Course Syllabus
EDIT 771 / Spring 2006 / Page 1 of 5

EDIT 771 Section 5T1: Introduction to Multimedia/Hypermedia

<table>
<thead>
<tr>
<th>DAYS / TIME / LOCATION</th>
<th>INSTRUCTOR: Wanda Mally</th>
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<tbody>
<tr>
<td>1/23/06 – 4/7/06</td>
<td>Email Address: <a href="mailto:wmally@gmu.edu">wmally@gmu.edu</a></td>
</tr>
<tr>
<td>Course meets online.</td>
<td>Phone Number: (207) 738-2414; (207) 738-2449 (FAX)</td>
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<td></td>
<td>Teleconference and Online 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 hypermedia/multimedia ideas into the production process and uses a discussion and practical application approach to allow the student to experience and practice using the basic features of the Macromedia Studio suite. Students will apply the knowledge and skills learned by creating a web site for a final semester 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 the learning experience, students will be evaluated on their 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 online using an asynchronous format consisting of the following:

- Instructor-Student asynchronous communication
- Multimedia demos
- Instructor-provided lecture notes
- Assigned readings & online documentation reviews
- Student assignments, projects, and final presentations

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

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 or via a private WebCT chat forum.

Each week we will cover different features and topics on Macromedia Studio. Downloadable lecture notes for each week will be released every Monday morning by 7 A.M. 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.
Objectives
• Identify examples and non-examples of good web site design techniques
• Apply interface design heuristics to the design of a web site
• Describe the features and uses of Dreamweaver, Fireworks, Flash, and Contribute
• Use the Macromedia Studio product suite to develop a web site

Resources Required by Students
• Internet access
• WebCT Account
  (Go to http://www.irc.gmu.edu/coursetools/webct/quickstart.html to review system requirements for running WebCT from your home)
• Mason Cluster Account (with space on web server for posting project files)
• GMU Email Account

Required Software and Course Texts
• Students will be required to purchase or have access to Macromedia Studio 8 (or Macromedia Studio MX 2004)
• Students will be required to use the software-provided documentation that accompanies the Macromedia Studio software.
**Schedule of Topics**
The following is a summary of the topics & activities covered during the 10-week period. **All assignments are due on the specified dates. Incomplete assignments or assignments submitted late will receive 0 points.**

<table>
<thead>
<tr>
<th>Week</th>
<th>Dates</th>
<th>Topic / Sub-Topics</th>
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| 1    | 1/23-1/27 | **Introductory Discussions** 1/23 through midnight 1/26; postings made after 1/26 will not receive credit  
Course Introduction  
Macromedia Studio Software Overview  
Managing Your Course Files  
Heuristics of Good Web Interface Design  
Assignment 1 due 1/29  
Email project topic by 1/29 to instructor for approval |
| 2    | 1/30-2/3  | Getting Started with **Dreamweaver**  
Site Setup  
Determining Page Layout  
Creating Your First Web Page  
Inserting Links and Basic Navigation  
Assignment 2 due 2/5 |
| 3    | 2/6-2/10  | Working with Tables  
Assignment 3 due 2/12 |
| 4    | 2/13-2/17 | Working with **Fireworks**  
Assignment 4 due 2/19 |
| 5    | 2/21-2/24 | Working with Frames  
Assignment 5 due 2/26 |
| 6    | 2/27-3/3  | Working with **Flash** |
| 7    | 3/6-3/10  | Working with Flash (continued)  
Assignment 6 due 3/11 |
|      |           | **SPRING BREAK 3/12-3/19**                                                     |
| 8    | 3/20-3/24 | Designing a Feedback Form  
Assignment 7 due 3/26 |
| 9    | 3/27-3/31 | Overview of Macromedia **Contribute 3** |
| 10   | 4/3-4/5   | **Finalize Project using Project Quality Checklist;**  
Final Project due 4/5 |
|      | 4/6-4/7   | Virtual Showcase for Final Projects;  
Course Evaluations |
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 7-part semester project (7 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. In addition to the specifications documented in the individual assignment descriptions, your final project must comply with the following Project Quality Checklist:

- Contains a fully functional main navigational menu (15 pts)
- Contains a fully functional glossary (or acronym list) relating to content in your web site (15 pts)
- Includes a feedback form for site users. In addition to site-specific questions, the form includes at least 5 questions relating to design heuristics addressed at the beginning of the course. (15 pts)
- Contains a fully functional menu and/or links to the webmaster, site help, the glossary, and feedback form (15 pts)
- All links within the site work (15 pts)
- Contains complete content for at least 2 of the main navigational menu selections (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 frames and tables (15 pts)
- Follows heuristics discussed in the course introduction (15 pts)

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

- Participation in Introductory Discussions (10 pts)
- Assignment 1 – Send your URL to the instructor (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 a Menu and Add Graphics Using Fireworks (20 pts)
- Assignment 5 – Create a Set of Frames (10 pts)
- Assignment 6 – Add Animation Using Flash (20 pts)
- Assignment 7 – Design a Feedback Form (10 pts)
- Final Project in accordance with Project Quality Checklist (150 pts – see list provided at the beginning of this section)
- Participation in Project Showcase (50 pts)

Please note that the point allotment for each of the 7 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, incomplete assignments or assignments submitted late will receive 0 points.
Using the following scale, the final grade is based on your performance out of the possible 300 points:

<table>
<thead>
<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>
</tr>
<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 website is at: [http://it.gse.gmu.edu/](http://it.gse.gmu.edu/)  
   Check this website 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](http://it.gse.gmu.edu/itlist.htm) (or from the IT homepage, click on Resources and then on the IT listserv 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 website 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](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](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.