

**AET/EDT 703: Design & Development Tools (II)**  
Spring 2007

**I. Course Information**

**A. Course Description:** This course provides in-depth development of skills using current and emerging technologies to create multimedia or web-based projects that include instructional and multimedia elements (e.g., graphics, animation, audio and video).

**B. Course Credits:** 3

**C. Prerequisites:** AET/EDT 603 – Design & Development Tools (I)

**D. Intended Audience:**

M.Ed. students in Educational Technology

**E. Instructor:**

Dr. Gary Senn

Office: RPSEC 302

E-mail: SennClass@usca.edu

Phone: 803-641-3558

**F. Office Hours:**

Tuesday/Thursday 10:00 a.m. - 12:00 p.m. or by appointment

**G. Class Meetings**

5:00-7:40 p.m.

Aiken: 1/23/07, 2/6/07, 2/20/07, 3/27/07, 4/10/07

Columbia: 1/30/07, 2/13/07, 2/27/07, 4/3/07, 4/17/07

**H. Email correspondence:**

Your email account: Many people use email addresses that are cryptic. If possible, please set the “from” field to have some appropriate, identifying information in it.

General email correspondence: Be specific in the subject of your email correspondence.

A subject that states, “Question” is not helpful. A subject that briefly states the question or describes the content of the message would be better, “Did you receive my Flash 1 assignment?”

Instructor’s Class email: SennClass@usca.edu. The instructor uses this account for class activity. This account will be checked regularly throughout the course but it is likely that this account will not be checked every day. If there is time sensitive communication you may use the instructor’s main address SennG@sc.edu or make contact via phone.

**I. Students with Disabilities:**

If you have a physical, psychological, and/or learning disability which might affect your performance in this class, please contact the Office of Disability Services, B&E 126A, 803-641-3609, as soon as possible. The Disability Services Office will determine appropriate accommodations based on medical documentation.

**II. Statement of Course Goals and Objectives**

**A. Goals:**

1. Provide an in-depth development of skills using current and emerging technologies to create a multimedia or web-based projects that include instructional and multimedia elements (e.g., graphics, animation, audio and video).
2. Employ appropriate instructional design strategies in the creation of web-based instructional products.

**B. Association for Educational Communications and Technology (AECT) Standards**

- 1.1 Instructional Systems Design (ISD)

- 1.1.1 Analyzing: process of defining what is to be learned and the context in which it is to be learned.
- 1.1.2 Designing: process of specifying how it is to be learned.
- 1.1.3 Developing: process of authoring and producing the instructional materials.
- 1.1.4 Implementing: actually using the materials and strategies in context.
- 1.1.5 Evaluating: process of determining the adequacy of the instruction.
- 2.3 Computer-Based Technologies
  - 2.3.2 Design, produce, and use digital information with computer-based technologies.
  - 2.3.4 Incorporate the use of the Internet, online catalogs and electronic databases to meet the reference and learning needs of students and teachers.
- 2.4 Integrated Technologies
  - 2.4.1 Use authoring tools to create effective hypermedia/multimedia instructional materials or products.
  - 2.4.2 Develop and prepare instructional materials and products for various distance education delivery technologies.
  - 2.4.4 Use telecommunications tools such as electronic mail and browsing tools for the World Wide Web to develop instructional and professional products.
  - 2.4.5 Develop effective Web pages with appropriate links using various technological tools (e.g., print technologies, imaging technologies, and video).

### III. Required Course Textbooks

Students will select their own required text. Details on this are located on the Blackboard site.

### IV. Submission Guidelines for course assignments

In order to manage effectively the activities during the course, a set of submission guidelines has been provided as a supplement to this syllabus. Please follow these guidelines closely as you submit information to the instructor.

### V. Description of Course Assignments

#### A. Introductory Activities

**NOTE:** Before submitting any of the activities, be sure to follow the submission guidelines.

- **Your Picture:** A class WWW page will be created with a picture of everyone in class. You must submit the picture of yourself. Do not insert the picture into a word file. The picture should be in a typical picture format such as jpg, gif or png. Submit the picture as an attachment to an email message. The file cannot be larger than 50K.
- **Update Blackboard:** Change the email address to match the one you will use for the course. Change your first and middle names so that the first letter of each is capitalized and the others are lower case. Use the name that you prefer to be called. Send the instructor an email message indicating that this is complete. The body of the message only needs to state, "Blackboard update complete."
- **Flash Experience:** Give a brief, narrative description of the Flash files you have created. I expect this to be less than 1/2 of a page. Submit this as a Word file.

#### B. Individual Activities and Projects

A wide variety of activities will be assigned throughout the semester. Specific instructions for these activities will be provided through other sources.

#### C. Group Project (Creating a Tutorial Website)

Group composition guidelines will be provided near the beginning of the semester. Each group will develop a web tutorial that will provide instructional opportunities for an identified set of learners. Each team member is responsible for creating a Flash animation

designed for the tutorial that is different than the Flash animations created for other class assignments. Be sure that your project also includes appropriate instructional content, still graphics, appropriately designed page layouts, and links. The final project will be displayed on the Ed Tech WWW server.

Each group will be responsible, at designated intervals, for the following deliverables:

- **Analysis:** 1- to 3-page analysis report
- **Design:** 1- to 3-page design plan
- **Development:** 1- to 3-page report on the development phase. This will include a report on the progress of the project.
- **Implementation:** One person from the group should send an email message to the instructor to indicate that the tutorial is complete and ready for grading. The email message should indicate each member of the team and a description of what each team member contributed to the project. Identify specific portions of the web tutorial that were created by each team member including the specific location of each individual's Flash animation. Include URLs for simplified location of created components.
- **Evaluation:** 1- to 3-page evaluation report.
- **Self & Peer Evaluations- Individually by each group member:** Send the instructor self & peer evaluations in the body of an email message. Include a description of individual roles in the group in completing the project (e.g. how tasks were divided in the group, about how much time each individual spent doing them) and ratings of the contribution of EACH group member, including oneself, on a scale from 0 to 5. Give a concrete summary of each member's contributions to the group along with numeric ratings.
- **Project Presentation:** On the final exam night, each team will make a class presentation outlining the main parameters of the project and demonstrating the tutorial itself in abbreviated form and thus provide a concise yet complete overview of the project. Each member of the team will be expected to participate in the presentation.

## VI. Evaluation and Grading

### A. Assignment Table

Assignment	Due Date	Deliverable	Points
Introductory Activities	18-Jan	Picture of self	10
	18-Jan	Blackboard Update	10
	18-Jan	Flash Experience	10
Class Discussion	Periodic	Class Blackboard Discussion	150
Individual Activities	22-Jan	Word Processing	100
	26-Jan	Required Textbook Selection	75
	3-Feb	Graphic 1	100
	3-Feb	Flash 1	100
	10-Feb	ADDIE Paper	100
	10-Feb	Raw html coding	60
	17-Feb	Graphic 2	100
	17-Feb	Mistakes in WWW design	100
	3-Mar	Personal Webpages	200
	3-Mar	Flash 2	100
	31-Mar	Graphic 3	100
	7-Apr	Flash 3	100

	14-Apr	Workplace Webpages	200
Group Project	8-Feb	Identify group members	5
	24-Feb	Analysis	40
	10-Mar	Design	40
	24-Mar	Development	40
	21-Apr	Implementation	200
	28-Apr	Evaluation	40
	5-May	Self & Peer Evaluation	40
	8-May	Project Presentation	40
Final Exam	8-May	Final Exam	200
		<b>Total</b>	<b>2260</b>

## B. Grade Scale

Some grades will be assigned as letter grades. The first number after each letter below represents the numerical equivalent of a given letter grade. The range after each letter indicates the range of numerical values that will be assigned to the letter.

- **A (95%) (93 - 100%)** = Exceptionally thorough knowledge of the subject matter; outstanding performance and professional quality of work.
- **B+ (91.5%) (91 - 92%)** = Signifies mastery and fulfillment of all course requirements; very good professional quality work.
- **B (87.5%) (85 - 90%)** = Good quality of work.
- **C+ (83.5%) (83 - 84%)** = Satisfactory, acceptable work.
- **C (78.5%) (75 - 82%)** = Minimally acceptable performance and quality of work; partial mastery.
- **D (72%) (70 - 74%)** = Not acceptable work.
- **F (50%) (Below 70%)** = Completely unacceptable work.
- **A+ (100%)** = Wow factor. This grade is only applied if the content of the assignment results in surprise, awe, amazement, astonishment, wonder and admiration.

## C. Late Work

The expectation is that all assignments will be submitted prior to the due date and that late work is not accepted. If you have an exception that you would like to have considered, you must contact the instructor prior to the due date.

If an arrangement is made for late work, indicate the agreement on the submission. In the case of an email submission, include the agreement in the body of the email. Do not put the agreement in the assignment file.

## VII. Bibliography

### A. General Web Design

- Webmaster Tips- Free, online, searchable, topic listing newsletter  
<http://www.netmechanic.com/news/>
- Evaluating Web Sites: Criteria and Tools  
<http://www.library.cornell.edu/okuref/research/webeval.html>

### B. Web Usability & Accessibility Guidelines

- Web Page Backward Compatibility Viewer <http://www.delorie.com/web/wpbcv.html>
- Bobby - Tools for ADA Compliance Testing <http://webxact.watchfire.com/>
- W3C HTML Home Page <http://www.w3.org/MarkUp/>

**C. Freehand Tutorials**

- Dynodan Print Solutions. <http://www.dynodan.com/tutorial/freehand/>

**D. Dream Weaver Tutorials**

- <http://www.adobe.com/devnet/dreamweaver/>
- <http://www.sitebuilder.ws/dreamweaver/tutorials/>

**E. Flash Tutorials**

- EchoEcho.com Flash Tutorial <http://www.echoecho.com/flash.htm>