Cover Sheet: Request 11137

EME 3XXX Design and Development of Educational Multimedia

Info

Process	Course|New|Ugrad/Pro
Status	Pending
Submitter	Ritzhaupt,Albert D aritzhaupt@coe.ufl.edu
Created	9/22/2016 11:14:56 PM
Updated	11/21/2016 1:40:12 PM
Description of request	This course introduces students to the principles, methods, and tools for the design and development of multimedia applications – that is, incorporation of sound, animation, still images, video and other media in educational technology.

Actions

Step	Status	Group	User	Comment	Updated
Department	Approved	COE - School of Teaching and Learning 011805000	De Jong, Ester Johanna		9/25/2016
No document changes					
College	Approved	COE - College of Education	Waldron, Nancy L	New course to be offered as part of proposed BA in Education Sciences.	10/28/2016
No document changes					
University Curriculum Committee	Comment	PV - University Curriculum Committee (UCC)	Case, Brandon	Added to the December agenda.	11/21/2016
No document changes					
University Curriculum Committee	Pending	PV - University Curriculum Committee (UCC)			11/21/2016
No document changes					
Statewide Course Numbering System					
No document changes					
Office of the Registrar					
No document changes					
Student Academic Support System					
No document changes					
Catalog					
No document changes					
College Notified					
No document changes					

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Submitter: Ritzhaupt,Albert D aritzhaupt@coe.ufl.edu
Created: 12/8/2016 12:22:47 PM
Form version: 6

Responses
Recommended PrefixEME
Course Level 3
Number XXX
Category of Instruction Intermediate
Lab Code None
Course Title Design and Development of Educational Multimedia
Transcript Title Educ Multimedia
Degree Type Baccalaureate

Delivery Method(s) On-Campus
Online
UF Online - Please attach a letter of support from the Director of the UF Online program

Co-Listing No

Effective Term Earliest Available
Effective Year Earliest Available
Rotating Topic?No
Repeatable Credit?No

Amount of Credit3

S/U Only?No
Contact Type Regularly Scheduled
Weekly Contact Hours 3
Course Description This course introduces students to the principles, methods, and tools for the design and development of multimedia applications including incorporation of sound, animation, still images, video and other media in educational technology.
Prerequisites EME 3XXX: Technology-Enhanced Learning Environments
Co-requisites None
Rationale and Placement in Curriculum This course will be offered as part of the proposed BA in Education Sciences. It is one of 5 required courses included in the Educational Technology specialization. This course is designed to be completed in the students' second semester of the junior year. The course requires students to apply theory in the development of multimedia learning resources.
Course Objectives Students will:
-Describe the role of multimedia in face-to-face, online, and blended learning
- Design bitmap and vector images for educational applications
- Discuss the potential and create instructional audio and video products
- Design and produce a digital animation
- Develop a simple mobile application and discuss the potential of m-learning for education
- Create an instructional hypermedia program and understand the role of learner control

and navigation design
- Install, configure, and use commercial and open source software commonly used in multimedia and hypermedia development

Course Textbook(s) and/or Other Assigned Reading Clark, R. C. & Mayer, R. E. (2016). e-Learning and the science of instruction: Proven guidelines for consumers and designers of multimedia learning. (4th Edition). Wiley: San Francisco, CA. ISBN: 978-1-119-15866-0

Weekly Schedule of Topics Module 1
(1 week)   Introduction to e-Learning
Read: Chapter 1: e-Learning: Promise and Pitfalls   Introductions
Discussion 1

Module 2
(1 week)   Visual Design Principles and Copyright
Chapter 2: How Do People Learn from e-Courses? and Design Principles for Non-designers
Quiz 1: Copyright
Discussion 2

Module 3
(2 weeks) Learning with Images
Read: Chapter 3: Evidence-Based Practice and Chapter 4: Applying the Multimedia Principle and Chapter 5: Applying the Contiguity Principle
Quiz 2: Image formats
Project 1: Book Cover
Project 2: Logo
Discussion 3

Module 4
(1 week)   Production Planning
Read: Chapter 9: Applying the Personalization Principle and Chapter 10: Applying the Segmenting and Pretraining Principles
Project 3: Purpose and audience analysis (podcast)
Project 4: Podcast Script

Module 5
(1 week)   Audio Production
Read: Chapter 6: Applying the Modality Principle and Chapter 7: Applying the Redundancy Principle
Quiz 3: Audio formats
Discussion 4
Design Project 5: Podcast

Module 6
(2 weeks)   Animation
Read: Chapter 12: Does Practice Make Perfect? And Chapter 16: Simulations and Games in e-Learning
Project 6: Instructional Animation

Module 7
(3 weeks)   Video Production
Read: Chapter 11: Leveraging Examples in e-Learning and Learning with Video

Quiz 4: Video formats
Discussion 5
Project 7: Video purpose/audience analysis, script and storyboard
Project 8: Instructional Video

Module 8
(2 weeks)   Learning with Hypermedia
Read: Chapter 14: Who's in Control?: Guidelines for e-Learning Navigation and Learning with Hypermedia
Discussion 7
Project 10: Instructional Hypermedia (Storyboard and Wix/Weebly Website)

Module 9
(2 weeks) m-Learning and App Development
Read: Chapter 15: e-Learning to Build Thinking Skills and Introduction to AppInventor

Discussion 6
Project 9: App (Storyboard and AppInventor App)

Module 10
(1 week)   Looking Ahead
Read: Chapter 17: Applying the Guidelines   Discussion 8
Project 10: Instructional Hypermedia Peer Reviews

Links and Policies9. Course and University Policies

9a. Attendance, Make-Up Assignments
Students must log in to the class in the Learning Management System (LMS) during the first two days of the term in order to fulfill the attendance policy of attending the first class meeting. Students not logging in to the course during that period may be dropped from the class in order to permit access to those on the waiting list. This course will use LMS as a means of communication. All questions related to the course material should be submitted to the instructor using the LMS messaging service. Emails will also be accepted for personal matters. When emailing the instructor, you must include your full name, the course you are enrolled in, and a clear description of the matter.

Requirements for class attendance and make-up quizzes, assignments, and other work in this course is consistent with university policies that can be found at: https://catalog.ufl.edu/ugrad/current/regulations/info/attendance.aspx. In order to receive full credit for work, students must turn in required deliverables on the specified due date. No late work will be accepted in this course unless there are documented extenuating circumstances.

9b. Accommodations for Students with Disabilities
Students requesting accommodation for disabilities must first register with the Disability Resource Center - www.dso.ufl.edu/drc/. The DRC will provide documentation to the student who must then provide this documentation to the instructor when requesting accommodations. Students should contact the DRC and complete this process as early as possible in the term for which they are seeking accommodations.

9c. UF Student Honor Code
UF students are bound by the Honor Pledge which states, "We, the members of the UF community, pledge to hold ourselves and our peers to the highest standards of honor and integrity by abiding by the Honor Code. On all work submitted for credit by students at UF, the following pledge is either required or implied, "On my honor, I have neither given nor received unauthorized aid in doing this assignment."
The Honor Code (http://www.dso.ufl.edu/sccr/process/student-conduct-honor-code/) specifies a number of behaviors that are in violation of this code and the possible sanctions. Furthermore, you are obliged to report any condition that facilitates academic misconduct to appropriate personnel. If you have any questions or concerns, please consult with the instructor in this class.

9d. Online Course Evaluation Process

Students are expected to provide feedback on the quality of instruction in this course based on 10 criteria. These evaluations are conducted online at https://evaluations.ufl.edu. Evaluations are typically open during the last two or three weeks of the semester, but students will be given specific times when they are open. Summary results of these assessments are available to students at https://evaluations.ufl.edu.

9e. Student Assistance and Emergencies
University support services are available to students who are experiencing significant distress and/or personal emergencies. As appropriate please contact:
UF Counseling & Wellness Center: www.counseling.ufl.edu or 352-392-1575
University Police Department: 352-392-1111 or 9-1-1 for emergencies

Grading Scheme Design and Development Projects (60% of the final grade)
Design and development projects constitute the largest and most important set of activities within the course. These are real-world multimedia authoring projects distributed over the duration of the semester. In addition to producing the actual media, you will have to conduct production planning, which involves defining the purpose, analyzing the audience, and developing scripts, storyboards and other planning documents. Details about each of these deliverables is available within the LMS.

Online Discussions (30% of the final grade)
The discussions are designed to connect the content and media production activities to the real world applications of multimedia design. Each discussion will be evaluated on you adequately justifying your opinions, citing credible sources, grammar, posting one original thread with about 300 words, and posting two meaningful responses to your peers' posts.

Online Quizzes (10% of the final grade)
The online quizzes are designed to make sure you understand the basic foundational concepts behind multimedia production. While the design and development projects demonstrate your ability to do the work, the quizzes and discussions demonstrate your understanding and mastery of the content. Each quiz is timed for 30 minutes. You will not be allowed to take the quizzes multiple times, so be sure to study before starting.

Final Grade Scale
93% - 100% A
90% - 92% A-
87% - 89% B+
83% - 86% B
80% - 82% B-
77% - 79% C+
73% - 76% C
70% - 72% C-
67% - 69% D+
63% - 66% D
60% - 62% D-
0% - 59%

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Instructor(s) Name: Pasha Antonenko, PhD