

1-2003

## C&I 571.01: Planning, Preparing, and Assessing Educational Technology Media

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**C & I 571: Planning, Preparing, and Assessing Educational Technology Media  
Spring, 2003**

**Instructor:** Sally Brewer

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**Office hours:**

Tuesday, 1:00 – 3:00 p.m.

Thursday, 10:30 a.m. – 12:00

By appointment

**Course Location:** EDUC 315

**Description:**

This graduate level 3-credit course extends the overview of instructional media introduced in C & I 306 and continued in C & I 515. It focuses on the design, development, implementation, and evaluation of instructional media for a variety of teaching and learning situations.

Frequently, in a technology course, the assignment might be to create a multimedia presentation, with X number of text items, X number of graphics, a movie, a sound. There is no guidance as far as planning, thinking about the impact of color, the appropriateness and placement of graphics and so on.

This course is designed so that you will consider all aspects of your projects, from the first idea, through planning, producing, and implementation. We will then assess the project not only from the perspective of its value as a standalone product, but more importantly, its value in the curriculum.

**Learning Objectives:**

At the end of the semester, the students will be able to:

- A. Demonstrate skills in planning, producing and assessing instructional media
- B. Demonstrate skills in locating and evaluating instructional materials and software for diverse curriculum areas
- C. Demonstrate strategies for incorporating instructional media into the curriculum
- D. Demonstrate skills in using current technologies in instructional settings

**Teaching/learning strategies:**

Readings from textbook and journals

Lecture and demonstration

Class discussions

Hands-on experience producing instructional media

Individual projects

## Required textbook:

Ivers, K. S. & Barron, A. E. (2002). Multimedia projects in education: Designing, producing, and assessing. Englewood, CO: Libraries Unlimited.

## Recommended:

American Psychology Association. (2001). Publication Manual of the American Psychology Association (5<sup>th</sup> ed.). Washington, DC: American Psychology Association

## Selected Bibliography:

### Books

Bishop, S., Shuman, J., and Waxer, B. (2003). The web collection: Macromedia Flash MX, Dreamweaver MX, and Fireworks MX. Boston, MA: Course Technology.

Jonassen, D. H., Peck, K. L., & Wilson, B. G. (1999). Learning with technology: A constructivist perspective. Upper Saddle Brook, NJ: Prentice Hall, Inc.

Kemp, J. E., Morrison, G. R., & Ross, S. M. (1998). Designing effective instruction. Upper Saddle Brook, NJ: Prentice Hall, Inc.

Kemp, J. E. & Smellie, D. C. (1996). Planning, producing, and using instructional technologies (7<sup>th</sup> Ed.). New York: Harper Collins.

Tollett, J., Williams, R. & Rohr, D. (2002). Robin Williams Web Design Workshop. Berkeley, CA: Peachpit Press.

### Journals

Leading and learning with technology

Multimedia Schools

Technology and learning

### Websites

Web Monkey

<http://hotwired.lycos.com/webmonkey/>

Creating User-centered copy

<http://usableweb.com>

Builder.com

<http://www.builder.com>

Jacob Nielsen's Website

<http://www.useit.com>

**Evaluation:**

All assignments will be given a number of points. You will be assigned a number of points based on the grading criteria given you for that assignment. Class participation is required from all students and will be given a grade that is averaged with the rest. At the end of the semester, grades will be determined by the percentage of total points received out of the possible number.

Assignments

Impact of Multimedia Report – 3 pages	20 pts
PowerPoint	10 pts
Web page project 1	30 pts
Midterm	20 pts
Web project 2	30 pts
Video project	30 pts
Final	20 pts
Class attendance and participation	20 pts
Journal	<u>20 pts</u>
Total points	200

A = 175 – 200 pts.

B = 150 – 175 pts.

C = 125 – 150 pts.

D = 100 – 125 pts.

Multimedia projects

For each multimedia project, I expect the following: Project goal (2 pts.), flowchart (5 pts.) , storyboard (5 pts.) , bibliography (3 pts.) project itself (10 pts.) And a reflective paper (5 pts).

Projects, reports, and reading assignments are expected to be on time and presented in a professional manner. I expect words to be spelled correctly. All work should be written in APA style.

## C & I 571 Dynamic Schedule

<b>Date</b>	<b>Topic</b>	<b>Assignment</b>
1/28	Course overview Technology skills inventory	Read Chap. 1 Prepare report and a short PowerPoint presentation on impact of MM in your discipline
2/4	Why multimedia? (Lab night for research, etc.)	Read Chap. 2 & 3
2/11	DDD-E model Planning , designing, developing multimedia projects	PPT and reports due Read Chap. 4
2/18	Dreamweaver review	Read Chap. 6 and 9
2/25	Graphics & Animations Overview	Read Chap. 5
3/4	Fireworks basics	
3/11	Flash basics	
3/18	Midterm & Fireworks and Flash continued	
3/26	Spring break	
4/1	Audio in Classroom	1st Web assignment due
4/8	Video in the classroom Videotape – review using as a supplement Preparing students to make their own videotaped stories	Read Chap. 11
4/15	Video capture and editing	
4/22	Lab night	
4/29	More Dreamweaver	
5/6	Database driven web sites	Video project due
5/13	Show and Tell Final web project due	