EDIT 771 Section 6D1 MSHA: Introduction to Multimedia/Hypermedia

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<tr>
<th>DAYS / TIME / LOCATION</th>
<th>INSTRUCTOR: Wanda Mally</th>
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<tr>
<td>Course meets online 01/09/06 through 02/17/06.</td>
<td>Email Address: <a href="mailto:wmally@gmu.edu">wmally@gmu.edu</a></td>
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<td></td>
<td>Phone Number: (207) 738-2414; (207) 738-2449 (FAX)</td>
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<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. 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 D61 will be delivered online using an asynchronous format consisting of the following:

- Instructor-provided lecture materials
- Assigned readings & research
- Instructor-Student discussion threads
- Final student projects presented using a ‘Virtual Showcase’

To successfully participate in the course, students are required to have access to and use the Internet, WebCT 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 will be released each Monday morning by 7 AM and will remain available through the end of the semester.

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 Fireworks, Dreamweaver, Flash and Contribute
- Use Fireworks, Dreamweaver, Flash and Contribute 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 workplace or home)
- GMU Email Account

Required Software and Course Texts
- Students will be required to purchase or have access to Macromedia Studio 8
- Students will be required to use the software-provided documentation that accompanies the software.

Schedule of Topics
The following is a summary of the topics & activities covered during the 6-week period.

<table>
<thead>
<tr>
<th>Week</th>
<th>Dates</th>
<th>Topic / Sub-Topics</th>
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<tbody>
<tr>
<td>1</td>
<td>1/9 – 1/13</td>
<td><strong>Course Introduction</strong>&lt;br&gt;Introductory Discussions (there are 2 discussions)&lt;br&gt;Handout on Uploading your Assignments to WebCT</td>
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<td><strong>Topics</strong>&lt;br&gt;Macromedia Studio Software Overview&lt;br&gt;Heuristics of Good Web Interface Design&lt;br&gt;Planning Web Site Layout&lt;br&gt;Email project topic by 1/16 to instructor for review</td>
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<tr>
<td>2</td>
<td>1/16 – 1/20</td>
<td><strong>Fireworks</strong>&lt;br&gt;Assignment 1 (Build your menu using Fireworks); due 8 A.M. 1/23</td>
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<td>3</td>
<td>1/23 – 1/27</td>
<td><strong>Dreamweaver</strong>&lt;br&gt;Creating Your First Web Page&lt;br&gt;Inserting Links and Basic Navigation&lt;br&gt;Working with Tables&lt;br&gt;Building a Feedback Form using Dreamweaver&lt;br&gt;Working with Frames&lt;br&gt;Assignment 2 (Build several web page documents) then pull them into a frameset; due 8 A.M. 1/30</td>
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<td>4</td>
<td>1/30 – 2/3</td>
<td><strong>Flash</strong>&lt;br&gt;Assignment 3 (Create a Flash movie); due 8 A.M. 2/6</td>
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<td>5</td>
<td>2/6 – 2/10</td>
<td><strong>Contribute</strong>&lt;br&gt;Assignment 4 (Add MS Office documents to your web site); due 8 A.M. 2/13</td>
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| 6 | 2/13 – 2/17 | **Finalize Project using Project Quality Checklist;**  
Post Your Final Project by 8 A.M. 2/16  
Virtual Showcase for Final Projects 8 A.M. on 2/16 through midnight 2/17  
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 4-part semester project (4 assignments). You will be required to identify a work-related topic 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 will comply with the following Project Quality Checklist:

- Contains a fully functional main menu (15 pts)
- The menu contains links to the webmaster, site help, the glossary (or acronym list), a feedback form, and a link to related resources (15 pts)
- The glossary (or acronym list) is fully functional and relates to content in your web site (15 pts)
- The feedback form includes site-specific questions and at least 5 questions relating to design heuristics addressed at the beginning of the course (15 pts)
- Shows use of Contribute to include reference documentation in the web site that can be accessed via the menu link to related resources (15 pts)
- All links within the site work (15 pts)
- Contains complete MSHA work-related content for at least 2 of the main menu selections (15 pts)
- Incorporates Flash animation that is 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 Discussions the first week of the class (20 pts)
- Assignment 1 – Fireworks menu (20 pts)
- Assignment 2 – Dreamweaver files (20 pts)
- Assignment 3 – Flash movie (20 pts)
- Assignment 4 – Integration of MS Office documents using Contribute (20 pts)
- Final Project in accordance with Project Quality Checklist (150 pts – see list provided at the beginning of this section)
- Participation in Project Showcase by providing constructive feedback on fellow classmates’ work (50 pts)

Please note that the point allotment for each of the 4 assignments is small—20 points each. The most weight, point-wise, is associated with the final product. The weekly assignments are simply to ensure you stay on schedule.

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

<table>
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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 website is at: 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 listserve. 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 listserve 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.

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.