

### EDIT 771 Section 5T1: Introduction to Multimedia/Hypermedia

<b>DAYS / TIME / LOCATION</b>	<b>INSTRUCTOR: Wanda Mally</b>
9/2/05 – 11/4/05 Course meets online.	Email Address: <a href="mailto:wmally@gmu.edu">wmally@gmu.edu</a> 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 online 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.

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 MX. Downloadable lecture notes for each week will be released every Friday 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, 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](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 Studio MX or Macromedia Studio MX 2004
- Students will be required to use the software-provided documentation that accompanies the Macromedia Studio MX or Macromedia Studio 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 during the 10-week period.

**All assignments are due at midnight on the specified date. Incomplete and late assignments will receive 0 points.**

Week	Dates	Topic / Sub-Topics
1	9/2-9/8	<i>Student/Instructor Introductions via Online Discussion 9/2 through midnight 9/8</i> Course Introduction Macromedia Studio MX Software Overview Managing Your Course Files Heuristics of Good Web Interface Design <i>Assignment 1 due 9/8 at midnight</i> <i>Email project topic by 9/8 to instructor for approval</i>
2	9/9-9/15	Getting Started Site Setup Determining Page Layout Creating Your First Web Page Inserting Links and Basic Navigation <i>Assignments 2 due 9/15 at midnight</i>
3	9/16-9/22	Working with Tables <i>Assignment 3 due 9/22 at midnight</i>
<b>4</b>	<b>9/23-9/29</b>	<b>Creating Graphics Using Freehand</b> <b><i>Assignment 4 due 9/29 at midnight</i></b>
5	9/30-10/6	Creating a Menu Using Fireworks <i>Assignment 5 due 10/6 at midnight</i>
6	10/7-10/13	Working with Frames <i>Assignment 6 due 10/13 at midnight</i>
7	10/14-10/20	Creating Animation Using Flash <i>Assignment 7 due 10/20 at midnight</i>
8	10/21-10/27	Incorporating the CourseBuilder Extension <i>Assignment 8 due 10/27 at midnight</i>
9	10/28-11/1	Designing a Feedback Form <i>Assignment 9 due 11/1 at midnight</i>
	11/2	<i>Finalize Project using <b>Project Quality Checklist</b>;</i> <i>Final Project due 11/2 at midnight</i>
10	11/3-11/4	Virtual Showcase for Final Projects 11/3-11/4 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. 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 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 with 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 menu selections (15 pts)
- Includes a quiz that tests the users' knowledge of the content (see previous bullet) (15 pts)
- Incorporates Flash animation and a site logo 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 Student/Instructor Introductions Discussion (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 Graphics Using Freehand (10 pts)
- Assignment 5 – Create a Menu Using Fireworks (10 pts)
- Assignment 6 – Create a Set of Frames (10 pts)
- Assignment 7 – Add Animation Using Flash (10 pts)
- Assignment 8 – Incorporate the CourseBuilder Extension (10 pts)
- Assignment 9 – 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 9 assignments is small—10 points each. 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:

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 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 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.