EDIT 771 Section 5T1: Introduction to Multimedia/Hypermedia

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<tr>
<th>DAYS / TIME / LOCATION</th>
<th>INSTRUCTOR: Wanda Mally</th>
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<td>September 1 – November 10</td>
<td>Email Address: <a href="mailto:wmally@gmu.edu">wmally@gmu.edu</a></td>
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<td>Wednesday</td>
<td>Phone Number: (207) 738-2414; (207) 738-2449 (FAX)</td>
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<td>7:20 p.m. – 10:00 p.m.</td>
<td>Teleconference and Online Office Hours by Appointment</td>
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<td>Commerce I, Room 100</td>
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Course Description
EDIT 771 provides an overview of the issues and tools used within the field of instructional design. The course focuses on the development of skills necessary to implement hypermedia/multimedia ideas into the production process.

Section Description
This course uses a discussion and practical application approach to allow the student to experience and practice using the basic features of the Macromedia Studio MX (and Studio MX 2004). Students will apply the knowledge and skills learned by creating a web site for the semester-long project. The beginning of the course includes a topic on design considerations that should be made when preparing to build a web site. Students will then apply these design techniques when building their own web site. As part of your learning experience, you will be evaluated on your ability to apply such design techniques that are also emphasized during the topic on Designing Forms.

Section Delivery Format
EDIT 771 Section 5T1 will be delivered primarily online. The course will be conducted using an asynchronous format consisting of the following:

- Instructor-provided lecture notes
- Assigned readings & research
- Instructor-Student discussion threads
- Student projects and a final presentation

To successfully participate in the course, Students are required to have access to and use the Internet, WebCT and their GMU email accounts.

This class meets primarily online, however one formal classroom meeting between the Instructor and Students will be held the final night of the class on November 10, 2004 in the Commerce I, room 100. At that time, students will present their final projects then complete the course evaluations. Instructor online office hours are available by appointment and can be conducted via telephone or via a private WebCT chat forum.

Each week we will cover different features and topics on Macromedia Studio MX. Downloadable lecture notes for the week will be posted by every Tuesday evening. For each week’s materials, the Students will ‘post and host’ discussions on helpful tips, procedures and information relating to the respective weeks’ topics. It is the student’s responsibility to keep track of the weekly course schedule of topics, readings,
discussions, activities, and assignments due. Weekly discussions will wrap up on Tuesdays.

Objectives
- Identify examples and non-examples of good web site design techniques
- Describe the features and uses of Dreamweaver, Freehand, Fireworks and Flash Studio MX (or Studio MX 2004)
- Apply interface design heuristics to the design of a web site
- Use Dreamweaver, Freehand, Fireworks and Flash to develop a web site
- Add an instructional component to a web site using the CourseBuilder extension

Resources Required by Students
- Internet access
- WebCT Account
  (go to [http://www.irc.gmu.edu/coursetools/webct/IRC_Quickguide2_IET.pdf](http://www.irc.gmu.edu/coursetools/webct/IRC_Quickguide2_IET.pdf) to review system requirements for running WebCT from your home)
- GMU Email Account

Required Course Texts
- Software-provided documentation

Schedule of Topics
The following is a summary of the topics covered over the 10-week period.

<table>
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<tr>
<th>Week</th>
<th>Dates</th>
<th>Topic / Sub-Topics</th>
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| 1    | 9/1 – 9/7| Course Introduction  
Macromedia Studio MX Software Overview  
Managing Your Course Files  
Heuristics of Good Web Site Interface Design  
Complete Assignment 1 |
| 2    | 9/8 – 9/14| Getting Started  
Site Setup  
Determining Page Layout  
Creating Your First Web Page  
Inserting Links and Basic Navigation  
Complete Assignment 2 |
| 3    | 9/15 – 9/21| Working with Tables  
Complete Assignment 3 |
| 4    | 9/22 – 9/28| Creating Graphics and Menus (Using Freehand & Fireworks  
Complete Assignments 4 and begin Assignment 5 |
| 5    | 9/29 – 10/5| Working with Frames  
Complete Assignments 5 and begin Assignment 6 |
| 6    | 10/6 – 10/12| Working with Flash  
Complete Assignment 6 |
| 7    | 10/13 – 10/19| Flash (continued) |
| 8    | 10/20 – 10/26| Flash (continued) |
Grading and Course Assignments
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 9-part semester project (9 assignments). 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.

Your grade will also be based on your participation/contributions for the scheduled discussions. These discussions will be designed to allow students to identify tips/procedures relating to each key topic. For example, the week that we cover Frames, each student will be expected to identify a procedure or tip relating to Frames in Dreamweaver and post that information as part of the discussion.

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

- Assignment 1 – Gather Personal Web Page Setup Info from Help Desk (10 pts)
- Assignment 2 – Set up a Dreamweaver Site and Add Files (10 pts)
- Assignment 3 – Incorporate Tables Using Dreamweaver (10 pts)
- Assignment 4 – Create Graphics Using Freehand (10 pts)
- Assignment 5 – Create a Menu Using Fireworks (10 pts)
- Assignment 6 – Create a Set of Frames (10 pts)
- Assignment 7 – Add Animation Using Flash (20 pts)
- Assignment 8 – Incorporate the CourseBuilder Extension (10 pts)
- Assignment 9 – Design a Feedback Form (10 pts)
- Discussion Participation/Contributions – 10 points each, 10 discussions, 100 points total
- Final presentation last night of class; your presentation will include providing some of the technical details concerning the way the site was developed – 100 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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<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>
</tr>
<tr>
<td>D</td>
<td>208-179</td>
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Student Pointers from the Graduate School of Education

1. The IT program website is at: http://it.gse.gmu.edu/
   Check this website periodically for course descriptions, program requirements, applications requirements, and other useful information.

2. All students must subscribe to the IT listserve. Instructions on how to subscribe can be found at: http://it.gse.gmu.edu/itlist.shtml (or from the IT homepage, click on Resources and then on the IT listserve icon). The IT listserve keeps you informed about course schedule changes, program announcements, special topics courses, important deadlines, job announcements, internships, etc.

3. If you are an Extended Studies student, you must submit a formal graduate application in order to qualify for the multimedia development certificate. Check the IT website for information on how to obtain a graduate application and what the admission requirements and procedures are.

4. If you are an Extended Studies student, you can only take up to 12 credits under this status. Once you submit a graduate application and you are accepted into one of our IT programs, you can transfer up to 12 credits to your degree program.

5. A student who is pursuing a multimedia development certificate (or any certificate) should follow all procedures for graduation. This includes activating your intent to graduate and meeting with your advisor to get appropriate signatures and paperwork submitted. Information about graduation processes can be found at: http://registrar.gmu.edu/grad/graduation.html

6. Every student must consult with their advisor periodically to make sure that they are registering for the right courses and in the right sequence. Adjunct faculty are not responsible for advising students on programmatic issues.