![Southern New Hampshire University logo]

Graduate Course Syllabus

IDT 630: Decision Making in Multimedia Design and Production
Center: Online

Course Prerequisites
IDT 610

Course Description
This course provides the frameworks instructional designers use to purchase and integrate external vendor products or leverage internal assets to address an identified learning need. Educational institutions and corporations rely heavily on instructional designers to make resource-based decisions that align with capacity, scope, and needs. Balancing these needs will inform the production, piloting, and implementation processes. Finally, this course focuses on the user-interface design of learning environments, improving engagement and interaction with instruction.

Course Outcomes
- Evaluate established and emerging multimedia development and delivery tools for their potential to meet various organizational and user specifications
- Develop a logical and adaptive framework for decision making and collaboration based on organizational and learner needs
- Determine appropriate cost-benefit and design decisions that align to institutional and learner needs through comparison of various established decision-making models and instructional theories
- Propose design resource management and implementation plans that align to project objectives through collaboration and communication with stakeholders
- Defend decisions on media purchase and incorporation through effective and supported communication to stakeholders and users

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.

Inkling.com
Purchase Chapter 12 of *Organizational Behavior* at https://www.inkling.com/store/book/organizational-behavior-kreitner-kinicki-10th/?chapterId=a9d3504ebb0d4753bbc1d2cd9e4c9fe9.

Organizational Behavior (**Chapter 12 only**)

Robert Kreitner and Angelo Kinicki

McGraw-Hill

Tenth Edition

2012

ISBN: 978-0-07-802936-3

Shapiro Library

The following textbooks are available through the Shapiro Library:

- [Instructional Designer Competencies: The Standards](#)
- [DAMA Guide to the Project Management Body of Knowledge](#)
- [Persuasive Business Proposals: Writing to Win More Customers, Clients, and Contracts](#)

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 MS IDT program for building your professional portfolio. Your Chalk & Wire account and portfolio design should have been set up in IDT 510: Instructional Design and Technology as a Profession. If you currently do not have a Chalk & Wire account, please see the Creating Your Chalk and Wire Account document for setup instructions.

Instructor Availability and Response Time

Your class interaction with the instructor and your classmates will take place 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 discussion topic 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	10	25	250
Final Project One			
Milestone One	1	40	40
Milestone Two	1	40	40
Milestone Three	1	40	40
Final Submission	1	235	235
Final Project Two			
Milestone One	1	40	40
Milestone Two	1	40	40
Milestone Three	1	40	40
Milestone Four	1	40	40
Final Submission	1	235	235
		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 Assignment Guidelines and Rubrics section of the course.

Weekly Assignment Schedule

All reading and assignment information can be found within each module of the course. Assignments and discussion 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.

Module	Topics and Assignments
1	The Instructional Designer Competencies
	Instructional Designer Competencies: The Standards, Chapter 2 and Chapter 3 (pp. 31–44)
	1-1 Final Project Review
	1-2 Discussion: Instructional Design Competencies
	1-3 Final Project One Milestone One: Needs Analysis
2	Introduction to Decision Making in Instructional Design
	2-1 Discussion: Decision Making in Instructional Design
	2-2 Final Project One Milestone Two: Decision-Making Strategies
3	Decision Making to Support Collaboration
	Organizational Behavior, Chapter 12
	3-1 Discussion: Group Decision Making
	3-2 Final Project One Milestone Three: Framework for Decision Making
4	Project Management and Communications
	Instructional Designer Competencies: The Standards, Chapter 3 (pp. 62–68)
	A Guide to the Project Management Body of Knowledge (PMBOK Guide), Chapter 10
	4-1 Discussion: Effective Communication
	4-2 Final Project One Submission: Framework for Decision Making and Collaboration
5	Project Management and the Stakeholders
	A Guide to the Project Management Body of Knowledge (PMBOK Guide), Chapter 13
	5-1 Discussion: Including the Client
	5-2 Final Project Two Milestone One: Proposal Purpose
6	Usability Evaluation of Authoring Tools
	Instructional Designer Competencies: The Standards, Chapter 3 (pp. 55–62)
	6-1 Discussion: The Usability of Established and Emerging Technology Tools
	6-2 Final Project Two Milestone Two: Authoring Tool Evaluation
7	Usability Evaluation of Learning Management Systems
	7-1 Discussion: Heuristic Evaluation
	7-2 Final Project Two Milestone Three: Learning Management System Evaluation

8	The Costs of Technology Resource Implementation
	8-1 Discussion: Instructional Technology Costs in Today's Market
	8-2 Final Project Two Milestone Four: Plan for Implementation
9	Creating an Implementation Proposal
	Persuasive Business Proposals: Writing to Win More Customers, Clients, and Contracts,
	Chapters 1, 4, and 5
	9-1 Discussion: Project Proposal
	9-2 Final Project Two Submission: Instructional Design and Technology Proposal
10	Presenting a Proposal
	Persuasive Business Proposals: Writing to Win More Customers, Clients, and Contracts, Chapter 22
	10-1 Discussion: Presenting a Proposal
	10-2 Archiving Files to Chalk & Wire

Attendance Policy

Online students are required to submit a graded assignment/discussion 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.

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.

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 email assessmentcalibration@snhu.edu.