

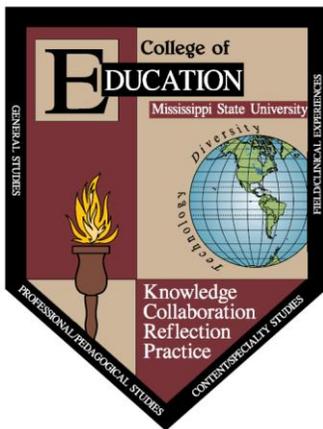
MISSISSIPPI STATE UNIVERSITY COLLEGE OF EDUCATION
DEPARTMENT of INSTRUCTIONAL SYSTEMS and WORKFORCE DEVELOPMENT
COURSE SYLLABUS

Course Prefix and Number: TECH 8543
Course Title: Multimedia Design I
Credit Hours: 3 credit hours
Method of Instruction: *LECTURE = UCCC Code C*

Catalogue Description

Three hours lecture. This course focuses on major principles and guidelines for creating instructional graphics and provides hands-on skills in graphic design.

College of Education Conceptual Framework:



The faculty in the College of Education at Mississippi State University are committed to assuring the success of students and graduates by providing superior learning opportunities that are continually improved as society, schools, and technology change. The organizing theme for the conceptual framework for the College of Education at Mississippi State University is educational professionals - dedicated to continual improvement of all students' educational experiences. The beliefs that guide program development are as follows:

1. **KNOWLEDGE** - Educational professionals must have a deep understanding of the organizing concepts, processes, and attitudes that comprise their chosen disciplinary knowledge base, the pedagogical knowledge base, and the pedagogical content knowledge base. They must also know how to complement these knowledge bases with the appropriate use of technology.
2. **COLLABORATION** - Educational professionals must continually seek opportunities to work together, learn from one another, forge partnerships, and assume positions of responsibility.
3. **REFLECTION** - Educational professionals must be willing to assess their own strengths and weaknesses through reflection. They must also possess the skills, behaviors, and attitudes necessary to learn, change, and grow as life-long learners.
4. **PRACTICE** - Educational professionals must have a rich repertoire of research-based strategies for instruction, assessment, and the use of technologies. They must be able to focus that array of skills on promoting authentic learning by all students or clients, while exhibiting an appreciation and commitment to the value and role of diversity.

COURSE OBJECTIVES:

Upon completion of this course, students will be able to:

1. Describe major learning theories regarding graphics in instruction. (CFPO #1, 3)
2. Explain basic principles and guidelines for designing instructional graphics. (CFPO #1, 3)
3. Demonstrate proficiency with graphic design software. (CFPO #1, 3, 7)
4. Evaluate instructional graphics based on principles and guidelines. (CFPO #1, 3, 4)
5. Apply theories and principles to create instructional graphics. (CFPO #1, 3, 7, 10)

Detailed Course Outline:

1. Basic Terms (1 hour)
2. Overview of Instructional Graphics (1 hour)
3. Design Principles and Process (3 hours)
4. Psychological Foundations (3 hours)
5. Principles and Guidelines for Instructional Graphics (3 hours)
6. Adobe Photoshop (10 hours)
 - Interface of Adobe Photoshop (1 hour)
 - Tools, Menus, and Panels (3 hours)
 - Advanced options (3 hours)
 - Photoshop tips and techniques (3 hours)
7. Job Performance Aid (2 hours)
8. Creating Web Graphics (2 hours)
Adobe Illustrator (5 hours)
 - Interface of Adobe Illustrator (1 hour)
 - Tools, Menus, and Panels (2 hours)
 - Illustrator tips and techniques (2 hours)
9. Data Presentation (2 hours)
10. Online Graphic Tools (4 hours)
 - Online tools for creating and editing images (3 hours)
 - Student presentations (1 hour)
11. Adobe InDesign (6 hours)
 - Interface of Adobe InDesign (1 hour)
 - Tools, Menus, and Panels (2 hours)
 - InDesign tips and techniques (3 hours)
12. Applying the Principles and Guidelines (1 hour)
13. Creating an Interactive Document (2 hours)

Text(s):**Required:**

Faulkner, A., & Chavez, C. (2018). *Adobe Photoshop CC classroom in a book (2018 release)*. San Jose, CA: Adobe Press.

Optional:

Clark, R., & Lyons, C. (2011). *Graphics for learning: Proven guidelines for planning, designing, and evaluating visuals in training materials* (2nd ed.). San Francisco, CA: Pfeifer.

Description of Instruction:

(Campus 1) Lecture. Instruction will be delivered through face-to-face lectures. The teaching format will include lecture, demonstrations, hands-on activities, project assignments, and exams.

(Campus 5) Lecture. This course will be delivered via an online platform – Canvas. The teaching format will include recorded lectures, demonstrations, online discussions, videos, online tutorials, project assignments, and exams.

Honor Code:

(Campus 1 & 5) The honor code states: "As a Mississippi State University student I will conduct myself with honor and integrity at all times. I will not lie, cheat, or steal, nor will I accept the actions of those who do."

Upon accepting admission to Mississippi State University, a student immediately assumes a commitment to uphold the honor code, to accept responsibility for learning, and to follow the philosophy and rules of the honor code. Ignorance of the rules does not exclude any member of the MSU community from the requirements or consequences of the honor code.

For additional information please visit: <http://www.honorcode.msstate.edu>

(Campus 5 specifically) At the beginning of the semester, students will read the Honor Code and agree to follow the Honor Code. The midterm exam will be timed and administered with randomly ordered questions.

Technology:

Access to CANVAS is required for this course. Application software program used in the course is primarily Adobe Photoshop, InDesign, and Illustrator. Other software may be used as deemed appropriate by the instructor.

Diversity:

This course will comply with the Mississippi State University diversity policies. Specifically, diversity will be addressed by course objectives 1, 2, and 5.

Accommodations for Students with Disabilities:

Students with disabilities in need of accommodations to meet the expectations of this course are encouraged to bring this need to the attention of the instructor and should register with the Office of Student Support Services as soon as possible. The Office of Student & Disability Support Services is located in 01 Montgomery Hall, (662) 325-3335, and <http://www.sss.msstate.edu/>.

University Safety Statement:

Mississippi State University values the safety of all campus community members. Students are encouraged to register for Maroon Alert texts and to download the Everbridge App. Visit the Personal Information section in Banner on your mystate portal to register. To report suspicious activity or to request a courtesy escort via Safe Walk, call University Police at 662-325-2121, or in case of emergency, call 911. For more information regarding safety and to view available training resources, including helpful videos, visit ready.msstate.edu.

Field Component:

There is no field component for this course.

Evaluation of Student Progress:**Assignments:**

Assignments	Description	Points
Weekly Activities	There will be 10 weekly activities. (Objectives #1, 2)	100
Good & Bad Design	Students will criticize four designs of their selections using the basic design principles. (Objectives #2, 4)	25
Photo Capture & Editing	Students will create a visual tour of a product, topic, or location. (Objectives #3, 5)	30
Job Performance Aid	Students will identify a performance problem and create a job performance aid addressing the problem. (Objectives #3, 5)	50
Midterm Exam	There will be performance questions as well as multiple-choice questions. In the performance questions, students will show their mastery of the software covered in the course. (CFPO #1, 3, 7, 10)	50
Web Interface Design	Students will create a web interface that improves the interface design of an existing Web site. (Objectives #3, 5)	50
Logo Design	Students will design a logo for their work or study. (Objectives #3, 5)	20
Informative Graphic Design	Students will design an informative graphic presenting information visually. (Objectives #3, 5)	50
Student Presentation	Students will create a narrated presentation/demonstration introducing an online tool of their choice. (Objectives #2, 3)	50
Interactive Portfolio	Students will create an interactive digital portfolio presenting their works created in this course. (Objectives #3, 5)	75
Total		500

Grading Scale:

A	450-500
B	400-449
C	350-499
D	300-349
F	below 300

Attendance Policy:

(Campus 1) In accordance with university policy (AOP 12.09), students should attend all classes. When an absence from class is essential, the student must inform the instructor (via email) and provide appropriate documentation. Otherwise, the student will not have an opportunity to complete the weekly activities outside of the classroom.

(Campus 5) In accordance with university policy (AOP 12.09), students should attend all classes. When an absence from class is essential, the student must inform the instructor (via email) and provide appropriate documentation. In this online course, you will be considered to be in attendance when you participate in course activities.

Title IX Policy:

MSU is committed to complying with Title IX, a federal policy that prohibits discrimination, including violence and harassment, based on sex. This means that MSU's educational programs and activities must be free from sex discrimination, sexual harassment, and other forms of sexual misconduct. If you or someone you know has experienced sex discrimination, sexual violence and/or harassment by any member of the University community, you are encouraged to report the conduct to MSU's Director of Title IX IIEO Programs at 325-8124 or by e-mail to titleix@msstate.edu. Additional resources are available at <http://www.msstate.edu/web/security/title9-12.pdf>, or at <http://students.msstate.edu/sexualmisconduct/>.

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