

EDIT 771 Section 5T1: Introduction to Multimedia/Hypermedia

DAYS / TIME / LOCATION	INSTRUCTOR: Wanda Mally
March 3 – May 5 Course meets online; First and Final class meeting held Thursday 4:30 p.m. – 7:00 p.m. Commerce II, Room 101	Email Address: wmally@gmu.edu Phone Number: (207) 738-2414; (207) 738-2449 (FAX) Teleconference and Online Office Hours by Appointment

Course Description

EDIT 771 provides an overview of the 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.

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, papers 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.

This class meets primarily online, however one formal classroom meeting between the Instructor and Students will be held the first and final nights of the class (March 3, 2005 and May 5th, 2005) in the Commerce II, room 101. 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 will typically be released every Thursday morning. For selected weeks, the Students will 'post and host' discussions on helpful tips and information relating to the Macromedia Studio MX topics. It is the student's

responsibility to keep track of the weekly course schedule of topics, readings, discussions, 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, Freehand, Fireworks and Flash Studio MX (or Studio MX 2004)
- 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 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 Flash MX or Macromedia Flash MX 2004
- Students will be required to use the software-provided documentation that accompanies the Macromedia Flash MX or Flash MX 2004 software.

Optional Texts

(The following choices depend on the version of software you will be using.)

- Macromedia Studio MX Bible (ISBN 0-7645-2523-9) or
- Macromedia Studio MX 2004 Bible (ISBN 0-7645-4472-1)

Schedule of Topics

The following is a summary of the topics & activities covered over the 10-week period.

Week	Dates	Topic / Sub-Topics
1	3/3 – 3/9	Course Introduction Macromedia Studio MX Software Overview Managing Your Course Files Heuristics of Good Web Interface Design <i>Online Discussion #1</i> <i>Assignment 1 due 3/9</i>
2	3/10 – 3/16 (includes Spring Break)	Getting Started Site Setup Determining Page Layout Creating Your First Web Page Inserting Links and Basic Navigation <i>Assignment 2 due 3/16</i>
3	3/17 – 3/23 (includes Spring Break)	Working with Tables <i>Assignment 3 due 3/23</i> <i>Online Discussion #2</i>
4	3/24 – 3/30	Creating Graphics Using Freehand <i>Assignment 4 due 3/30</i>
5	3/31 – 4/6	Creating a Menu Using Fireworks <i>Online Discussion #3</i> <i>Assignment 5 due 4/6</i>
6	4/7 – 4/13	Working with Frames <i>Assignment 6 due 4/13</i>
7	4/14 – 4/20	Creating Animation Using Flash <i>Online Discussion #4</i> <i>Assignment 7 due 4/20</i>
8	4/21 – 4/27	Incorporating the CourseBuilder Extension <i>Assignment 8 due 4/27</i> <i>Draft of Procedure Paper due 4/27</i>
9	4/28 – 5/4	Designing a Feedback Form <i>Assignment 9 due 5/4</i>
10 Class Meets	5/5	<i>Final Procedure Paper and Final Project due 5/5</i> Student Presentations 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 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 final presentation at the end of the semester will include your sharing a feature you used to create your project. This information will be provided in a separate **procedure paper you will hand out the last night of class.**

Your final grade will also be based on your participation/contributions for the scheduled discussions. The discussions will be designed to allow students to identify tips/lessons learned relating to selected topics at different points in the course.

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 (5 pts)
- Assignment 2 – Set up a Dreamweaver Site and Add Files (10 pts)
- Assignment 3 – Incorporate Tables Using Dreamweaver (5 pts)
- Assignment 4 – Create Graphics Using Freehand (15 pts)
- Assignment 5 – Create a Menu Using Fireworks (15 pts)
- Assignment 6 – Create a Set of Frames (10 pts)
- Assignment 7 – Add Animation Using Flash (15 pts)
- Assignment 8 – Incorporate the CourseBuilder Extension (15 pts)
- Assignment 9 – Design a Feedback Form (10 pts)
- Discussion Participation/Contributions – 25 points each, 4 discussions, 100 points total
- Procedure Paper – Write a 2-Page Procedure Describing How to Use a Feature in Dreamweaver, Flash, Freehand or Fireworks Used in Your Project (50 pts)
- Final presentation last night of class; your presentation will include providing some of the technical details concerning the way the site was developed, including the technique covered in your procedure paper – 50 points.

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

Grade	Points
A	300-269
B	268-239
C	238-209
D	208-179
F	178-0

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 listserv. 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 listserv icon). The IT listserv 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.