

Course Syllabus

ITE 170 & 270

Advanced Multimedia Applications

ITE 170 - Multimedia Software - Explores technical fundamentals of creating multimedia projects with related hardware and software. Students will learn to manage resources required for multimedia production and evaluation and techniques for selection of graphics and multimedia software.

ITE 270 - Advanced Multimedia Development - Refines multimedia skills, focusing on project development using digital media; video clips, still images, and audio (sounds, music, and narration).

Course Description

Advanced Multimedia Applications introduces students to the multifaceted and exciting world of multimedia. Through a careful study of the fundamentals of creating multimedia, students will have an opportunity to learn several software applications used in multimedia presentations, audio & video production, photo & image editing as well as web and desktop publishing. In this class, collaboration and problem-solving skills will be stressed to advance student creativity and imagination.

This course incorporates lecture, tutorials, and hands-on activities which build skills and techniques for a variety of software programs to create and edit multimedia content. Once students have developed proficiency with these software programs, they will complete individual and group projects utilizing interactive methodologies to turn their creative visions into finished products. A final project will be required in both sections. At the end of the course, students will be able to demonstrate an understanding of current multimedia data types, efficient design solutions and establish standards for their own multimedia creations. ***The core of this course is your own creativity!***

Instructor: Alicia Johnson

Office Hours: 8 a.m. - 3 p.m.

(Please e-mail or text anytime – I am rarely too far away from a computer)

Telephone: 703-232-5982

E-mail: ajohnson@hgs.k12.va.us and alternate Mrs.JMultimedia@gmail.com

Course Goals & Objectives

As with many courses, students gain a variety of experiences throughout the course that are not specifically outlined in the course objectives. In our AMA course, some of those sideline lessons are creative problem solving our way through technology mishaps, restrictions, and learning curves. You will become better communicators. You will become more familiar with the importance of personal learning goals above and beyond the normal performance goals, students often set. You will practice the art of reflecting on what you have learned. You will learn that "revision" is not a *four-letter word*. You will

learn to evaluate your own work, your own processes, and your effort. In addition to these sideline lessons, students will also be able to do the following by the end of the course:

- Design, create, post and evaluate a variety of multimedia messages using multimedia and design principles and a variety of media editing software applications to communicate specific messages to target audiences.
- Effectively utilize word choice, word art creation, and font/type decisions to communicate messages that enhance understanding and be able to explain and support choices.
- Create and edit images for a variety of multimedia messages in order to enhance comprehension and audience engagement.
- Modify multimedia projects by effectively and seamlessly incorporating audio for enhanced audience comprehension and engagement and be able to explain and support choices.
- Create and manipulate animation and video as part of a multimedia project.
- Learners will develop and use evaluation techniques to assess online, peer and self-created multimedia products (websites, presentations, individually created artifacts) for effectiveness and ethical practices (Copyright, Fair Use and media manipulation).
- Collaborate effectively with one or more peers to solve communication problems through the design and development of multimedia messages with the ability to edit based on peer/teacher feedback.

Teaching Methods

- I will deliver content to you in the following modes: Canvas course site, video tutorials and multimedia presentations, individual and group activities, various external links to reading material and videos, and Canvas discussion forum;
- I will be available by appointment for one-on-one student sessions upon request using iLinc, Skype or Google Hangouts and if the class desires, we could meet as a class in iLinc from time to time as well.
- I will provide necessary resources to enhance your learning experience;
- I will monitor your progress and help you become successful problem solvers through assessment, feedback and any necessary assistance required to strengthen understanding;
- I will work with your school facilitators, guidance counselors and county technologists to make this course an ultimate learning experience.

Required Text & Other Materials

Textbook: During the course of the semester you will be reading or viewing a variety of online articles, videos, and images and often posting a reflective response to your reading either on Canvas or your WordPress blog. What the readings will provide is a particular perspective of the Lesson we are studying at the time.

Digital Camera: The Governor's School provides camera's with video and still shot capabilities to all enrolled students' base schools for use during the semester. You may want to use your own personal video hardware such as a digital video camera, I-Pod, smart phone, cell phones, etc. You have permission to use any of these devices **as long as your school will allow you to use them**. Otherwise, use the Governor's School camera and its associated software. They are to be turned into your facilitator at the end of the course.

Graphic Tablet: Wacom graphic tablet and associated software are available at each school for you to check out. They are to be turned into your facilitator at the end of the course.

Software Used in the Course (may use others):

- Adobe Photoshop Elements and Premier Elements (provided by Governor’s School for students to keep) image and video editing software. May be installed at school and on a home computer.
- Microsoft OS and Office Suite products (Word, PowerPoint, MovieMaker) should be available on your school computer
- Downloaded from online sources: A list has been provided to each school and is also available to you in Canvas of the software and online applications that we often use in the course. It is your responsibility to make sure that your facilitator is aware of your software needs for the duration of the course. Please inform me immediately if there are any issues in this area.

Other Misc.:

- Headset & Mic - to be returned to facilitator at the end of the course.
- Jump drive – First time Governor’s School students should receive a thumb drive
- Scanner (handy when storyboarding – try to locate your school’s scanner to use)

Helpful Websites:

- [Governor's School Website.](#)
- [Box.net](#) – Used to store files and folders for management and collaboration
- [Wordpress.com](#) - Blog site
- Voicethread.com - combination sound/image presentation platform
- [Prezi.com](#) - combination sound/video/image presentation platform
- [TodaysMeet.com](#) - Topic specific chat room to post an opinion (you don’t need an account)
- [Facebook](#) – Each class has a FB page for optional communication and posting

Required Reference Format:

We will practice using the latest APA guidelines for giving credit to and citing internet and non-internet sources and references.

APA Online Reference: <http://owl.english.purdue.edu/owl/resource/664/01/>

Assignments

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This course is a project based course meaning that students are assessed throughout the course through their lesson work and projects versus a typical quiz/test assessment format. Scores are based on scoring rubrics posted in assignments. Each Lesson will have reading responses, discussion forum posts, and/or practice activities as well as 1 or 2 assignments at the end of each module (sometimes using self or peer evaluations in addition to my own). The Modules in the course are as follows:

Module 1: Ethics in the Information Age
Module 2: Communication, Audience and Word Choice
Module 3: Where are your words and how do they look?
Module 4: Limiting Word Count and Telling More Stories
Module 5: Word Art
Module 6: Images and Human Perception
Module 7: Images and Design
Module 8: Visual Narratives
Module 9: Animation...It seems so easy.
Module 10: Communicating With Animation
Module 11: Enhancing Your Message with Sound
Module 12: Audio Editing for the Audience
Module 13: Multimedia Soundtracks
Module 14: Synthesis ~ Putting it all Together
Module 15: Final Project

Grading Policy & Scale

The following scale will be used in determining final grades:

90-100 – A

80-89 – B

70-79 – C

60-69 – D

Below 60 - F

Due dates missed because of excused delays should be made up as quickly as possible. Make-up work for projects should be scheduled in advance with me. Incomplete “I” grades must be resolved before the end of each grading period.

Attendance Policy

The attendance policies and expectations of the student’s home school are to be followed. As this is an asynchronous course, there are no regularly scheduled class meetings. However, if your school requires you to work on your course at your home school, you should abide by their rules and requirements. You are responsible for the completion of all work in the course and required to meet all due dates assigned for each week. Missed due dates will result in a lower grade. Always feel free to contact me ajohnson@hgs.k12.va.us to discuss scheduling issues *prior* to due dates. (You may also need to refer to your Community College Handbook for details on this policy.)

The Community colleges that partner with the Governor's School are committed to academic quality and student success. Elements that support both of these values are ***regular and timely progress*** in your course.

Disabilities

Information & Instructions for Individuals with Disabilities:

Students may request academic accommodations for identified disabilities through HGS's Main Office (276- 619-4326). We will evaluate the request, consult with appropriate officials from the student's home school, and develop a plan that outlines necessary and reasonable accommodations to be followed. All correspondence will be kept confidential.

Emergency Policy

In the event of a major interruption of technological connectivity or actual emergency affecting the student's school, the offices of HGS, or the community college through which a student is receiving his/her credit - course requirements, class meeting times or schedules, assignment deadlines, and grading schemes are subject to changes that may include alternative delivery methods, alternative methods of interaction with the instructor, alternate class materials, changes to class membership, a revised attendance policy; a revised semester calendar and/or grading scheme, etc.

For more general information about plans for dealing with such catastrophic events or emergencies, please consult the following resources:

- The College Website
- Your School's Emergency notification and response plan
- The Holton Governor's School Web-Page (<http://www.hgs.k12.va.us/>)

Should such a situation arise, HGS's Administrator will work closely with the appropriate school division and college personnel to resolve it as soon as possible. Students will be contacted through available forms of communication and given specific directions as to how they will proceed to complete their course work, how timelines will be adjusted, etc.