Old Dominion University  
Department of STEM Education and Professional Studies  
Instructional Design & Technology

ID&T 7/851: Introduction to Computer-Based Multimedia Design  
Fall 2017

Instructor          Dr. Alan J. Reid  
Class Meeting Times Mondays 4:20 - 7:00 PM  
Office Hours        Virtually, by appointment  
Contact             areid@odu.edu / http://alanjreidphd.wix.com/reid

CATALOG DESCRIPTION

Lecture 3 hours; 3 credits. Prerequisite: IDT 749/849 or equivalent. This course covers the theory, design, and evaluation of computer-based multimedia instruction. Students will demonstrate a thorough understanding of instructional theory and design strategies for computer-based drills, tutorials, hypermedia, simulations, games, tools, open-ended learning environments, tests, and web-based instruction. Class projects will center on the design and development of instruction utilizing at least two of these methodologies.

COURSE GOALS

By the end of the course, you should be able to:

- Design and develop multimedia-based instruction.
- Use basic authoring tools to create small, contained units of instruction.
- Evaluate the quality of instructional multimedia and web-based materials.
- Demonstrate knowledge of the issues involved the design, development, and delivery of computer-based instruction and multimedia in education and training.

UNIVERSITY POLICIES

Special Needs  
Old Dominion University is committed to achieving equal educational opportunity and full participation for persons with disabilities. It is the university's policy that no qualified person be excluded from

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participation in any university program or activity, be denied the benefits of any university program or activity, or otherwise be subjected to discrimination with regard to any university program or activity. This policy derives from the university's commitment to non-discrimination for all persons in employment, access to facilities, student programs, activities and services. You may view the policy online: Old Dominion University Policies and Procedures 4500 - Accommodation of Students with Disabilities (pdf). For additional information visit the Office of Educational Accessibility online or at 1525 Webb Center.

**Accommodation Statement**
Students are encouraged to self-disclose disabilities that have been verified by the Office of Educational Accessibility by providing Accommodation Letters to their instructors early in the semester in order to start receiving accommodations. Accommodations will not be made until the Accommodation Letters are provided to instructors each semester.

**University Email Policy**
The Old Dominion University e-mail system is the official electronic mail system for distributing course-related Communications, policies, Announcements and other information. In addition, the University e-mail user ID and password are necessary for authentication and access to numerous electronic resources (online courses, faculty Web pages, etc.) For more information about the policy, please visit: Electronic Messaging Policy for Official University Community Policy 3506 (pdf). For more information about student email, please visit http://occs.odu.edu/accounts/studemail/

**Withdrawal**
A syllabus constitutes an agreement between the student and the course instructor about course requirements. Participation in this course indicates your acceptance of its teaching focus, requirements, and policies. Please review the syllabus and the course requirements as soon as possible. If you believe that the nature of this course does not meet your interests, needs or expectations, if you are not prepared for the amount of work involved - or if you anticipate that the class meetings, assignment deadlines or abiding by the course policies will constitute an unacceptable hardship for you - you should drop the class by the drop/add deadline, which is located in the ODU Schedule of Classes. For more information, please visit the Office of the University Registrar.

**PROGRAM EXPECTATIONS**

**Honor Code**
The Honor System at Old Dominion University is based on individual integrity:
"We, the students of Old Dominion University, aspire to be honest and forthright in our academic endeavors. Therefore, we will practice honesty and integrity and be guided by the tenets of the Monarch Creed. We will meet the challenge to be beyond reproach in our actions and our words. We will conduct ourselves in a manner that commands the dignity and respect that we also give to others." This system assumes that every student will accept his or her role in the University community with a feeling of self respect and duty. Lying, cheating and plagiarism all constitute violations of the Honor System. Each piece

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of work submitted by you such as homework and term papers must be your own work. As a member of our community of scholars at Old Dominion, you are expected to adhere to the following pledge.

"I pledge to support the Honor System of Old Dominion University. I will refrain from any form of academic dishonesty or deception, such as cheating or plagiarism. I am aware that as a member of the academic community it is my responsibility to turn in all suspected violators of the Honor Code. I will report to an Honor Council hearing if summoned."  
http://orgs.odu.edu/hc/pages/Honor_Code.shtml

**Academic Integrity in the ID&T Courses and Program**

By enrolling in an ID&T course or program, you agree to abide by the ODU honor pledge. The ID&T program adheres to the University’s Honor System as described in the University Catalog. Violations of the Honor Code include: Lying, cheating, plagiarism, and/or failure to report the same. Students and faculty are responsible for familiarizing themselves with Academic Dishonesty Procedures and reporting processes: http://orgs.odu.edu/hc/pages/Honor_Code.shtml.

The ID&T program requires each student to be ethical and maintain the highest integrity.

The ID&T program will not tolerate dishonesty in any form. Integrity is considered to be a vital component of professional behavior. Consequently, an action by the University Student Conduct Committee resulting in a sanction against the student will be cause for course failure and/or dismissal from the ID&T program. Students in the program are expected to purchase a current edition of the *APA Publication Manual* and familiarize themselves with proper procedure for citing existing works.

When submitting an assignment for this course, I agree to support the Honor System of Old Dominion University. I will refrain from any form of academic dishonesty or deception, such as cheating or plagiarism. Further, I affirm that this work is original and my own or my group’s work. I am aware that as a member of the academic community, it is my responsibility to turn in all suspected violators of the Honor Code. I will report to a hearing if summoned.

**Plagiarism**

Plagiarism will not be tolerated under any circumstances. As faculty, I am bound to report any instances of plagiarism. All cases are heard before the honor council. If found guilty, the student automatically receives a failing grade in the course, and a notice is entered into the permanent record for a period of time.

Plagiarism: Understanding, Detecting and Preventing It (http://www.lib.odu.edu/resourcesfor/plagiarismsheet.pdf) is a review of what constitutes plagiarism and how to make sure you are not unwittingly guilty. The following is a tutorial on Plagiarism http://www.lib.odu.edu/genedinfolit/7ethics/plagiarism.html.
Help with citations from the ODU Library (http://www.lib.odu.edu/genedinfolit/6citing/index.html) Includes a number of sites that provide help with paper format. APA style is the required format for this course.

STUDENT RESPONSIBILITIES

A Personal Note about Class Participation
My courses are highly interactive and thus I have high expectations regarding your participation in the class. This not only means showing up for class at the scheduled time (or participating in online course activities) but being prepared in all formats for in-depth discussions of the topics at hand. If participation drops below the expected levels, I reserve the right to adjust assignments/expectations accordingly. You will be informed if anything changes in that regard.

Late Work
No credit will be given for an assignment that is more than one week late unless arrangements have been made prior to the assignment due date. Any assignment received after the due date will have the points received reduced by 15%. Some work is class-based and may not be available for late submission.

Attendance
As per university policy, students are expected to attend classes. For classes meeting once a week, students missing more than 15% may be failed. Therefore, students who miss more than two class meetings are subject to automatic failure.

Course Disclaimer
Every attempt is made to provide a syllabus that is complete and that provides an accurate overview of the course. However, circumstances and events may make it necessary for the instructor to modify the syllabus during the semester. This may depend, in part, on the progress, needs, and experiences of the students.

Required Skills
The skills below are necessary for successful completion of the course.
  ● Internet access via computer or mobile device
  ● Active ODU email account
  ● Graduate level writing skills

Required Access
The following will need to be accessed for successful completion of the course.

  ● WebEx. We use WebEx as the delivery system for this course. To access the course, visit https://online.odu.edu/video/fall-2017-web-conference-class-launch-pages and search for our course name.

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• **Canvas.** Our learning management system (LMS). You may self-enroll in the course here: https://canvas.instructure.com/enroll/PAT3NA

• **ODUOnline.** Online students should reference this page for support: https://online.odu.edu/student-support

**COURSE MATERIALS**

**Required**

**Highly Recommended (especially for doctoral students):**

**Supplemental Readings**
All articles are uploaded on the course site in Canvas.

**COURSE GRADES**

Course grades will be calculated based on the following assignments:

- Participation 15%
- Reading Responses (8) 20%
- Multimedia Design Project
  - Proposal 5%
  - Design Project Document 15%
  - Design Project Draft 5%
  - Formative Evaluation 15%
  - Final Design Project 20%
  - Final Report 5%

**GRADING SCALE**

<table>
<thead>
<tr>
<th>Grade</th>
<th>Percentage</th>
</tr>
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<tbody>
<tr>
<td>F</td>
<td>&lt; 67</td>
</tr>
<tr>
<td>D</td>
<td>67-69.9</td>
</tr>
<tr>
<td>C-</td>
<td>70-74.9</td>
</tr>
<tr>
<td>C</td>
<td>75-77.9</td>
</tr>
<tr>
<td>C+</td>
<td>78-84.9</td>
</tr>
<tr>
<td>B</td>
<td>85-89.9</td>
</tr>
<tr>
<td>B+</td>
<td>90-100</td>
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</tbody>
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Note: Arrangements must be made with the instructor to receive a grade of "I" or incomplete. Incompletes are only given for special circumstances such as illness and not for poor time management.

ASSIGNMENT CRITERIA

Criteria for each assignment will be distributed as assignments are made and are on Canvas. Points awarded will be based on fulfilling the specific criteria for each assignment. Assignments must be turned in through Canvas. All assignments should be in APA format (unless specified otherwise) and submitted before class time on the due date.

Reading Responses. A reading response is just like it sounds: a response to a particular reading or readings we cover in the course. You are asked to approach this multimodally; record a podcast (e.g. Soundtrap), design a narrated slide presentation (e.g. Adobe Spark), create a mind map (e.g. Coggle), etc. The purpose of this activity is to ensure you are completing the readings but also to allow you to actively reflect on the material and its relevance. Also, I hope that you venture out of your comfort zone and explore new forms of media to express your thoughts. There are a few requirements. You must (1) summarize the reading(s), (2) provide a reflection/reaction, and (3) directly cite information from the reading(s).

Multimedia Design Project. The emphasis of this course will be the development of your own well-designed course using a variety of multimedia authoring tools. This short course should take the learner 15-20 minutes to complete and will be formatively evaluated by classmates.

CLASS SCHEDULE

Note. This schedule is flexible. It is a living document that reflects due dates and agenda items.

<table>
<thead>
<tr>
<th>Date</th>
<th>Assignments Due</th>
</tr>
</thead>
<tbody>
<tr>
<td>Aug 28</td>
<td>Introductions to Canvas / Course</td>
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<tr>
<td></td>
<td>A Starter Kit for ID</td>
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<tr>
<td></td>
<td>Multimedia Design Project: A Primer</td>
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<tr>
<td>Sept 4</td>
<td>No Class: Labor Day</td>
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<tr>
<td></td>
<td><strong>Design Project Proposal due</strong></td>
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<tr>
<td>Sept 11</td>
<td>Ch. 1 in Costello: Understanding Multimedia</td>
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<tr>
<td></td>
<td>Learner Analysis (Digital Learning Toolkit, MIT)</td>
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<tr>
<td></td>
<td>Reading Response #1</td>
</tr>
</tbody>
</table>

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<table>
<thead>
<tr>
<th>Date</th>
<th>Reading/Response Details</th>
</tr>
</thead>
</table>
| Sept 18 | Ch. 3 in Costello: Project Planning & Evaluation  

“The Media Effects Question” (Morrison, 1994)  
Reading Response #2 |
| Sept 25 | Ch. 4 in Costello: Visual Communication  

“Research on CLT” (Morrison & Anglin, 2005)  
Reading Response #3 |
| **Design** Oct 2 | Ch. 5 in Costello: Page Layout  
Reading Response #4 |
| Oct 9 | No Class: Fall Break  
*Design Project Document* due |
| Oct 16 | Ch. 6 in Costello: User Interface Design  
Reading Response #5 |
| **Develop** Oct 23 | Ch. 7 in Costello: Web Design  
Reading Response #6 |
| Oct 30 | *Design Project Draft* due |
| **Implement** Nov 6 | “Rapid Prototyping Reconsidered” Desrosier (2011)  
Ch. 8 in Costello: Text  
Reading Response #7 |
| Nov 13 | In-Class Formative Evaluations |
| **Evaluate** Nov 20 | Ch. 9 in Costello: Graphics  
Reading Response #8 |
| Nov 27 | *Formative Evaluation Report* due |
| Dec 4 | *Final Multimedia Design Project* due  
*Final Report* due |
## Major Assignment Timetable

<table>
<thead>
<tr>
<th>Assignment</th>
<th>Week</th>
</tr>
</thead>
<tbody>
<tr>
<td>Design Project Proposal</td>
<td>1</td>
</tr>
<tr>
<td>Design Project Document</td>
<td>2-6</td>
</tr>
<tr>
<td>Design Project Draft</td>
<td>7</td>
</tr>
<tr>
<td>Formative Evaluation</td>
<td>9-16</td>
</tr>
</tbody>
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