

AEET/EDET 703: Design & Development Tools (II)
Spring 2008

I. Course Information

A. Course Description: This course provides in-depth development of skills using current and emerging technologies to create multimedia or web-based projects that include instructional and multimedia elements (e.g., graphics, animation, audio and video).

B. Course Credits: 3

C. Prerequisites: AEET/EDET 603 – Design & Development Tools (I)

D. Intended Audience:

M.Ed. students in Educational Technology

E. Instructor:

Dr. Gary J. Senn

Office: RPSEC 302

E-mail: SennClass@usca.edu

Phone: 803-641-3558

F. Office Hours:

Tuesday/Thursday 9:30 a.m. - 11:30 a.m. or by appointment

G. Class Meetings: Recommended but optional

There are three, optional, class meetings during the semester. The same class will be offered both in Aiken and Columbia.

Thursdays, 5:00-7:40 p.m.

Aiken: 1/15, 1/29, 2/12

Columbia: 1/22, 2/5, 2/19

H. Email correspondence:

Your email account: Many people use email addresses that are cryptic. If possible, please set the “from” field to have some appropriate, identifying information in it.

General email correspondence: Be specific in the subject of your email correspondence.

A subject that states, “Question” is not helpful. A subject that briefly states the question or describes the content of the message would be better, “Did you receive my Flash 1 assignment?” Assignments sent via email should have your last name as the beginning of the subject line.

Instructor’s Class email: SennClass@usca.edu. The instructor uses this account for class activity. This account will be checked regularly throughout the course but it is likely that this account will not be checked every day. If there is time sensitive communication you may use the instructor’s main address SennG@sc.edu or make contact via phone.

I. Students with Disabilities:

If you have a physical, psychological, and/or learning disability that might affect your performance in this class, please contact the Office of Disability Services, B&E 126A, 803-641-3609, as soon as possible. The Disability Services Office will determine appropriate accommodations based on medical documentation.

II. Statement of Course Goals and Objectives

A. Goals:

1. Provide an in-depth development of skills using current and emerging technologies to create a multimedia or web-based projects that include instructional and multimedia elements (e.g., graphics, animation, audio and video).
2. Employ appropriate instructional design strategies in the creation of web-based

instructional products.

B. Association for Educational Communications and Technology (AECT) Standards

1.1 Instructional Systems Design (ISD)

- 1.1.1 Analyzing: process of defining what is to be learned and the context in which it is to be learned.
- 1.1.2 Designing: process of specifying how it is to be learned.
- 1.1.3 Developing: process of authoring and producing the instructional materials.
- 1.1.4 Implementing: actually using the materials and strategies in context.
- 1.1.5 Evaluating: process of determining the adequacy of the instruction.

2.3 Computer-Based Technologies

- 2.3.2 Design, produce, and use digital information with computer-based technologies.
- 2.3.4 Incorporate the use of the Internet, online catalogs and electronic databases to meet the reference and learning needs of students and teachers.

2.4 Integrated Technologies

- 2.4.1 Use authoring tools to create effective hypermedia/multimedia instructional materials or products.
- 2.4.2 Develop and prepare instructional materials and products for various distance education delivery technologies.
- 2.4.4 Use telecommunications tools such as electronic mail and browsing tools for the World Wide Web to develop instructional and professional products.
- 2.4.5 Develop effective Web pages with appropriate links using various technological tools (e.g., print technologies, imaging technologies, and video).

III. Required Course Textbooks

Students will select their own required text. Details on this are located on the Discussion Board on the Blackboard site.

IV. Submission Guidelines for course assignments

In order to manage effectively the activities during the course, a set of submission guidelines has been provided as a supplement to this syllabus. Please follow these guidelines closely as you submit information to the instructor.

Most assignments will be submitted through the assignment section of Blackboard. Exceptions to this will be noted in specific directions for a particular assignment.

V. Description of Course Assignments

A. Introductory Activities

NOTE: Before submitting any of the activities, be sure to follow the submission guidelines.

- **Your Picture:** If you have submitted a picture for a previous class with this instructor, you must submit a different picture for this class. The picture should be in a typical picture format such as jpg, gif or png. The file cannot be larger than 50K.
- **Update Blackboard:** Change the email address to match the one you will use for the course. Change your first and middle names so that the first letter of each is capitalized and the others are lower case. Use the name that you prefer to be called. Send the instructor an email message indicating that this is complete. The body of the message only needs to state, "Blackboard update complete."

B. Individual Activities and Projects

A wide variety of activities will be assigned throughout the semester. Specific instructions for these activities will be provided through other sources.

C. Group Project (Creating a Tutorial Website)

Group composition guidelines will be provided near the beginning of the semester. Each group will develop a web tutorial that will provide instructional opportunities for an identified set of learners. Each team member is responsible for creating a Flash animation designed for the tutorial that is different than the Flash animations created for other class assignments. Be sure that your project includes appropriate instructional content, visuals, appropriately designed page layouts, and links. The final project will be displayed on the Ed Tech WWW server.

Each group will be responsible, at designated intervals, for the deliverables listed below. One person from each group should submit each deliverable. The names of each group member should be included with each submission. Each submission will be via a Word file submitted through blackboard. The implementation will include the website that will be located in one group member's folder on the EdTech Web server in addition to the Word file.

- **Analysis:** 1- to 3-page analysis report.
- **Design:** 1- to 3-page design plan.
- **Development:** 1- to 3-page report on the development phase. This will include a report on the progress of the project.
- **Implementation:** The Word file should indicate each member of the team and a description of what each team member contributed to the project. Identify specific portions of the web tutorial that were created by each team member including the specific location of each individual's Flash animation. Include URLs for simplified location of created components. The tutorial should be located in one group members folder on the EdTech Web server.
- **Evaluation:** 1- to 3-page evaluation report.
- **Self & Peer Evaluations- Individually by each group member:** Include a description of individual roles in the group in completing the project (e.g. how tasks were divided in the group, about how much time each individual spent doing them) and ratings of the contribution of EACH group member, including oneself, on a scale from 0 to 5. Give a concrete summary of each member's contributions to the group along with numeric ratings.
- **Evaluation of Other Class Projects:** Each person will evaluate the projects submitted by each of the other groups. An evaluation rubric will be provided.

VI. Evaluation and Grading

A. Assignment Table

| Due Date | Activity Type | Deliverable | Points | # |
|----------|---------------|-----------------------------|--------|---|
| 15-Jan | Class | Class in Aiken | | |
| 16-Jan | Introductory | Picture of self | 20 | 1 |
| 16-Jan | Introductory | Blackboard Update | 10 | 2 |
| 20-Jan | Individual | Required Textbook Selection | 75 | 3 |
| 22-Jan | Class | Class in Columbia | | |
| 23-Jan | Individual | Word Processing | 100 | 4 |
| 27-Jan | Individual | Graphic 1 | 50 | 5 |
| 28-Jan | Individual | Flash 1 | 100 | 6 |

| | | | | |
|--------|---------------|------------------------------|-------------|----|
| 28-Jan | BB Discussion | Flash 1 reflection | 30 | 7 |
| 29-Jan | Class | Class in Aiken | | |
| 3-Feb | Individual | ADDIE Paper | 100 | 8 |
| 5-Feb | Class | Class in Columbia | | |
| 5-Feb | Group | Identify group members | 5 | 9 |
| 6-Feb | Individual | Raw html coding | 75 | 10 |
| 10-Feb | Individual | Graphic 2 | 100 | 11 |
| 10-Feb | BB Discussion | Graphic 2 reflection | 30 | 12 |
| 12-Feb | Class | Class in Aiken | | |
| 13-Feb | Individual | Mistakes in WWW design | 100 | 13 |
| 14-Feb | Individual | Flash 2 | 100 | 14 |
| 14-Feb | BB Discussion | Flash 2 reflection | 30 | 15 |
| 18-Feb | Individual | Personal Webpages | 200 | 16 |
| 19-Feb | Class | Class in Columbia | | |
| 24-Feb | Group | Analysis | 40 | 17 |
| 28-Feb | Individual | Graphic 3 | 100 | 18 |
| 28-Feb | BB Discussion | Graphic 3 reflection | 30 | 19 |
| 5-Mar | Individual | Flash 3 | 100 | 20 |
| 5-Mar | BB Discussion | Flash 3 reflection | 30 | 21 |
| 21-Mar | Group | Design | 40 | 22 |
| 28-Mar | Group | Development | 40 | 23 |
| 11-Apr | Group | Implementation | 200 | 24 |
| 18-Apr | Individual | Workplace Webpages | 200 | 25 |
| 25-Apr | Group | Evaluation | 40 | 26 |
| 2-May | Individual | Evaluation of Group Projects | 100 | 27 |
| 2-May | Group | Self & Peer Evaluation | 50 | 28 |
| | | Total | 2095 | |

B. Grade Scale

Some grades will be assigned as letter grades. The first number after each letter below represents the numerical equivalent of a given letter grade. If a gradebook item is listed as a letter grade, the numerical equivalent will be used in final grade calculations. The range after each letter indicates the range of numerical values that will be assigned to the letter.

- **A (95%) (93 - 100%)** = Exceptionally thorough knowledge of the subject matter; outstanding performance and professional quality of work.
- **B+ (91.5%) (91 - 92%)** = Signifies mastery and fulfillment of all course requirements; very good professional quality work.
- **B (87.5%) (85 - 90%)** = Good quality of work.
- **C+ (83.5%) (83 - 84%)** = Satisfactory, acceptable work.
- **C (78.5%) (75 - 82%)** = Minimally acceptable performance and quality of work; partial mastery.
- **D (72%) (70 - 74%)** = Not acceptable work.
- **F (50%) (Below 70%)** = Completely unacceptable work.

- **A+ (100%) = Wow factor.** This grade is only applied if the content of the assignment results in surprise, awe, amazement, astonishment, wonder and admiration.

C. Late Work

The expectation is that all assignments will be submitted prior to the due date and that late work is not accepted. If you have an exception that you would like to have considered, you must contact the instructor prior to the due date.

If an arrangement is made for late work, indicate the agreement on the submission. In the case of an email submission, include the agreement in the body of the email. Do not put the agreement in the assignment file.

VII. Bibliography

A. General Web Design

- Webmaster Tips- Free, online, searchable, topic listing newsletter
<http://www.netmechanic.com/news/>
- Evaluating Web Sites: Criteria and Tools
(<http://www.library.cornell.edu/okuref/research/webeval.html>)

B. Web Usability & Accessibility Guidelines

- Web Page Backward Compatibility Viewer <http://www.delorie.com/web/wpbcv.html>
- Evaluating Web Sites for Accessibility <http://www.w3.org/WAI/eval/Overview.html>
- W3C HTML Home Page <http://www.w3.org/MarkUp/>

C. Freehand Tutorials

- Dynodan Print Solutions. <http://www.dynodan.com/tutorial/freehand/>

D. Dream Weaver Tutorials

- <http://www.adobe.com/devnet/dreamweaver/> (CS4)
- <http://www.sitebuilder.ws/dreamweaver/tutorials/> (MX 2004)
- <http://www.entheosweb.com/dreamweaver/>

E. Flash Tutorials

- <http://www.adobe.com/devnet/flash/> (CS4)
- EchoEcho.com Flash Tutorial <http://www.echoecho.com/flash.htm> (MX)
- <http://www.w3schools.com/flash/>
- <http://www.entheosweb.com/Flash/>

F. Fireworks Tutorials

- <http://www.entheosweb.com/fireworks/>

G. Photoshop Tutorials

- <http://www.entheosweb.com/photoshop/>