

- Topics
 - Audio
 - Video formats
 - Accessibility
- Read Nielson, Chapter 5 for 6/16; readings posting on class site
- Lab exercise: Simple video creation and editing

June 16

- Topics
 - Control of Information/Privacy

- WIKI and Blog Sites
- Podcasting and RSS
- Use and upkeep of legacy equipment
- Lab exercise: Privacy Policies
- Multimedia Project due

Course Details

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.

While information professionals will often work in environments where they will produce cooperative and collaborative products, it is important that each member of these groups have an understanding of the capabilities and required effort of working successfully with multimedia tools and resources. Therefore each student in this introductory class will be expected to work individually so they may learn each of the skills presented in this course.

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 to review the policy.

Inclement Weather/Campus Closure

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

The class site address is: <http://www.onlineinstruction.net/lsc772/>

ADA Accommodation

Any student with a disability that will require accommodation under the terms of federal regulations should present a written accommodation request to the instructor by the second class meeting. 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 accommodations for learning disabilities can be found at:

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

Course Requirements

Assignments will be exercises to familiarize students with various software packages and hardware configurations leading towards the final project. As assignments are made they will be posted in the Assignments area of the course web site. Completion dates assume the next class period or, in the case of a virtual class meeting, by 11:59:59 PM (midnight) of the posted due date.

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 Project

Students are encouraged to select a project that will be used in the “real world” but as such may select either a professional or non-professional (i.e. hobby-related) topics because the evaluation focus will be on the use of course-focus materials. Students are also encouraged to select a topic early in the course so they may work on the project throughout the semester – time to work on a new skill may be used to focus on using the new skill within the selected topic. The final project will be turned in at the end of the semester in an electronic format that may be posted on the World Wide Web or other electronic means of presentation to be viewed and evaluated as is appropriate for the project. Your project should include a summary with the following:

1. Who the intended audience is for the outcome of the project?
2. Why a multimedia approach is important for the topic?

3. Why the selected multimedia format(s) was the most appropriate and effective for the media service it provided?

Grading

Exercises	60%
Multimedia Project	35%
Participation (Exercises)	5%

Participation includes completion of assignments, attendance, meeting deadlines, and effort during class discussion. The rubric used for evaluating effort during class discussion will be provided on the class 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 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

Nielsen, Jakob. Designing Web Usability. Indiana: New Riders Publishing, 2000.

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.