Graduate Course Syllabus

IDT 610: Multimedia Design and Production

Center: Online

Course Prerequisites

IDT 520 and IDT 530

Course Description

This course serves as a foundation for research-based multimedia design and production. Students attain core principles and tools necessary for effective learning design, which will be further developed in later design and production coursework. This is a production-oriented course that focuses on the direct application of principles through the use of current and emerging multimedia design tools, emphasizing informed, deliberate decision-making for effective design.

Course Outcomes

- Develop holistic multimedia strategies based on instructional design, graphic design, user experience, and visual communication principles
- Evaluate a variety of multimedia development and delivery tools and identify the context in which each one can be best utilized
- Assess existing multimedia elements and objects for their adherence to research-based instructional design theories and graphic design, user experience, and visual communication principles
- Create multimedia elements that facilitate learning using interaction, visual engagement, and applicable learning theories and that are aligned with course outcomes

Required Materials

Using your learning resources is critical to your success in this course. Please purchase directly through SNHU's online bookstore, MBS Direct, rather than any other vendor. Purchasing directly from the bookstore ensures that you will obtain the correct materials and that the Help Desk, your advisor, and the instructor can provide you with support if you have problems.

Multimedia Foundations: Core Concepts for Digital Design
Vic Costello, Susan Youngblood, and Norman E. Youngblood
Focal Press/Taylor & Francis Group
2nd Edition
2017
ISBN: 978-0-74003-6

Software/Equipment Used in this Course

Program	Usage Notes
Microsoft Office PowerPoint	Microsoft PowerPoint is used throughout this course and should be part of your standard MS Office Suite required as an SNHU student.
Microphone	For audio recording you will need a low-end computer microphone for use in Modules Five to Nine. A USB microphone with a headset is ideal, but not necessary.
TechSmith Snagit	You will use the 30-day trial of the program. **Do not download until instructed to in Module Four.**
Adobe Photoshop Elements	You will use the 30-day trial of the program. **Do not download until instructed to in Module Four.**
Audacity	This software is free, and does not only allow for a 30-day trial; it is an open source, unlimited use resource.
TechSmith Camtasia	You will use the 30-day trial of the program. **Do not download until instructed to in Module Six.**

The options listed in the Alternative Software Option column could be used as alternatives to the necessary software tools required to complete the multimedia design assignments leading to the summative assessment for the IDT courses.

Recommended Software	Alternate Software Option
TechSmith Camtasia	**CamStudio** http://camstudio.org/ **FRAPs** http://www.fraps.com/
TechSmith Snagit	**JING** https://www.techsmith.com/jing.html
Adobe Photoshop Elements	**GIMP** http://www.gimp.org/
Audacity	**N/A** This software is free, and does not only allow for a 30-day trial; it is an open source, unlimited use resource.

Some of our recommended and necessary software requirements are quite costly if purchased by students out of pocket; however, they allow a 30-day trial of the software to those who register through the respective website and download it to their computers accordingly. Because the software options are readily available on the web for download at any time, it's possible that students may have previously explored and already used a 30-day trial independently of any courses they may have taken in this academic program. As such, this list provides alternative options for them to use should that be the case.

Please note that there are graded assignments and rubrics associated with using these recommended tools; if any alternate software option is used, the assignments should be completed reflecting the same formative tasks and rigor as asked.

Chalk & Wire Account

With your mySNHU account, you will have access to obtain a Chalk & Wire account. This online platform will be used throughout the MSIDT program for building your professional portfolio. Your Chalk & Wire account and portfolio design should have been set up in the IDT 510: Instructional Design and Technology as a Profession course. If you currently do not have a Chalk & Wire account, please see the Creating Your Chalk and Wire Account document for set-up instructions.

Instructor Availability and Response Time

Your class interaction with the instructor and your classmates will take place in Blackboard on a regular, ongoing basis. Your instructor will be actively engaged within the course throughout the week. You will normally communicate with your instructor in the weekly discussions or the General Questions forum in Blackboard so that your questions and the instructor's answers benefit the entire class. You should feel free, however, to communicate with your instructor via SNHU email at any time, particularly when you want to discuss something of a personal or sensitive nature. Your instructor will generally provide a response within 24 hours.

Grade Distribution

Assignment Category	Number of Graded Items	Point Value per Item	Total Points
Discussions	9	30	270
Assignments	4	45	180
Final Projects			
Milestones	5	50	250
Final Submission 1	1	75	75
Final Submission 2	1	75	75
Final Submission 3	1	150	150
		Total Course Points:	1,000

This course may also contain practice activities. The purpose of these non-graded activities is to assist you in mastering the learning outcomes in the graded activity items listed above.

University Grading System: Graduate

			Total Points. 1000	
Grade	**Numerical Equivalent**	**Points**	**Points Equivalent**	
			Lower	*Upper*
A	93-100	4.00	930	1000
A-	90-92	3.67	900	929
B+	87-89	3.33	870	899
B	83-86	3.00	830	869
B-	80-82	2.67	800	829
C+	77-79	2.33	770	799
C	73-76	2.00	730	769
F	0-72	0.00	0	729
I	Incomplete			
IF	Incomplete/Failure*			
W	Withdrawn			

*Please refer to the [policy page]() for information on the incomplete grade process.

Grading Guides

Specific activity directions, grading guides, posting requirements, and additional deadlines can be found in the Course Information area in the Assignment Guidelines and Rubrics folder.

Weekly Assignment Schedule

The Learning Modules area in Blackboard contains one module folder for each week of the course. All reading and assignment information can be found in the folders. Assignments and discussion board posts during the first week of each term are due by 11:59 p.m. Eastern Time. Assignments and discussion posts for the remainder of the term are due by 11:59 p.m. of the student's local time zone.

In addition to the textbook readings that are listed, there may be additional required resources within each module in Blackboard.

Module	Topics and Assignments
1	Introduction and Evaluation of Multimedia *Multimedia Foundations:* Chapters 1 and 2 Discussion: Check for Understanding 1-1 Activity: Thinking 1-2 Discussion: The Good, the Bad, and the Ugly 1-3 Final Project Milestone One: Multimedia Evaluation
2	Planning and Conceptualization for Multimedia *Multimedia Foundations:* Chapters 3 and 4 2-1 Discussion: Seeing the Whole Picture 2-2 Final Project Milestone Two: Conceptualization

3		Designing for Multimedia
		Multimedia Foundations: Chapters 5 and 6
		3-1 Discussion: In a Perfect World
		3-2 Assignment: Prototype Design
		3-3 Final Project Milestone Three: Final Project Prototype Design
4		Using Graphics and Text
		Multimedia Foundations: Chapters 9 and 8
		4-1 Activity: Using Snagit
		4-2 Discussion: Complex Concepts Taught Graphically
		4-3 Assignment: Getting Started With Photoshop Elements
5		Using Audio
		Multimedia Foundations: Chapter 12
		5-1 Activity: Getting Started With Audacity
		5-2 Discussion: Creative Commons and Copyright
		5-3 Assignment: Using Audacity
6		Using Video Screen Capture
		Multimedia Foundations: Chapter 13
		6-1 Activity: Screencast Account
		6-2 Discussion: Video, Audio, and Graphic Tools
		6-3 Assignment: Getting Started With Camtasia
7		Putting It All Together, Part 1
		7-1 Discussion: Using Multimedia to Mitigate Disabilities
		7-2 Final Project Milestone Four: Audio Script and Narration
8		Putting It All Together, Part 2
		8-1 Discussion: Multimedia Up Close
		8-2 Final Project Milestone Five: Draft of eLearning Module
9		Completing and Publishing the Final Project
		9-1 Final Project Submission
		9-2 Archiving Your Coursework to Chalk & Wire
10		Comparing and Contrasting Multimedia Design
		10-1 Discussion: Comparing and Contrasting Multimedia Projects

Attendance Policy

Online students are required to submit a graded assignment/discussion to Blackboard during the first week of class. If a student does not submit a posting to the graded assignment/discussion during the first week of class, the student is automatically withdrawn from the course for non-participation. Review the full attendance policy.

Late Assignments Policy

Meeting assigned due dates is critical for demonstrating progress and ensuring appropriate time for instructor feedback on assignments. Students are expected to submit their assignments on or before the due date. Review the full late assignment policy.

SNHU College of Online and Continuing Education Student Handbook

Review the student handbook.

Diversity and Disability Statement

ADA/504 Compliance Statement

Southern New Hampshire University is dedicated to providing equal access to individuals with disabilities, including intellectual disabilities, in accordance with Section 504 of the Rehabilitation Act of 1973, Title III of the Americans with Disabilities Act (ADA) of 1990, and the ADA Amendments Act of 2008. The university prohibits unlawful discrimination on the basis of disability and takes action to prevent such discrimination by providing reasonable accommodations to eligible individuals with disabilities.

As soon as you become aware of a disability, we encourage you to contact the Online Accessibility Center (OAC) to discuss accommodations for which you may be qualified. Reasonable accommodations are established through an interactive process between the student and the OAC. Note that accommodations are not retroactive and that disability accommodations are not provided until an accommodation letter has been processed.

Contact Information:

Online Accessibility Center

Phone: 866-305-9430

Email: oac@snhu.edu

For questions concerning support services, documentation guidelines, or general disability issues, visit the Online Accessibility Center website.

If you feel you have been denied appropriate disability-related accommodations, including appropriate auxiliary aids and services, you may file a grievance as described in the ADA/504 Grievance Policy found on the Disability Services webpage.

Academic Honesty Policy

Southern New Hampshire University requires all students to adhere to high standards of integrity in their academic work. Activities such as plagiarism and cheating are not condoned by the university. Review the full academic honesty policy.

Copyright Policy

Southern New Hampshire University abides by the provisions of United States Copyright Act (Title 17 of the United States Code). Any person who infringes the copyright law is liable. Review the full copyright policy.

SNHU College of Online and Continuing Education Withdrawal Policy

Review the full withdrawal policy.

Southern New Hampshire University Policies

More information about SNHU policies can be found on the policy page.

Assessment Calibration and Student Work Samples

For the purpose of continuous improvement of our educational training, Southern New Hampshire University's College of Online and Continuing Education may, on occasion, utilize anonymous student work samples for internal professional development and staff training. If you have any questions or concerns, contact your advisor. If you would like to withdraw permission for use of your work, please contact the assessment calibration administrator at assessmentcalibration@snhu.edu. See this document for more information.