Catholic University of America  
School of Library and Information Science  

LSC 772 – Media Services  
Fall 2006  

Last Change: 9/2/2006  

Instructor: Tim Steelman, M.S.L.S.  
Time: 9:30 – 12:00 PM  
Class Location: Marist 208; Computer Lab, Room 131  
Office Location: 242  
Office Hours: By appointment  
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Course Web Site: http://www.onlineinstruction.net/lsc772/  

Course Description  

Theory and practice in the planning and production of multimedia. Focusing on hands-on experience, the course will cover the use of hardware and software to design, prepare, and support the preparation and use of multimedia.  

Course work is designed to prepare students to support and produce multimedia and computer-based instruction in all information profession settings – focus will be on library uses and support.  

Coursework will provide you with the skills needed to address issues surrounding multimedia design, production, and use, while highlighting those elements most likely to be encountered in areas associated with information science.  

Course Goals  

• Introduce concepts of design and multimedia production.  
• Prepare students to use, evaluate, and support software, hardware and other technology for computer-based multimedia production.  
• To teach students the basic skills needed to produce materials in a computer and Web-based environment.  

Course Objectives  

At the end of the course students should be able to evaluate and apply understanding of:  

• Basic principles of planning, developing and producing digital multimedia.  
• Software to produce and edit digital multimedia.  
• Software to produce and edit computer-based managed presentations.
- Legal, technical and management issues for digital multimedia.
- Choosing the most appropriate media for different types of instructional goals.

**Course Calendar and Readings**

Topical publications will be made available or provided in each class meeting. These readings will be offered alongside the course text and are meant to aid in the successful accomplishment of the course goals and objectives.

September 2
- **Topics**
  - Introduction
  - What is multimedia?
  - How does multimedia apply to media in the library?

September 9
- Nielson, Chapters 1 & 9
- **Topics**
  - Why use multimedia?
  - Role of multimedia
  - Issues created by use of multimedia
- **Lab exercise:** Introduction to PowerPoint and Open Office

September 16
- Nielson, Chapter 2
- **Topics**
  - Media selection and file formats
  - Parts of a Web page
- **Lab exercise:** Working with file formats

September 23
- **Introduction to HTML**
  - **Lab Exercise:** Creating web pages

September 30
- **Topics**
  - WYSIWYG programs
- **Lab exercise:** Explore Macromedia Dreamweaver, Microsoft FrontPage, NVu

October 7
- Nielson, Chapter 3
- **Topics**
  - Visual principles and design
  - Fonts and graphics
  - Digitalization of materials and digital images
- **Lab exercise:** Using fonts and graphics
October 14
  • Topics
    o Graphic-edit techniques
  • Lab exercise: Editing digital images

October 21
  • Topics
    o Animation
  • Lab exercise: Creating simple animations

October 28
  • Topics
    o Audio and Video formats
  • Lab exercise: Simple digital audio and video creation and editing

November 4
  • Nielson, Chapters 4 & 5
  • Topics
    o Navigation
  • Lab exercise: Creating a site map

November 11
  • Nielson, Chapters 6 & 7
  • Topics
    o Accessibility
    o Control of Information/Privacy
  • Lab exercise: Applying accessibility guidelines

November 18
  • Topics
    o WIKI and Blog Sites

November 25: Thanksgiving Recess

December 2
  • Topics
    o Podcasting and RSS

December 9
  • Topics
    o Use and upkeep of legacy equipment

December 16
  • Topics
Multimedia Project due
Class presentations

This course is largely hands-on so we will spend at least half of the time on computers in the lab. Most assignments can be completed during class. While information professionals will often work in environments where they will produce cooperative and collaborative products, it is important that each member of these groups have an understanding of the capabilities and required effort of working successfully with multimedia tools and resources. Therefore each student in this introductory class will be expected to work individually so they may learn each of the skills presented in this course.

This course has a supporting Web site that will make course materials available to you online. This site will provide tools for discussion, ongoing course updates and links to helpful resources. The course Web site will be the working, most up-to-date, version of the course materials and plans.

To give opportunities for direct experience with the online learning environment some classes in this course will be held virtually using distance learning models.

Student Academic Dishonesty Policy

The policy is available at http://policies.cua.edu/academicundergrad//integrity.cfm. Please take a few minutes now to review the policy.

Inclement Weather/Campus Closure

Class will be held online in the event of campus closure during a time class would normally be in session

The class site address is: http://www.onlineinstruction.net/lsc772/

ADA Accommodation

Any student with a disability that will require accommodation under the terms of federal regulations should present a written accommodation request to the instructor by the second class meeting. It is also recommended that the student contact the Office of Multicultural and Special Services, 2nd floor, University Center East. This office is responsible for disability accommodation and services. Their phone number is 202-319-5618 or 202-319-5211 and their fax number is 202-319-5216. Additional information can be found in the online student handbook at:

- http://students.cua.edu/stuhbook/studentlife.htm

Information about accommodations for learning disabilities can be found at:
Course Requirements

Assignments will include exercises to familiarize students with various software packages and hardware configurations. These exercises are intended for completion during the lab portion of the class and/or outside of normal class time. As assignments are made they will be posted in the Assignments area of the course Web site.

Multimedia Portfolio

The exercises and assignments in this course are intended to provide you with “real-world” examples of multimedia file formats, applications and the means by which they are combined into something meaningful. More precisely, this course will help you determine how you might best use multimedia in your own current/future workplaces. To this end, you will be creating a multimedia portfolio containing the end-products of the various exercises and assignments in the course. This portfolio is for you and will not be submitted for evaluation.

As part of your work you will be encouraged to consider how each specific use of media applies to your own area of library and information science and how this does/might/will affect your professional aspirations.

Multimedia Project

Students are encouraged to select a project that will be used in the “real world” but as such may select either a professional or non-professional (i.e. hobby-related) topics. Students are also encouraged to select a topic early in the course so they may work on the project throughout the semester – time designated to work on a new skill may be used to focus on using the new skill within the selected topic. The final project will be turned in at the end of the semester in an electronic format that may be posted on the World Wide Web or other electronic means of presentation to be viewed and evaluated. Your project should include a summary with the following:

1. Who the intended audience is for the outcome of the project?
2. Why a multimedia approach is important for the topic?
3. Why the selected multimedia format(s) was the most appropriate and effective for the topic?

Grading

Exercises 60%
Multimedia Project 35%
Participation 5%
Participation includes completion of assignments, attendance, meeting deadlines, and effort during class discussion. Attendance at all class meetings is assumed. Students who are unable to attend class should notify the instructor – in advance if possible – and visit the class site for materials from class such as presentations, assignments and discussions. Students are responsible for all course content covered and for announcements made at class meetings.

Exams

There will be no exams in this course.

Course Text


Disclaimer

This syllabus should not be construed as a contract between the student and the instructor. It may be changed at any time as needed in order to meet the instructional goals and needs of the class, including changes in the grading policy that is described above.