

ITED 521.01W: Instructional Multimedia Design and Development

COURSE SYLLABUS
Spring 2012

CREDITS: 3 Semester Credit Hours
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COURSE DESCRIPTION

This course prepares students to develop the ability to apply theories of multimedia learning and design principles to the design and production of effective Web-based multimedia lessons. It addresses theoretical foundations, principles of multimedia learning, multimedia design process, interface design, typography, graphic design, audio and video production, and instructional animations.

PREREQUISITES

ITED 520: Instructional Design and Development

REQUIRED READINGS

Mayer, R. E., & Moreno, R. (2003). Nine ways to reduce cognitive load in multimedia learning. *Education Psychologist, 38*(1), 43-52.

Five Ways to Reduce PP Overload (Atkinson & Mayer)

Multichannel Communication (AECT Handbook)

Additional Readings To Be Announced with Weekly Activities

COURSE OBJECTIVES

- Understand what multimedia is and how it relates to education
- Apply theories and principles of multimedia learning to the design of multimedia instruction.
- Write effective scripts for multimedia objects.
- Use multimedia development tools such as Dreamweaver, Photoshop, Fireworks, and Flash.
- Develop an engaging multimedia lesson that includes text, graphics, audio, video, and animation.
- Analyze and critique instructional multimedia products.

STANDARDS

The course objectives are derived from national and state standards as shown below:

- *AECT Standard 1: DESIGN* - Candidates demonstrate the knowledge, skills, and dispositions to design conditions for learning by applying principles of instructional systems design, message design, instructional strategies, and learner characteristics.
- *AECT Standard 2: DEVELOPMENT* - Candidates demonstrate the knowledge, skills, and dispositions to develop instructional materials and experiences using print, audiovisual, computer-based, and integrated technologies.
- *MTT Standard III*: The Master Technology Teacher applies knowledge of digital learning competencies including Internet research, graphics, animation, Web site mastering, and video technology.

COURSE SCHEDULE

Week	Topic
Introduction Week Wk 1 & 2 Jan 18–Jan 29	Overview of course Introduction to multimedia learning Assessment of prior learning Evaluating multimedia projects
Jan 30 – Feb 5	Defining multimedia learning Planning a multimedia presentation Identifying multimedia tools
Wk 3 Feb 6 – Feb 12	Cognitive Load Theory Five Ways to Reduce PP Overload Multi Channel Communication
Wk 4 Feb 13 – Feb 19	Multimedia Project Plan Begin Implementation of Multimedia Project
Wk 5 Feb 20 – Feb 26	Implementation of Multimedia Project Continued
Wk 6 Feb 27 – March 6	Final Project Due March 5

ASSIGNMENTS/EVALUATION

- 1. Weekly Activities (500 points):** For most weeks there will be learning activities. Formats may include class discussions, reading journal articles, surveys, quizzes, and hands-on activities.
- 2. Multimedia Review (50 points):** You will review a multimedia product and find its strengths and weaknesses.
- 3. Multimedia Lesson Development (150 points):** Choose a topic and an audience. Develop a design document outlining your topic and audience, your instructional

approach, your choice of multimedia objects and your rationale for that choice. Develop a Web-based lesson for the selected audience. Detailed instructions for this project are provided in a separate document.

- 4. Multimedia Final Project (200 points):** Once the project is completed it will be submitted for a final grade.
- 5. Exams (2): 100 pts each, 200 points total):** Two examinations will be given during the semester over the material covered in the course. Exams will contain quantitative and qualitative questions..

GRADING SCALE

A:	900-1000
B:	800-899
C:	700-799
D:	600-699
F:	0 - 599

STUDENT RESPONSIBILITIES

Students are expected to:

1. Login to the course site regularly at least three times a week to check course updates and discussion board messages.
2. Actively participate in all course activities.
3. Turn in assignments on or before the due date. Late assignments will NOT receive full credit. **Ten percent (10 %)** of the grade will be deducted for each day the assignment is late. Assignments received more than **one week** after the due date will not be accepted.

APA STYLE RESOURCES

- American Psychological Association (APA) formatting and Style Guide developed by Purdue University's Online Writing Lab: <http://owl.english.purdue.edu/owl/resource/560/01/>
- APA Style: <http://www.apastyle.org/>

DISABILITY ACCOMMODATIONS

Students with disabilities may request reasonable accommodations through the A&M-Texarkana Director of Student Services by calling 903-223-3062.

ACADEMIC HONESTY

Academic honesty is expected of students enrolled in this course. Cheating on examinations, unauthorized collaboration, falsification of research data, plagiarism, and undocumented use of materials from any source, constitute academic dishonesty, and may be grounds for a grade of "F" in the course and/or disciplinary actions." For additional information see the university policy manual.

UNIVERSITY DROP POLICY

To drop this course after the 12th class day, a student must complete the *Drop/Withdrawal Request Form*, located on the University website (<http://tamut.edu/Registrar/droppingwithdrawing-from-classes.html>) or obtained in the Registrar's Office. The student must submit the signed and completed form to the instructor of each course indicated on the form to be dropped for his/her signature. The signature is not an "approval" to drop, but rather confirmation that the student has discussed the drop/withdrawal with the faculty member. The form must be submitted to the Registrar's office for processing in person, email (Registrar@tamut.edu), mail (P. O. Box 5518, Texarkana, TX 75505) or fax (903-223-3140).

Drop/withdraw forms missing any of the required information will not be accepted by the Registrar's Office for processing. It is the student's responsibility to ensure that the form is completed properly before submission. If a student stops participating in class (attending and submitting assignments) but does not complete and submit the drop/withdrawal form, a final grade based on work completed as outlined in the syllabus will be assigned.