MIT 511 Syllabus

Use BlackBoard (http://learn.uncw.edu) to access the course website.

Class meets Tuesday, 6:30 – 9:15 pm

Online Synchronous Sessions on Webex and Face to face at EB 368

Instructor
Dr. Florence Martin
Office: EDN 344
Email: martinf@uncw.edu (Preferred method of contact)
Phone: 910-962-7174

Office Hours
Monday: 9:30 -12:30 pm
Wednesday 9:30 - 12:30 pm
Other hours available by appointment.

Course Description
The research base for the course exists in learning theory, perception, instructional design, web design, and graphic design. Focus on systems, communication, aesthetic and learning theories applicable to designing instructional products. Provides an overview of multimedia strategies and tactics using multimedia and instructional communication. Students analyze instructional problems and audiences in order to design effective instructional media. Students will learn to specify requirements, select, design, develop, and evaluate instructional media.

Each student will demonstrate basic proficiencies across a wide spectrum of multimedia. Emphasis will be on visual, audio and typographic design as well as the appropriateness of these solutions for specific instructional goals. The use of advanced electronic technologies will also be emphasized. Students will develop an in-depth understanding of contemporary theories of multimedia development culminating in a personalized theoretical basis for use and development of multimedia products.

Course Objectives
The purposes of the course are for students to:

- Apply contemporary theories of multimedia learning to the development of multimedia products.
- Evaluate existing multimedia products that can be used to design instructional and informational material.
- Analyze instructional and informational media (print materials, audio/visual materials, CBT and/or web-based materials, games/simulations, etc.)
- Prepare media design specifications for instructional and informational applications for paper-, video-, and computer-based media
- Apply theory and principles of learning, instructional design, and perception to the design of instructional media products
- Demonstrate proficiency with common software applications used to create multimedia assets
- Demonstrate skills in website development through the use of effective site design and utilization of multimedia assets;
- Demonstrate an understanding of accepted standards for website design, including style and accessibility;
- Demonstrate an ability to utilize scholarly works to formulate a personal theoretical framework to guide multimedia production;

**Textbooks**


**Multimedia Projects**

**Ebook Design (iBook Author)** – Apply the typographical principles and graphic principles to text design. This project will require you to design sample pages for a digital book that entails multiple pages. You will be asked to write a description of the instructional problem being addressed, the audience, the purpose of the instructional material, and the rationale for the choices made about layout grid, fonts, graphic elements, contrast, repetition, alignment, and proximity. You will then design five sample pages (e.g., coverpage, table of contents, chapter/section title page, instructional page, worked example or practice problem page, index, glossary, chapter or section summary, chapter or section introduction, bibliography) according to principles discussed in the course.

Design a the ebook cover using Photoshop or another graphic creating/editing tool. You will be asked to provide a design document with details of audience analysis, different tools and techniques used. Also, include the narrative for the design principles you applied in the collage design.

**Rapid Elearning Design (Captivate/ Articulate)** – Using a problem that you have discovered or created, write an audience description and design an appropriate elearning module. You will be asked to provide a written statement of problem, audience analysis, and rationale for all decisions made. The instructional module will be peer reviewed/pilot tested and the feedback incorporated before submitting to the instructor.

**Screen Design (Use Adobe Dreamweaver)** - Take a poorly designed website and revamp it and explain what you changed? Standards, Accessibility and Usability issues to be considered while designing. This project will require you to revise an existing computer-delivered instructional product. Specifically, you will (a) find an educational web site, (b) evaluate the web site using the screen design checklist, (c) describe what’s wrong with the site, why it is wrong, and how you would fix it, (d) describe what is right about the site and why, (e) revise at least five pages from the site (note, your re-designed pages can either be computer- or paper-based), and (f)
document your re-design decisions, and (g) submit your revised pages along with a report documenting the design problems you found and how you changed the screen design.

Course Policies

We will spend about half of the days either discussing readings, and the other half you will have lab days or guided lab days. You will also be working on hands on activities and also get the instructors assistance during the guided lab days. You must complete all reading assignments before class in order for us to cover topics quickly and you must also watch the total training lessons that are assigned to you before class.

While we will usually have time for hands-on activities in class, you should expect to spend significant amounts of time OUTSIDE of class completing projects.

Assignments must be completed on time. Assignments submitted after the due date will result in a lower grade per instructor’s discretion. Assignments will not be accepted more than one week beyond the due date, except for instructor’s discretion. You prompt submission of assignments will help your peers and the instructor on giving you timely feedback.

Course Grade

The course grade will be determined by the following activities and projects

A, A- = 90-100 means outstanding achievement; available only for the highest accomplishment.
B+, B, B- = 80-89 means praiseworthy performance; definitely above average.
C+, C, C- = 70-79 means average, awarded for satisfactory performance.

1. Participation (in class/online) & Attendance 10%

2. Ebook design project (Indesign/Photoshop) 20%

3. Captivate Project 20%

3. Articulate Project 20%

4. Screen design project (Dreamweaver) 20%

5. Presentations 10%

Technology Web Access

This course is designed as a hybrid meaning that instruction will take place both in face-to-face onsite meetings and online meetings. You are required to take part in both formats of this instruction.

The online format of the course will use the Blackboard vista system which you have access to through UNCW Sea Port or directly by using this URL address: http://learn.uncw.edu. You are expected to check the Blackboard on a regular basis for updated information. The face to face meetings take place in EB
368 (MIT lab).

For problems and computer help or assistance contact Technology Assistance Center (TAC) located at Randall Library ground floor, ph: (910) 962-4357, Email: tac@uncw.edu. Please check their website for http://www.uncw.edu/itsd/help/livesupport.html for hours of operation.

### WSE Conceptual Framework

The Watson School of Education develops highly competent and effective professionals to serve in educational leadership roles. All educators must use data for decisions, reflect upon their practice, exemplify their commitment to professional standards, implement appropriate communication strategies, and strive to meet the needs of all learners. Assignments in this course will assist you in preparing you to be a competent professional and a leader. Refer to the Visual Schematic of the conceptual framework.

### Attendance Policy

Attendance is required. Your active participation in this class is crucial to its success. Because of its interactive, group nature, I depend on you to build and shape the course. Participation involves a combination of attendance, appropriate discussion, completion of assignments and active listening. Any absences should be discussed with the instructor. Please call and leave a message or email me within 24 hours if you are unable to make it to class for any reason. Extreme emergencies and/or documented absences will be handled on a case-by-case basis. Out of respect for all of our busy schedules, we will begin class promptly. Please arrive on campus in time to park and get to our classroom before class begins. Late arrivals or departures may be considered absences.

### Special Accommodations

If for any reason you have needs for special accommodations to fulfill class requirements and succeed in this class, contact me between the first and second class by email. Your special needs may be related to physical disabilities, learning disabilities, or any other special need you may have. If you would need special accommodations due to unexpected events in your personal life during the course of the semester, contact me as soon as possible. Refer to Student Support Offices and Services section of the university's Student Catalogue.

### Plagiarism

You are expected to complete your own work. If you use ideas and excerpts from other people and/or resources you must cite and properly reference them in your work. Review the university's policy with respect to plagiarism. If the policy is not clear to you, request for further explanation as well as examples. Click on here to download Code of Student Life document.

### Academic Honor Code

The UNCW Provost has requested that all UNCW faculty (in course syllabi) to remind student about the "Academic Honor Code" which can be found in the Student Handbook of Student Life, Section V. Please regard this as a reminder that all UNCW students and faculty are held to the terms of the Academic Honor Code. UNCW practices a zero-tolerance policy for violence and harassment of any kind.

For emergencies you can contact UNCW CARE at 962-2273, Campus Police at 962-3184, or Wilmington Police at 911. For University or community resources visit http://www.uncw.edu/wsrc/crisis.html. Refer to the standards of professional conduct at Waston School of Education.
## Course Schedule


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<thead>
<tr>
<th>Date</th>
<th>Topic(s)</th>
<th>Reading Assignment</th>
<th>Project Due</th>
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<tbody>
<tr>
<td>Aug 27</td>
<td>Introduction to Multimedia Learning</td>
<td><strong>The value of Multimedia in Learning</strong> - Patti Shank, Adobe Design Center</td>
<td>Take a tour of the course website and the course blackboard</td>
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<tr>
<td>Sep 3</td>
<td>Review Design and Type Principles</td>
<td>Design Principles/ Designing with Type, The Non-Designer’s Design and Type Books - Robin Williams</td>
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<tr>
<td>Sep 10</td>
<td>Digital Interactive TextBooks</td>
<td>Digital Interactive Textbooks - An exploration (ereserve)</td>
<td>iBook Author Tutorial, iBook Author Tutorials, Starting your iBook Author</td>
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<td></td>
<td>GUIDED LAB DAY 1 - Ebook Design (iAuthor)</td>
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<td>Assign Ebook Design Project</td>
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<td>Sep 17</td>
<td>Graphics for Learning, Graphics and Color Principles</td>
<td>Graphics for Learning, Clark &amp; Lyons - Chapter 1 (ereserve), Creating Graphics for Learning and Performance – Chapter 11 (Color, Depth &amp; Space) - ereserve</td>
<td>DUE: Sign up for Multimedia Principles Presentation in Class, Watch Adobe Photoshop Tutorials</td>
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<td>GUIDED LAB DAY 2 - Graphic Design (Photoshop)</td>
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<td>Date</td>
<td>Course</td>
<td>Chapter/Tool/Resource</td>
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<td>Oct 15</td>
<td>Peer Review - Articulate Projects</td>
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<td>Nov 5</td>
<td>Multimedia Competencies</td>
<td>Multimedia Competencies for Educational Technologists - Ritzhaupt, Martin &amp; Daniels</td>
<td>Captivate Projects DRAFT</td>
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<tr>
<td>Nov 5</td>
<td>Peer Review - Captivate Projects</td>
<td>Multimedia Competencies for Instructional Technologists - UNCTLT Proceedings</td>
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<td>Nov 12</td>
<td>GUIDED LAB DAY 5</td>
<td>HTML</td>
<td>Assign Dreamweaver EPortfolio Project</td>
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<td>Nov 12</td>
<td>Dreamweaver</td>
<td>CSS</td>
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### Storyboarding

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<tr>
<th>Date</th>
<th>Event</th>
<th>Details</th>
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<tbody>
<tr>
<td>Nov 26</td>
<td>PEER Review - Webdesign</td>
<td>DUE - Dreamweaver DRAFT Upload and Post URL links to Discussion Forum</td>
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<tr>
<td>Dec 3</td>
<td>Course Evaluations</td>
<td>DUE - Dreamweaver FINAL</td>
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<td>Course Summary</td>
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<td>Showcase Projects on Eportfolio</td>
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<td></td>
<td>Usability testing</td>
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<td>Dec 10</td>
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