GEORGE MASON UNIVERSITY
COLLEGE OF EDUCATION AND HUMAN DEVELOPMENT
GRADUATE SCHOOL OF EDUCATION
Instructional Design and Technology

EDIT 572 DL1: Digital Audio/Video Design Applications: Camtasia Studio
1 Credit, Spring 2015

PROFESSOR(S):
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COURSE DESCRIPTION:
  A. **Prerequisites/Corequisites**
     None
  B. **University Catalog Course Description**
     Provides basic knowledge of the range of capabilities of available audio and video
     design applications. Students learn to cultivate effective audio and video design
     practices for creating instructional products.
  C. **Expanded Course Description**
     Students will acquire a hands-on experience with the basic functions of Camtasia
     Studio, a screen recording and video editing software product from TechSmith. The
     course will utilize a combination of readings, video tutorials, threaded discussions and
     projects to introduce students to the most common uses of Camtasia.

DELIVERY METHOD:
This course will be delivered online using an asynchronous (not "real time") format via the
Blackboard learning management system (LMS) housed in the MyMason portal. There will be one
(1) **mandatory** web conferencing session on **Monday, January 5, 8:00-9:00 PM EST** via the
Blackboard Collaborate tool that is part of the LMS. You will log in to the Blackboard course site
using your Mason email name (everything before "@masonlive.gmu.edu) and email password.
The course site will be available on Sunday, January 4 at 6:00 PM EST.

TECHNICAL REQUIREMENTS:
To participate in this course, students will need the following resources:

- High-speed Internet access with a standard up-to-date browser, either Internet Explorer or Mozilla Firefox. Opera and Safari are **not** compatible with Blackboard;
- Consistent and reliable access to their GMU email and Blackboard, as these are the official methods of communication for this course
- Students may be asked to create logins and passwords on supplemental websites and/or to download trial software to their computer or tablet as part of the course requirements.
- The following software plug-ins for Pcs and Macs respectively, available for free downloading by clicking on the link next to each plug-in:
  - Adobe Acrobat Reader: http://get.adobe.com/reader/
  - Windows Media Player: http://windows.microsoft.com/en-us/windows/windows-media-player
  - Apple QuickTime Player: https://www.apple.com/quicktime/download/
- A headset microphone for use with the Blackboard Collaborate web conferencing tool
- A Screencast account to host your final project. You can sign up for a free Screencast account at http://screencast.com/.
- Access to Camtasia Studio via:
  - Downloading the 3**0-day free trial** version (be sure to select either the PC or MAC version and make sure your computer meets the technical requirements listed at http://www.techsmith.com/camtasia-system-requirements.html.) Given the short duration of this course, you should download the trial software immediately following our January 5 web conferencing session.

OR

  - Using Camtasia Studio in any of the **CEHD computer labs** on the Fairfax campus. For lab hours and location, visit http://cehd.gmu.edu/ots/labs.

OR

  - Purchasing your **own copy** of the software at the education price of $179 for PC or $75 for a limited-feature version for Mac at http://www.techsmith.com/volume-license-education.html.

EXPECTATIONS:
- **Course Week:** Because asynchronous courses do not have a "fixed" meeting day, our week will **start** on Monday, and **finish** on Sunday. However, our one web conferencing session has a fixed meeting date/time (Monday, January 5, 8:00-9:00 PM EST).
- **Log-in Frequency**: Students must actively check the Blackboard course site and their GMU email for communications from the instructor. This should be **daily** given the short duration of this course.
- **Participation**: Students are expected to actively engage in all course activities throughout the course, which includes viewing all course materials, completing course activities and assignments, and participating in course discussions and group interactions.
- **Technical Competence**: Students are expected to demonstrate competence in the use of all course technology. Students are expected to seek assistance if they are struggling with technical components of the course.
- **Technical Issues**: Students should expect that they could experience some technical difficulties at some point in the course and should, therefore, budget their time accordingly. Late work will not be accepted based on individual technical issues.
- **Workload**: Although much of this course is self-paced, there are **specific deadlines** and **due dates** listed in the **COURSE SCHEDULE** section of this syllabus to which you are expected to adhere. It is the student's responsibility to keep track of the daily course schedule of topics, readings, activities and assignments due.
- **Advising:** If you would like to schedule a one-on-one meeting to discuss course requirements, content or other course-related issues, and you are unable to come to the Mason campus, we can meet via telephone or web conference. Send me an email to schedule your one-on-one session and include your preferred meeting method and suggested dates/times.
- **Netiquette:** Our goal is to be **collaborative**, not combative. Experience shows that even an innocent remark in the online environment can be misconstrued. I suggest that you always re-read your responses carefully before you post them to encourage others from taking them as personal attacks. **Be positive in your approach to others and diplomatic with your words.** I will do the same. Remember, you are not competing with each other but sharing information and learning from one another as well as from the instructor.

LEARNER OUTCOMES:
This course is designed to enable students to:
- Implement basic audio/video design strategies to an in instructional design process
- Use the main features and functions of the software application
- Create a sample instructional design product using the range of features/functions of the software application

COURSE OUTCOMES:

At the end of this course, learners will be able to:

- Create a short interactive instructional video with audio narration using Camtasia Studio
- Integrate basic accessibility features into an instructional video using Camtasia Studio

PROFESSIONAL STANDARDS (International Board of Standards for Training, Performance and Instruction/IBSTPI):

Competency #15: Develop instructional materials

1. Develop specifications that serve as the basis for media production
2. Produce instructional materials in a variety of delivery formats
3. Develop materials that align with the content analysis, proposed technologies, delivery methods, and instructional strategies
4. Collaborate with production specialists

REQUIRED TEXTS:

- None
- Links to publicly-available, no-cost resources for each topic are listed in the **COURSE SCHEDULE** section of this syllabus as well as on our Blackboard course site.

COURSE ASSIGNMENTS AND DELIVERABLES:

1. **Course Kick-Off Web Conference (5 points)**
   Attendance at our January 5 web conferencing session is mandatory. The session agenda will be distributed 24 hours in advance of the session, along with instructions about how to access the session.

2. **Camtasia FAQs and Tips Discussion (10 points)**
   a. As you explore the features/functions of Camtasia, post the features/functions, tips and techniques that you find most useful to the *FAQs and Tips* forum on our Bb DISCUSSION BOARD
   b. The **minimum** requirement is two (2) postings
   c. You have the duration of the course (i.e., through January 18) to post your contributions
   d. The grading rubric for this assignment is located under the **Grading Information** tab in the horizontal menu bar of the *FAQs and Tips* forum.

3. **Basic Screen Capture Instructional Video (10 points)**
   a. Prepare a short (≤ 2 minutes) non-interactive (e.g., no quizzes) screen capture instructional video with audio narration
   b. Upload the video to your Screencast account and post the link to the **Basic Screen Capture** area under the ASSIGNMENTS link in the left-hand navigation menu of our Bb course site by 11:59 PM EST on **January 8**
   c. The grading rubric for this assignment is located on the same page as the submission area under the ASSIGNMENTS link in the left-hand navigation menu of our Bb course site

3. **Basic PowerPoint-based Instructional Video (10 points)**
   a. Prepare a short (≤ 2 minutes) non-interactive (e.g., no quizzes) PowerPoint-based instructional video with audio narration
   b. Upload the video to your Screencast account and post the link to the **Basic PowerPoint-based Video** area under the ASSIGNMENTS link in the left-hand navigation menu of our Bb course site by 11:59 PM EST on **January 10**
   c. The grading rubric for this assignment is located on the same page as the submission area under the ASSIGNMENTS link in the left-hand navigation menu of our Bb course site

4. **Final Project Video Workflow (15 points)**
   a. Select **either** the screen cast instructional video that you prepared for assignment #2 **or** the PowerPoint-based instructional video that you prepared for assignment #4 as the basis of your final project video, keeping in mind that your final project video should run **4-7** minutes
   b. Prepare a workflow document (max. 3 pages, single spaced) that describes the following:
      • Purpose/learning objectives
      • Content sequencing/progression
      • Visual and auditory stimuli
      • Feature/functions to support learning goals/outcomes
      • Closed captioning method used
      • Start/stop instructions
   c. Post your document to the **Final Project Video Workflow** area under the ASSIGNMENTS link in the left-hand navigation menu of our Bb course site by 11:59 PM EST on **January 12**
   d. The grading rubric for this assignment is located on the same page as the submission area under the ASSIGNMENTS link in the left-hand navigation menu of our Bb course site

5. **Feature/Function Quiz (20 points)**
   a. The quiz is located under the ASSESSMENTS link in the left-hand navigation menu of our Bb course site.
   b. This quiz consists of ten (10) closed-ended questions about the most commonly used Camtasia features/functions
   c. Quiz content is drawn from the online tutorials as well as the Camtasia Studio 8.2 for PC Help File/User's Guide, publicly available at http://assets.techsmith.com/Videos/ua-tutorials-camtasiaStudio-08/Camtasia_Studio_8.2_Help_File.pdf. Mac users will respond to the quiz based on the Mac tutorials at http://www.techsmith.com/tutorial-camtasia-mac-current.html.
   d. The quiz may be taken **only once** and must be completed in **one** session (no starting, stopping); please answer all 10 questions
   e. You have **90 minutes** to complete the quiz
   f. The quiz must be completed by the last day of class – i.e., **January 18, 11:59 PM EST**

6. **Final Project Instructional Video (30 points)**
   a. Create an instructional video 4-7 minutes long based on the Workflow document you prepared for assignment #4
   b. Upload your video to your Screencast account and post the link to your Screencast video to the ASSIGNMENTS area in the left-hand navigation menu of our Bb Course site by 11:59 PM on **January 17**
   c. In addition, post the link to your final project video to the *Video Exhibit Hall* forum on our Bb DISCUSSION BOARD on **January 17**
   d. Select **one (1)** of the final project instructional videos posted by a fellow course member and review using the criteria listed in the *Final Project Instructional Video Grading Rubric* posted at the end of this syllabus and in the relevant ASSIGNMENTS area of our Bb course site.

Total Possible Points: 100

Note: All assignments are due by 11:59 PM Eastern Time on the date indicated for each assignment in this syllabus and on our Bb course site. Late assignments will be penalized 10%. No late submissions will be accepted after January 18, the last day of classes.

GRADING POLICIES
- **General information**: The evaluation of student performance is related to the student's demonstration of the course outcomes. All work is evaluated on its relevance to the specific assignment, comprehensiveness of information presented, specificity of application, clarity of communication, and the analytical skills utilized, as documented in the respective grading rubrics on the Bb course site.
- **Grading scale**: The grading scale used in this course is the official George Mason University scale for graduate-level courses. Decimal percentage values ≥.5 will be rounded up); decimal percentage values <.5 will be rounded down.

Letter Grade	Total Points Earned
A	93%-100%
A-	90%-92%
B+	88%-89%
B	83%-87%
B-	80%-82%
C	70%-79%
F	<70%

GMU POLICIES AND RESOURCES FOR STUDENTS

a. Students must adhere to the guidelines of the George Mason University Honor Code (See **http://oai.gmu.edu/the-mason-honor-code/**).

b. Students must follow the university policy for Responsible Use of Computing (See **http://universitypolicy.gmu.edu/policies/responsible-use-of-computing/**).

c. Students are responsible for the content of university communications sent to their

George Mason University email account and are required to activate their account and check it regularly. All communication from the university, college, school, and program will be sent to students solely through their Mason email account.

d. The George Mason University Counseling and Psychological Services (CAPS) staff consists of professional counseling and clinical psychologists, social workers, and counselors who offer a wide range of services (e.g., individual and group counseling, workshops and outreach programs) to enhance students' personal experience and academic performance (See **http://caps.gmu.edu/**).

e. Students with disabilities who seek accommodations in a course must be registered with the George Mason University Office of Disability Services (ODS) and inform their instructor, in writing, at the beginning of the semester (See **http://ods.gmu.edu/**).

f. Students must follow the university policy stating that all sound emitting devices shall be turned off during class unless otherwise authorized by the instructor.

g. The George Mason University Writing Center staff provides a variety of resources and services (e.g., tutoring, workshops, writing guides, handbooks) intended to support students as they work to construct and share knowledge through writing (See **http://writingcenter.gmu.edu/**).

PROFESSIONAL DISPOSITIONS

Students are expected to exhibit professional behaviors and dispositions at all times.

CORE VALUES COMMITMENT

The College of Education & Human Development is committed to collaboration, ethical leadership, innovation, research-based practice, and social justice. Students are expected to adhere to these principles: **http://cehd.gmu.edu/values/**.

For additional information on the College of Education and Human Development, Graduate School of Education, please visit our website http://gse.gmu.edu/.

PROPOSED COURSE SCHEDULE:

With the **exception** of our first synchronous meeting via **Blackboard Collaborate,** the **reading and online tutorials** may be completed **at your own pace**. However, to help you plan your time, the following provides a **suggested** schedule. **Please note that the six mini-assignments have fixed due dates.**

Date	Topic
Mon. 01/5 **8:00-9:45 PM** **Attendance Required**	**COURSE KICK-OFF: Bb Collaborate** • Personal and course introductions • Syllabus review • Camtasia vs. Captivate: What's the difference? • Getting started: Workflow • Demo of basics: ScreenCast, PPT-based video, Accessibility

Suggested Schedule	Activities and Deliverables
Tues., 01/06	**Activities** • Download the Camtasia free trial at http://www.techsmith.com/download/camtasia/. Make sure you select either the Windows or the Mac version • Complete *Getting Started* tutorials 01-06, the links to which are located at http://www.techsmith.com/tutorial-camtasia-8.html for Windows users and http://www.techsmith.com/tutorial-camtasia-mac-current.html for Mac users • Read pp. 1-20, 31-38 of the *Camtasia Studio 8.2 for PC Help File*, the link to which is located at http://assets.techsmith.com/Videos/ua-tutorials-camtasiaStudio-08/Camtasia_Studio_8.2_Help_File.pdf
Wed., 01/07	**Activities** • Complete *Getting Started* tutorials 07-09, and the three *Audio* tutorials, the links to which are located at http://www.techsmith.com/tutorial-camtasia-8.html for Windows users and http://www.techsmith.com/tutorial-camtasia-mac-current.html for Mac users • Read pp.62-69, 92-107 of the *Camtasia Studio 8.2 for PC Help File*, the link to which is located at http://assets.techsmith.com/Videos/ua-tutorials-camtasiaStudio-08/Camtasia_Studio_8.2_Help_File.pdf • Start thinking about what tips/lessons learned you can share (Assignment #1)
Thurs., 01/08	**Activities** • Finalize your Basic Screen Capture Instructional Video (Assignment #2) **Deliverables** • Upload **Assignment #2** to the ASSIGNMENTS link by 11:59 PM

Suggested Schedule	Activities and Deliverables
Fri., 01/09	**Activities** • Read pp. 175-184, & 192-202 of the *Camtasia Studio 8.2 for PC Help File*, the link to which is located at http://assets.techsmith.com/Videos/ua-tutorials-camtasiaStudio-08/Camtasia_Studio_8.2_Help_File.pdf
Sat., 01/10	**Activities** • Finalize your Basic PowerPoint-based Instructional Video (Assignment #3) **Deliverables** • Upload **Assignment #3** to the ASSIGNMENTS link by 11:59 PM
Sun. 01/11	**Activities** • View the four (4) *Interaction* videos covering quizzing, the links to which are located at http://www.techsmith.com/tutorial-camtasia-8.html • Start thinking about which of your basic videos (assignment #2 or assignment #3) you will be using for your final project instructional video • Begin drafting your project workflow document (Assignment #4)
Mon. 01/12	**Activities** • Finalize your Final Project Video Workflow (Assignment #4) **Deliverables** • Upload **Assignment #4** to the ASSIGNMENTS link by 11:59 PM
Tues., 01/13 – Fri. 01/16	**Activities** • Work on your Final Project Instructional Video (Assignment #6) • Schedule a 90-minute block of time to complete the Feature/Function Quiz (Assignment #5)
Sat. 01/17	**Activities** • Finalize your Final Project Instructional Video (Assignment #6) **Deliverables** • Upload **Assignment #6** to the ASSIGNMENTS link **and** to the *Video Exhibit Hall* forum on our Bb DISCUSSION BOARD by 11:59 PM
Sun. 01/18	**Activities** • Select **one (1)** of the final project instructional videos posted by a fellow course member and review using the criteria listed in the *Final Project Instructional Video Grading Rubric* posted at the end of this syllabus and in the relevant ASSIGNMENTS area of our Bb course site • Make sure that you have completed the Feature/Function Quiz (Assignment #5) • Instructor wrap-up

ASSESSMENT RUBRIC:

FINAL PROJECT INSTRUCTIONAL VIDEO GRADING RUBRIC (Total Points: 30)

CRITERIA	Does Not Meet Standards	Meets Standards	Exceeds Standards
Objectives/Learning Outcomes	Objectives/learning outcome are not stated 0.00-3.99 points	Objectives/learning outcomes are stated but not clearly 4.00-4.94 points	Objectives/learning outcomes are clearly stated 4.95-5.00 points
Content	Content is not presented in a logical progression 0.00-3.99 points	Content is generally presented in a logical progression 4.00-4.94 points	Content is consistently presented in a logical progression 4;95-5.00 points
Visual and Auditory Stimuli	Minimal/poor use of visual and auditory stimuli to motivate target learners 0.00-3.99 points	Satisfactory use of visual and auditory stimuli to motivate target learners 4.00-4.94 points	Exemplary use of visual and auditory stimuli to motivate target learners 4.95-5.00 points
Selected Features/Functions	Selected features/functions do not support learning goals/desired outcomes 0.00-3.99 points	Selected features/functions generally support learning goals/desired outcomes 4.00-4.94 points	Selected features/functions clearly support learning goals/desired outcomes 4.95-5.00 points
Closed Captioning	No closed captioning or closed captioning not in sync with voice narration 0.00-3.99 points	Closed captioning is generally in sync with voice narration 4.00-4.94 points	Closed captioning is consistently in sync with voice narration 4.95-5.00 points
Start/Stop Instructions	No instructions on how to start/stop the video or inaccurate and unclear instructions 0.00-3.99 points	Instructions on how to start/stop the video accurate but unclear or inaccurate but clear 4.00-4.94 points	Accurate and clear instructions on how to start/stop the video 4.95-5.00 points