EDIT 771 Section 5T1: Overview of Multimedia/Hypermedia

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<tr>
<th>DAYS / TIME / LOCATION</th>
<th>INSTRUCTOR: Prof. Lisa-Marie Aird</th>
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<tbody>
<tr>
<td>1/22/08 - 4/06/08</td>
<td>Email Address: <a href="mailto:laird@gmu.edu">laird@gmu.edu</a></td>
</tr>
<tr>
<td>Course meets online.</td>
<td>Phone Number: (703) 598-2306</td>
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<td>Virtual Office Hours by Appointment</td>
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Course Description
EDIT 771 provides an overview of issues and tools used within the field of Instructional Design. This course focuses on the development of skills necessary to implement multimedia/hypermedia ideas into the production process. Online discussions, practical application and student reflections will allow students to gain an understanding of the design process and practice using the basic features of Fireworks, Dreamweaver and Flash from the Adobe Creative Suite 3 Web Design Standard/Premium package to develop a web site. Students will apply the knowledge and skills learned by creating a website for a final semester project.

Objectives
- Apply interface design heuristics to the design of a website
- Identify examples and non-examples of good website design techniques
- Gain skills in the use of authoring and graphic manipulation software including Fireworks, Dreamweaver and Flash
- Use the software applications in the Adobe Creative Suite 3 Web Standard/Premium package to develop an instructional web site.

Section Delivery Format
EDIT 771 Section 5T1 will be contained in the LMS (learning management system) WebCT and delivered online primarily in an asynchronous (“instructor” and “learner” do not have to be in the same place at the same time, i.e. posting in the discussion area) format consisting of the following:

- Instructor-student asynchronous communication
- Multimedia online demos
- Instructor-provided lecture notes (via iTunes podcasts)
- Assigned readings, research & online documentation reviews
- Instructor-student discussion threads
- Student assignments and a final project

To successfully participate in the course, students are required to activate their GMU e-mail account. By activating your e-mail account, you will automatically have access to Blackboard/WebCT. Instructor will contact students via GMU e-mail address. Students should also have access to the Internet. A broadband connection is recommended as we will be using multimedia for this course.
During the semester, the instructor may ‘post and host’ a discussion or disseminate information via email to ensure student questions, and/or interesting findings/techniques or tips are communicated to the class. Instructor online office hours are available by appointment and can be conducted via telephone, Acrobat Connect, instant messenger or via a private Blackboard/WebCT chat forum.

Each week we will cover topics that relate to creating good web sites and different features and topics related to multimedia and hypermedia design as well as Adobe Fireworks, Dreamweaver and Flash. Readings, resources and lectures for each week will be released every Monday morning by 7:00am and will remain available through the end of the semester. It is the student’s responsibility to keep track of the weekly course schedule of topics, readings, activities, and assignments due.

Students with Special Needs
Students who require any special accommodations or those with disabilities that may affect their ability to participate fully in the course are encouraged to work with the instructor to ensure their successful participation.

This syllabus is subject to change based on the needs of the class. The Americans with Disabilities Act (ADA) prohibits discrimination against individuals with disabilities in the series, programs, or activities of all state and local governments. Under ADA a disability is defined as a physical or mental impairment that substantially limits a major life activity such as: learning, working, walking, speaking, hearing, breathing, and/or taking care of oneself. If a student has disability and needs course adaptations or accommodations because of that disability, it must be established with the faculty, in writing, at the beginning of the semester so arrangements can be made. Please call the Disability Resource Center for required documentation (703-993-2474).

Resources Required by Students
- Internet access
- Blackboard/WebCT CE 6 Account (http://courses.gmu.edu) (Visit http://www.irc.gmu.edu/coursetools/webct/IRC_Queckguide2_IET.pdf to review system requirements for running WebCT from your home)
- GMU Email Account
- Blog Account (to post your thoughts as you go through the course) (Visit http://www.blogger.com to sign up for a free blog (Web log) account).
- iTunes Account (to listen to class podcast lectures) (Visit http://www.itunes.com to download iTunes (free)
- Web space will be provided
Readings and Resources

• There is no required course text for this class. Web-based resources will be provided by the instructor.

Required Software

• Students will be required to have access to or purchase Adobe Fireworks CS3, Adobe Dreamweaver CS3 and Adobe Flash CS3 which are included in the Adobe Creative Suite 3 Web Standard or Web Premium packages. Adobe CS3 Web Premium may be purchased at a discounted rate through the university bookstore, Adobe education store or academic retailer for approximately $399.00 to $499.00 respectively. (If purchased separately, you will pay more.)

A 30-day download is available via the Adobe website. Since the semester is longer than 30 days I would advise to you evaluate your schedule respectively or strongly consider the purchase or use the computer labs available on campus. This software is available in the Commerce I and Robinson A350 labs on campus. Computer lab times may vary, please check before using.

Recommended Online Resources

• Safari Books Online (subscription) https://ssl.safaribooksonline.com/subscribe
  Terrific resource. Access to an online library of IT related textbooks. You can have a “bookshelf” of up to 10 books available to you at one time for $19.99 a month.
• Lynda.com (subscription) http://www.lynda.com
  Video-based tutorials on the most popular software package for $25.00 a month.

Recommended Texts (all available on safaribooksonline.com)

• The Non-Designer’s Web Book by Robin Williams and John Tollett
• Macromedia Fireworks 8: Training From the Source by Patti Schulze
• Adobe Dreamweaver How Tos: 100 Essential Techniques by David Karlins
• Adobe Flash CS3 Professional Classroom in a Book by Adobe Creative Team

Honor Code

To promote a stronger sense of mutual responsibility, respect, trust, and fairness among all members of George Mason University and with the desire for greater academic and personal achievement, we, the members of George Mason University, have set forth the following code of honor: Any individual who is caught in the act of cheating, attempting to cheat, plagiarizing, or stealing will be brought forth before a council of their peers. In the event that the individual is found guilty, he or she will be punished accordingly. For further information,
please refer to the University Catalog or Website at http://www.gmu.edu/departments/unilife/honorcode.html.

Proposed Schedule of Topics
The following is a summary of the topics & activities covered during the 10-week period. Updates and changes made to the syllabus will be announced and noted. All assignments are due at midnight on the specified dates and will be assigned point values. Points will be deducted for incomplete and late assignments. Assignments submitted more than 1 week after due date will receive 0 points.

<table>
<thead>
<tr>
<th>Week</th>
<th>Dates (week of)</th>
<th>Topic(s) / Assignments</th>
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| 1    | January 22     | **Introductions & “House-Keeping”**  
  **Week 1 Assignments**  
  (see Blackboard/WebCT for due dates)  
  Reflection - Brainstorm topic ideas for semester project on Blog |
| 2    | January 28     | **Working with Fireworks**  
  - Lecture notes on Heuristics and Good Web Interface Design  
  - Overview of Adobe tools and the Adobe Web Design Workflow  
  - Podcast lecture on graphics  
  **Week 2 Assignments**  
  - Discussion #1: e-Learning defined (1/29 - 2/3)  
  - Create a logo for your site - due midnight 2/3; post reflection on blog |
| 3    | February 4     | **Working with Fireworks**  
  - Podcast on creating your site layout  
  - Materials on Content Management and Creating your First Web Page  
  **Week 3 Assignment -**  
  - Design your site Layout due midnight 2/10; post reflection on blog |
| 4    | February 11    | **Working with Dreamweaver**  
  - Resources on XHTML  
  - Readings and/or lecture on Dreamweaver Templates  
  **Week 4 Assignments-**  
  - Exporting your Fireworks layout to Dreamweaver  
  - Creating a Template in Dreamweaver |
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| 5    | February 18    | Working with Dreamweaver  
|      |                | - Adding content to your site  
|      |                | - Readings on developing an Evaluation Form  
|      |                | **Week 5 Assignments**  
|      |                | - Discussion #2 - Self-Directed Learning (2/19 - 2/24)  
| 6    | February 25    | **Week 6 Assignments**  
|      |                | - E-Learning Module review and revision  
|      |                | due midnight 2/24; post reflection on blog  
| 7    | March 3        | **Week 7 Assignments**  
|      |                | - Design an Evaluation Form and develop website  
|      |                | Prototype due midnight 3/2; post reflection on blog  
|      |                | **Spring Break (March 10- March 16)**  
| 8    | March 17       | Working with Flash  
|      |                | - Podcast or reading materials may be assigned  
|      |                | **Week 8 Assignment**  
|      |                | - Create Animation using Flash due midnight 3/9; post reflection on blog  
| 9    | March 24       | Working with Flash  
|      |                | - Podcast or reading materials may be assigned  
|      |                | **Week 9 Assignment**  
|      |                | - Publish a Flash Video file due midnight 3/23; post reflections on blog  
| 10   | March 31       | Work on Final Project - **No Assignments Due**  
|      |                | **Finalize Project using Project Quality Checklist**  
| Final Project | Week of April 7 TBA | Virtual Showcase for Final Projects; Peer Reviews and Comments; Final Design Documents; Course Evaluations  

**Grading and Course Assignments**
Assignments and other activities on which your grade will be based have the following point values that come to a total of 300 points:
Weekly Assignments:

- **Week 1 Assignments** - Participation in “Let Me Introduce...” Discussions (4 pts); Check Web space/Create Folder (1 pt); Set up Podcast (1 pt); Set up Blog - send URL to instructor, Brainstorm project (2 pts); Submit project Topic to instructor (2 pts) - Total (10 pts)
- **Week 2 Assignment** - Online Discussion (10 pts)/Create a Logo for your Site (10 pts)
- **Week 3 Assignment** - Design your Site Layout (10 pts)
- **Week 4 Assignment** - Export Layout to Dreamweaver (5 pts)/Create a Dreamweaver Template (10 pts)
- **Week 5 Assignment** - Online Discussion (10 pts)
- **Week 6 Assignment** - e-Learning Module Review and Revision (15 pts)
- **Week 7 Assignment** - Design Evaluation Form (10 pts) and Prototype (10 pts)
- **Week 8 Assignment** - Create Animation Using Flash (10 pts)
- **Week 9 Assignment** - Publish a Flash Video file (10 pts)
- **Final Project in accordance with Project Quality Checklist** (150 pts - see list provided at the beginning of this section)
- **Peer Review** (10 pts)
- **Reflective Blog** (20 pts)

**Final Project:**
As you progress through the lectures and practice activities, you will be provided examples on how to create a web site. Part of your grade will be based on your assignments resulting in a completed semester project. You will be required to identify a project for which you will create a web site during the semester. The resulting project will encompass the features addressed in the course content. In addition to the specifications documented in the individual assignment descriptions, your final project must comply with the following **Project Quality Checklist**:

- Includes at least 5 pages of identified content (15 pts)
- Contains complete content for at least 2 of the main navigational menu selections (15 pts)
- Includes a fully functional main navigational menu (15 pts)
- Contains an e-mail link and use relative and absolute URLs (15 pts)
- All links within the site work (15 pts)
- Incorporates Flash animation that is relevant to the site theme and content (15 pts)
- Incorporates graphics that are relevant to the site theme and content (15 pts)
- Incorporates the use of tables (15 pts)
- Follows heuristics discussed in the course introduction (15 pts)
- Write a description of your site explaining your use of good web design practices (15 pts)
Please note that the point allotment for each of the weekly assignments is small. The most weight, point-wise, is associated with the final product. The weekly assignments are to ensure you stay on schedule. Therefore, points will be deducted for incomplete and late assignments. Assignments submitted more than 1 week after due date will receive 0 points.

Using the following scale, the final grade is based on your performance out of the possible 300 points:

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<tr>
<th>Grade</th>
<th>Points</th>
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<tbody>
<tr>
<td>A</td>
<td>300-269</td>
</tr>
<tr>
<td>B</td>
<td>268-239</td>
</tr>
<tr>
<td>C</td>
<td>238-209</td>
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<tr>
<td>D</td>
<td>208-179</td>
</tr>
<tr>
<td>F</td>
<td>178-0</td>
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Student Pointers from the Graduate School of Education
1. The IT program web site is at: http://it.gse.gmu.edu/
   Check this web site periodically for course descriptions, program requirements, applications requirements, and other useful information.

2. Students may subscribe to the IT listserv. Instructions on how to subscribe can be found at: http://it.gse.gmu.edu/itlist.htm (or from the IT homepage, click on Resources and then on the IT listserve icon). The IT listserv keeps you informed about program announcements, special topics courses, job announcements, internships, etc.

3. Extended Studies students may transfer up to 12 credits to a graduate program. To transfer credits students must submit a formal graduate application. Check the IT web site for information admission regarding requirements and procedures. On acceptance you should transfer your extended study courses into the graduate program by submitting the Transfer of Credit form at http://gse.gmu.edu/forms/academic/TransferCreditRequest.pdf.

4. Students who will earn a graduate degree or certificate should submit an intent to graduate at the beginning of the semester in which they will fulfill their course requirements. Information about graduation processes can be found at: http://registrar.gmu.edu/grad/graduation.html

6. Students should direct advising questions to their advisor. Adjunct faculty are not responsible for advising students on programmatic issues.