



IDN 529

Educational Media Design Lab

INSTRUCTOR: KRISTEN BOURGAULT • • • EMAIL: KRISTEN.BOURGAULT@QUINNIPIAC.EDU

THIS SEMESTER

SPRING 2020: JAN 20 - MAY 3

Credits: 3

Prerequisites: None

This course examines the principles, techniques and current practices used to produce and/or deliver interactive multimedia applications for education. Through a series of project-based assignments, students gain experience with a range of software tools used to create media artifacts such as text, graphics, animation, audio, video, games or wireframes. Course makes use of a variety of applications based on each student's specific interest, needs and level of proficiency.

Learning Objectives

By the completion of this course, you will be able to:

- Conceptualize, plan, and organize ideas for multimedia product development
- Apply an instructional design approach to the development of multimedia products
- Incorporate principles of design & learning theory into the creation of instructional products
- Make visual design decisions based on current research

Required Textbooks

Norman, D. (2013) The Design of Everyday Things, 7th Edition. New York, NY: Basic Books. ISBN: 978-0465050659

Weinschenk, S. M. (2011). 100 Things Every Designer Needs to Know About People. Berkley, CA: New Riders. ISBN: 978-0321767530

Required Technology

VoiceThread, TechSmith, Webcam, Headset, Additional tools as needed

COURSE FORMAT

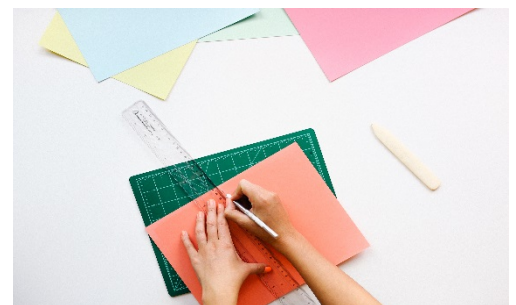
This is a fully online course which will run for 14 weeks. The course contains five modules and three labs. The format of this course will be:

Module One (1 week)
Module Two (1 week)
Module Three (1 week)
Lab Choice One (3 weeks)
Lab Choice Two (3 weeks)
Lab Choice Three (3 weeks)
Module Four (1 week)
Module Five (1 week)



Explore Principles of Design

In five content modules, you will read, research, reflect and discuss the basic principles of good design, usability, and educational technology.



Develop Design Projects

In three lab sessions, you will engage and experiment with different media by applying design principles to create realistic projects

Learning Strategies

Mindful Reading

This course requires two textbooks which provide a central foundation of the principles studied in this course. It is essential that you complete the reading, on schedule, in order to successfully engage with your classmates and complete your projects. You are encouraged to take notes as you read, as you will be required to draw on this reading to develop your assignments for this course. You will be required to submit multiple reading reflections throughout the course to demonstrate your understanding of the material.

Academic Discussion

During weeks when we are not engaged in the labs, you will be required to participate in an online, asynchronous discussion around a proposed topic. Your participation in these discussions is required. You are required to respond to the initial prompt as well as provide academic responses to your peers.

Design Labs

In this course you will participate in three separate labs. At the beginning of the semester, you will be able to choose which three labs you would like to participate in, and when you will complete them. Each lab will last for three weeks. During the labs, you will develop a design project of your choosing within a set of parameters. You will complete assigned readings, engage in a discussion with your peers, and discover resources to assist others in their work. At the completion of each lab, you will submit a design project. These projects contribute a significant amount towards your final grade so it is important that you focus your efforts on creating quality products.

Student Generated Lab Discussion

The discussion forums during lab will differ from typical academic discussions, in that they will be completely student-driven. Students will both pose and respond to questions on these discussion forums, and assist one another with the concepts, technology, and their projects.

Peer Critique

At the end of the semester, each student will choose two of their classmates' projects and perform a peer critique. This critique will demonstrate an understanding of the principles of design we will learn in this course.

Practice With Technology Tools

This course will require you to utilize various technology tools to complete your assignments and to communicate with your classmates. Each student will have a different level of experience with these tools – so it is important to remember you are being graded on the content of your work rather than on your mastery of the tools. If you need assistance with any of the tools, let me know as early as possible. If you want to use an alternative tool to complete an assignment, you are welcome to do so as long as you meet the learning objectives of the assignment.

Participation Guidelines

Communication

It is recommended that you use a Quinnipiac email address for all of the accounts you need to set up in this course as it will be easier for you to remember. You may want to adopt an alias for the program and use that as your default username when setting up new technology tool accounts. You also might consider picking just a few passwords to use – and/or storing them in a document somewhere so it is easy to retrieve them.

Netiquette Guidelines

In the online classroom, I expect you to communicate in a manner that is both academic and respectful of others. Please refrain from using inappropriate language and disrespectful tones when communicating with other students and with me. Students will observe common rules of grammar and punctuation, communicate in a clear and succinct manner, and maintain the level of academic integrity expected in a graduate level course. [The Core Rules of Netiquette](#)

Communication with the Instructor

I will respond to direct email within 24 hours of receipt. If you have a question that would be relevant to all of your peers, please post it to the Help Forum on the Discussion Board. Assignments will be graded with feedback within 5 days of receipt. All assignment grades and feedback will be posted to the Grade Center in Blackboard, which can be accessed by clicking "Grades" on the course menu. You can schedule a Skype chat with me by request.

Engagement with External Tools

Your enrollment in this class assumes that you are consenting to involvement with outside entities in the pursuit of educational interests and engagement. These may include and are not limited to social media platforms, websites, blogs, discussion groups, virtual communities, online academic databases and learning platforms. Should these resources require login and password information, be advised not to use personal identification information such as your student ID or social security number.

Grading Guidelines

ACADEMIC DISCUSSIONS & FLIPGRIDS		
Multimedia Introduction		15
Non-lab Weeks, 5 total (20 points each)		100
READING REFLECTIONS		
Journal Reflections, 4 total (15 points each)		60
Concept Map, 3 updates (25 points each)		75
LAB COMMUNITY BUILDING		
You can earn up to 260 points in this category.		
Pose a question on the Discussion Forum 4 recommended (20 points each)		~ 80
Answer a question on the Discussion Forum 4 recommended (25 points each)		~ 100
Add an annotated link to the Discussion 4 recommended (20 points each)		~ 80
DESIGN PROJECTS		
Lab One Project		140
Lab Two Project		140
Lab Three Project		140
Project Critiques (2 for 35 points each)		70
	TOTAL GRADE POINTS	1000

Activity Schedule

		Introductions	Reading Reflection	Academic Discussion	Lab Discussions	Design Project Due	Critiques
Mod 1	1/20 – 1/26	●	●	●			
Mod 2	1/27 – 2/2		●	●			
Mod 3	2/3 – 2/9		●	●			
Lab 01	2/10 – 2/16				●		
	2/17 – 2/23		●		●		
	2/24 – 3/1				●	●	
Lab 02	3/2 – 3/8				●		
	3/9 – 3/15	SPRING BREAK					
	3/16 – 3/22		●		●		
	3/23 – 3/29				●	●	
Lab 03	3/30 – 4/5				●		
	4/6 – 4/12		●		●		
	4/13 – 4/19				●	●	
Mod 4	4/20 – 4/26		●	●			
Mod 5	4/27 – 5/3			●			●

Grading System

Letter Grade	A	A-	B+	B	B-	C+	C	C-	D	F
Points Earned	930 - 1000	900 - 929	870 - 899	830 - 869	800 - 829	770 - 799	730 - 769	700 - 729	600 - 699	0 - 599