I. Course Description

LT 731 - Multimedia Production:

This course covers principles of visual design, use of color and the creation of interactive multimedia lessons, presentations and training materials. The emphasis will be on hands-on production of graphics, text and animated resources. Uses of audio and video resources are introduced. Students will primarily use computers, various multimedia software, scanners and digital still cameras and digital video cameras to produce multimedia resources.

II. Rationale

*Learning and Leading through Reflective Practice* is the shared vision of the USD School of Education for all of its programs. The underlying intent of the vision requires that students be exposed to learning experiences that will enhance their ability to engage in life-long learning and leadership roles anchored in reflective practice. This course focuses on the capture, manipulation and combining of digital media for use for instruction and training. The course is designed to provide students with the skills necessary to appropriately define, create,
implement and evaluate multimedia resources used in interactive instructional materials. A systems approach to instructional design will be emphasized. As multimedia resources are developed and used students will be required to reflect upon the appropriateness of the materials as they relate to stated instructional goals and objectives and make decisions regarding needed modifications.

Producing high quality multimedia takes time. Students should expect to spend several hours on a multimedia project that might last just a few seconds. Learning how to use equipment (e.g. digital still cameras) and the new techniques they allow (e.g. cropping, adjusting color, etc.) will take time and there will be problems, delays, and revisions. Students should plan accordingly to spend the necessary time to complete high quality multimedia.

III. Textbook

There is no required text book for this course.

IV. Technology Requirements

A. For information about USD’s technical, academic and student support services, as well as how to take advantages of these services, please refer to the Division of Continuing Education Student Resources web page found at [http://www.usd.edu/continuing-and-distance-education/student-resources.cfm](http://www.usd.edu/continuing-and-distance-education/student-resources.cfm). This web page also contains links to information pertaining to minimum technology requirements, registration information, as well as other university services and policies.

B. Additional Technology Requirements – Because this course is being delivered on-line via Desire2Learn (D2L) and because it is a multimedia production course there are additional technology requirements that each student must be responsible for. If you have difficulty in gaining access to any of these items please contact the instructor immediately.

1. For information about USD’s technical, academic and student support services, as well as how to take advantages of these services please refer to the Division of Continuing Education Student Resources web page found at [http://www.usd.edu/continuing-and-distance-education/student-resources.cfm](http://www.usd.edu/continuing-and-distance-education/student-resources.cfm). This web page also contains links to important information pertaining to minimum technology requirements, registration information, as well as other university services and policies.

2. Software: all of the software used will either be downloaded from the web or be web based. The only exception is video editing software. If you are using a Windows based computer you will need to make sure that you have Windows Movie Maker software or if you have a Macintosh computer you will need to have iMovie software installed. Both Windows Movie Maker and iMovie are part of the standard software package that you get when you purchased your computer.

3. Digital Camera, Digital Video Camera, and tripod: You will need to have access to these items. It is not necessary that each student purchases this equipment, but it is required that each student has access to this equipment throughout the duration of the course. Also, check to make sure that your computer has the necessary ports to connect the
digital camera and digital video camera to your computer (also necessary cables) so you can transfer the images or video to your computer.

4. Audio: it is strongly recommended that you have access to an *external microphone* that can be connected to your computer. The external microphone is needed so you can record your voice or other audio.

5. Students will be required to have a Google account for use with this course. Many of the Google Apps will be used during this course. Students are encouraged to use their USD Google Apps account. Complete details will be available in D2L when the course starts.

V. **Course Objectives/Outcomes - Standards – Assessment**

This course is designed to enable students to:

<table>
<thead>
<tr>
<th>Objectives/Outcomes</th>
<th>Standards/Code</th>
<th>Assessment</th>
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</table>
| Discuss in writing the theory and current research of effective design principles of multimedia used for instruction and training | DECA-24:16:07:01 (3) (8)  
INTASC-NCATE- #1  
ISTE/NETS- I, II, III | 1.D2L Discussion  
2. Article Critique |
| Discuss in writing the theory and current research of interactivity               | DECA-24:16:07:01 (3) (8)  
INTASC-NCATE- #1  
ISTE/NETS- I, II, III | 1.D2L Discussion  
2. Article Critique |
| Learn and utilize the basic skills needed to capture, digitize, edit and use graphic images in an interactive multimedia project | DECA-24:16:07:01 (3) (8)  
INTASC-NCATE- #1  
ISTE/NETS- I, II, III | 1. Demonstration of skills and techniques used in capturing, digitizing and editing graphics  
2. Guided discovery/Lab Exercise |
| Learn and utilize the basic skills needed for text layout and use in an interactive multimedia project | DECA-24:16:07:01 (3) (8)  
INTASC-NCATE- #1  
ISTE/NETS- I, II, III | 1. Demonstration of skills and techniques used in text layout and used in an interactive multimedia project  
2. Guided discovery/Lab Exercise |
| Acquire and edit audio resources for use in an interactive multimedia project      | DECA-24:16:07:01 (3) (8)  
INTASC-NCATE- #1  
ISTE/NETS- I, II, III | 1. Demonstration of skills and techniques used in capturing, digitizing and editing audio  
2. Guided discovery/Lab Exercise |
| Acquire and edit video resources for use in an interactive multimedia              | DECA-24:16:07:01 (3) (8) | 1. Demonstration of skills and techniques used in capturing, digitizing and editing audio  
2. Guided discovery/Lab Exercise |
<table>
<thead>
<tr>
<th>Project</th>
<th>INTASC-NCATE- #1</th>
<th>ISTE/NETS- I, II, III</th>
<th>Exercise</th>
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<tbody>
<tr>
<td>Use presentation/authoring software to produce an interactive multimedia project</td>
<td>DECA-24:16:07:01 (3) (8) INTASC-NCATE- #1 ISTE/NETS- I, II, III</td>
<td>1. Demonstration of skills and techniques needed to produce an interactive multimedia project 2. Final Project</td>
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<tr>
<td>Discuss in writing hardware and software advances and limitations</td>
<td>DECA-24:16:07:01 (3) (8) INTASC-NCATE- #1 ISTE/NETS- I, II, III</td>
<td>1. Final Project 2. D2L Discussion 3. Article Critique</td>
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The methods of evaluation and the criteria for the grade assignment for this course are:

**A. Methods**

**Traditional Assessment**
- Written assignments
- D2L Discussions

**Performance Assessment**
- Assignments
- Final Project

**B. Grading Scale**
- 100 - 90 % of the points = A
- 89 - 80 % of the points = B
- 79 % or less of the points = Incomplete - all students must achieve a level of B or better. The instructor will work with students to improve their work to the minimum level of B.

**VI. Instructional Methods and Activities**

Methods and activities for instruction include:

**A. Traditional Experiences**

1. D2L Discussions - approximately 10% of the time

**B. Clinical Experiences**
1. Article Critiques – approximately 10% of the time will be spent reading and writing article critiques
2. Guided discovery/Lab Exercise - approximately 30% of the time will be spent in guided discovery on an independent basis depending upon individual student needs
3. Assignments and Projects – approximately 50% of the time will be spent completing the assignments and projects.

VII. Bibliography

The knowledge bases that support course content and procedures include:

A. Contemporary References (1990-1999)
Murphy, E. & Rhe"aume, J. Constructivism From Philosophy to Practice. For course TEN-62349, Université Laval, Québec City, Québec, Canada, Summer, 1997.

B. Classic References

C. Key Journals

- eMedia Professional
- Interactivity
- MacWorld
- New Media
- Syllabus
- Technological Horizons in Education Journal
- Technology Training
- Videomaker
D. Electronic References

- Topics in Computer Science Multimedia: History, Theory, Design, and Authoring (CS 4341).
- WWW Multimedia Law.

VIII. Course Schedules and Policies

A. Tentative Course Schedule

_A complete course schedule will be made available in D2L when the course starts. The first day of class is Monday, January 8, 2018. The last day of class is Friday, May 4, 2018. Students will be expected to participate in all course activities and complete all assignments during this time._

B. Class Policies

1. Course Communication – all communications for this course will be done via D2L. Please use D2L e-mail for contacting the instructor.
2. Attendance – Because this course is on-line and being delivered via D2L there is no daily attendance requirement. However, students are responsible for participating in all course activities and completing all assignments and projects on or before the posted deadline for each assignment and/or project.
3. Team Production Process - Some projects may be produced using a team process. The class will be divided into production teams. Students are expected to work collaboratively with their team.
4. Assignments are due on the date specified. No exceptions. Assignments turned in after the due date will be given only partial credit. Assignments must be submitted via the specified method, unless alternate arrangements are made with the instructor.
5. It is expected that the work of each student will be his or her original work. It is also expected that each student will help foster a collegial learning environment by sharing his or her experiential and academic knowledge; encouraging intellectual honesty, and respectfully listening to the viewpoints of others.
6. Where applicable, papers are to be typewritten following the latest APA style format (http://www.apastyle.org). While the quality of the content is more important than quantity, it is expected that you will thoroughly cover the subject on which you are writing. You are expected to cite sources, including those found on the web (following APA style) and provide a reference list when appropriate. Although you are not
necessarily writing for publication purposes, it is expected that you will strive to write
at a high standard.

7. Students must be willing to take control of their learning and are expected to maintain a
high level of self motivation and participation.

8. Freedom in Learning. Students are responsible for learning the content of any course of
study in which they are enrolled. Under Board of Regents and University policy,
student academic performance shall be evaluated solely on an academic basis and
students should be free to take reasoned exception to the data or views offered in any
course of study. Students who believe that an academic evaluation in unrelated to
academic standards but is related instead to judgment of their personal opinion or
conduct should contact the dean of the college which offers the class to initiate a review
of the evaluation.

9. Netiquette – General Netiquette guidelines can be found at the Division of Continuing
Education Student Resources web page at http://www.usd.edu/continuing-and-distance-
education/student-resources.cfm. Students are expected to follow the basic rules of
netiquette and to be courteous and professional to all those in the class. Please type in
complete sentences and follow the discussion board guidelines. Use only appropriate
acronyms.

10. Instructor Responses – Unless otherwise stated, I will respond to e-mails within 24
hours on weekdays, or by the end of the day on Monday if you e-mail me during the
weekend. If you do not hear from me within those time frames, please send me a
follow-up email or call my office number.

11. Plagiarism is defined as using the words and/or ideas of another and representing them
to be your own, without proper credit to the author or source. Whether intentional or
unintentional, plagiarism will result, at a minimum, in a grade of zero for that
assignment. Since it is impossible to evaluate a plagiarized paper, no credit can be
given. Refer to the CE On-line Orientation found at http://www.usd.edu/continuing-
and-distance-education/student-resources.cfm
At the discretion of the instructor, a student may be:
• failed in the course
• dropped from the course
• assigned a reduced grade for the course
• allowed to rewrite and resubmit the assignment for credit