**CTCT** 5240/6240/6243

**Multimedia Design**

*Fall 2017*

Business/Marketing Education

College of Education

Dr. Leane B. Skinner

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334-844-3823

By appointment



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| Dr. Leane B. Skinner  0301 Haley Center (office)  5040 Haley Center (mailing) |

**Course Number:**  CTCT 5240/6240/6243

**Course Title:** Information Processing I/Multimedia Design

**Credit Hours:** 3 semester hours

**Class Time:** T/Th 12:30 – 1:45 and Online

**Date:** 2017

**Required Texts, Supplies and Resources:**

[Shelly Cashman Microsoft® Office 365 & Word 2016: Comprehensive, 1st Edition](http://www.cengage.com/search/productOverview.do?Ntt=shelly+cashman+comprehensive+2016%0A%7C18455506291516955608263807081585228418&N=16&Nr=16&Ntk=APG%7CP_EPI&Ntx=mode+matchallpartial)   
Misty E. Vermaat   
ISBN-13: 9781305871014   
© 2017 |

Woods, D., & Dorin, W. (2013) *HTML5 and CSS: Comprehensive* (7th Edition). Boston, MA: Course Technology, Inc. (**Required**) ISBN: 9781133526148

Microsoft Office 365 Software (AU students have a free download)

* The Office of Information Technology (OIT), in partnership with Microsoft, is giving each currently enrolled student access to full-versions of Microsoft Office and Office Mobile for FREE! This can be installed simultaneously on 5 devices and is available for PC, Mac, iOS, Android, and Windows Mobile. Learn more at: <http://www.auburn.edu/oit/365>

MOS Practice Software (GMetrix)

* <http://shop.certiport.com/product-p/12003591.htm> - Full Suite ($75)
* <http://shop.certiport.com/ProductDetails.asp?ProductCode=12003590> – Word Only ($40)

MOS Voucher for Word 2016 with Retake

* $90 (Send check to me at 5040 Haley, Auburn, AL 36849 by October 1, 2017 or purchase for $115 at <http://shop.certiport.com/product-p/12000485.htm>)
* Distance students are welcome to come to campus to test, but if that is not an option you must secure a location. You will be responsible for locating a testing center to complete your certification test if you are not testing on campus. You can go to [www.certiport.com](http://www.certiport.com) – click the link that says “testing center.” Make sure the location has the 2016 test. You may purchase a voucher through us, but check with your testing location to make sure they will allow this AND to see if there are additional charges for doing so.

HTML5 and CSS Comprehensive - ISBN 13: 978-1-1335-2614-8; ISBN 10: 1-1335-2614-4

Web Development - <http://www.auburn.edu/oit/web_development/>

World Wide Web Consortium (W3C) - <https://www.w3.org/Consortium/>

Flash Drive

HTML Data Files – <http://solutions.cengage.com/Student-Downloads/>

HTML Companion Website - <http://www.cengage.com/cgi-wadsworth/course_products_wp.pl?fid=M20b&product_isbn_issn=9781133526148&token=2D9A1F243B19FF34252B1D309F080365E1B2B4C020C97F7A417F6C5403BF4476B577EA327C9664EDE743C25B836D7F34D36B5A8647B6D534D03A34D35CDB15386C6E09F74EDE0D2B>

Shelly Cashman Series® Microsoft® Office 365 & Word 2016: Comprehensive, 1st Edition - <http://www.cengage.com/cgi-wadsworth/course_products_wp.pl?fid=M20b&product_isbn_issn=9781305871014&token=63D31C73960C407040382365047DA0F63109C77CC86485F664D2C1BEAA2F709BFAFE04349A94E152F18615E9A7A6AF8EDCB5ECE2ACEDCA595ACD392FBA7618DA635AB3B38F6C81BC>

**How to order your textbooks:**

University Bookstore

* Go to www.aubookstore.com and order your book on-line by submitting the order form provided on that page. Your order may be charged to your Bursar bill or you may use your credit card.
* Dial the toll free number to the AU Bookstore - 877-278-2337

J & M Bookstore

* Go to www.jmbooks.com and use their online ordering system.
* Dial the toll free number 800-323-1405.
* J & M only accepts credit cards.

Anders Bookstore

* Go to www.anders-bookstore.com and use their online ordering system.
* Dial the toll free number 800-Anders-1.

This course will require the use of AU Access Canvas. Canvas can be accessed from the Auburn University website ([www.auburn.edu](http://www.auburn.edu)) - Students.

**Course Description:**

Focus on presentation, desktop publishing, multimedia production, web page design, and digital graphics.

**Course Objectives:**

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

1. Use software to design, format, and create a variety of documents typically found in a business setting in a timely fashion.   
   2. Design and create online documents and forms using hypertext markup language (HTML) codes and commands.  
   3. Manipulate a variety of media and images for use in text-based and online documents.  
   4. Create advanced HTML documents, including forms, tables, and frames.  
   5. Successfully pass the Microsoft Office Specialist (MOS) Exam for Word. (1)(a)6.  
   6. Discuss and apply teaching strategies related to presentation, desktop publishing, multimedia production, web page design, and digital graphics.
2. Explain the fundamentals of developing Web pages using a comprehensive Web development life cycle.
3. Use HTML5 and CSS languages to create Web pages for all purposes.
4. Follow XHTML coding practices.
5. Create dynamic Web pages and add functionality using JavaScript and the Document Object Model (DOM).

In addition, graduate students will be able to:  
7. Read, analyze, and synthesize scholarly articles related to topics covered in the course.

**Course Requirements:**

1. Weekly Assignments - All weekly assignments are due by Sunday at midnight. Late assignments will not be accepted. All Chapters will be evaluated for accuracy, completeness, professional appearance, and ability to follow directions. This includes process for saving and uploading assignments.
   1. Save each part of each assignment according to Chapter Number, Assignment, and your last name - Example: **Chapter 2\_In the Lab 5\_Skinner**.
   2. Submit to proper assignment link in Canvas by due date.
2. Final Exam - Microsoft Office Specialist (MOS) Exam - Proctored at a Microsoft Approved testing center
3. Web Site Project - A final comprehensive project. Students will upload a completed website created using HTML. (See Appendix A)
4. Article Summary/Analysis (Graduate Students only)  
   Graduate level students will be required to review a total of 5 scholarly journal articles related to topics covered in the course. Students will analyze the articles and complete an annotated bibliography and a reaction paper for each. These documents will be uploaded to the LMS and shared through the discussion board.

**Undergraduate Grading and Evaluation Procedures:**

|  |  |  |
| --- | --- | --- |
| **CATEGORY** | Percentage | **DUE DATE** |
| Weekly Assignments –  Word  HTML | 40% | Weekly by Midnight on Sunday |
| Web Site (HTML) | 30% | December 7, 2017 |
| Microsoft Office Specialist Exam | 30% | December 7, 2017 (or before) |

**Graduate Grading and Evaluation Procedures**:

|  |  |  |
| --- | --- | --- |
| **CATEGORY** | Percentage | **DUE DATE** |
| Weekly Assignments –  Word  HTML | 20% | Weekly by Midnight on Sunday |
| Web Site (HTML) | 30% | December 7, 2017 |
| Microsoft Office Specialist Exam | 30% | December 7, 2017 (or before) |
| Article Summary/Analysis (5) | 20% | Various Due Dates During the Semester |

The following grading scale will be used:

90 – 100 points = A

80 - 89.9 points = B

70 - 79.9 points = C

60 - 69.9 points = D

Below 60 = F

**Class Policy Statements:**

Participation: Students are expected to participate in all class discussions and participate in all exercises. It is the student’s responsibility to contact the instructor if assignment deadlines are not met. Students are responsible for initiating arrangements for missed work.

Late Work will not be accepted.

Attendance/Absences: Students must log into Campus and upload assignments weekly.

Accommodations: Students who need accommodations are asked to electronically submit their approved accommodations through AU Access and to arrange a meeting during office hours the first week of classes, or as soon as possible if accommodations are needed immediately. If you have a conflict with my office hours, an alternate time can be arranged. To set up this meeting, please contact me by e-mail. If you have not established accommodations through the Office of Accessibility, but need accommodations, make an appointment with the Office of Accessibility, 1228 Haley Center, 844-2096 (V/TT).

Honesty Code: The University Academic Honesty Code and the [Student Policy eHandbook](https://cas.auburn.edu/owa/redir.aspx?C=1260dffdc1f84ef1b4f1e773cc197e6d&URL=http%3a%2f%2fwww.auburn.edu%2fstudent_info%2fstudent_policies%2f) ([www.auburn.edu/studentpolicies](https://cas.auburn.edu/owa/redir.aspx?C=1260dffdc1f84ef1b4f1e773cc197e6d&URL=http%3a%2f%2fwww.auburn.edu%2fstudentpolicies)) pertaining to cheating will apply to this class.

Professionalism: As faculty, staff, and students interact in professional settings, they are expected to demonstrate professional behaviors as defined in the College’s conceptual framework. These professional commitments or dispositions are listed below:

* Engage in responsible and ethical professional practices
* Contribute to collaborative learning communities
* Demonstrate a commitment to diversity
* Model and nurture intellectual vitality

**The instructor reserves the right to make changes to the syllabus, class requirements, and schedule.**

**APPENDIX A**

In this project you will build a moderate-size website. The theme of the website is decided by you.

Suggestions:

* A personal website
* Employment portfolio
* organization/association
* Marketing a good or service
* Promoting an activity you enjoy
* Instructional Website
* Redesign a current website

**REQUIREMENTS**

1. Website should have around 5 pages
2. Each of those pages should use same or similar style, so that the pages look like they belong to the same website. (External CSS)
3. Each HTML page and CSS should pass the W3C validation. (Provide documentation in your Word document as an attachment)
4. Each page should have meaningful title.
5. You should have a consistent navigation. Your menu which links to different pages, should appear in the same place in all pages, so that users can easily find the menu and be able to navigate to different pages.
6. You should use one external stylesheet, at least one embedded stylesheet, and at least one inline.
7. You should organize all the pages in a good structure.
8. You should use <div> to layout your pages.
9. Your pages should be easy to read, easy to navigate. The text, border, background etc. should be contrasting.
10. You should have a minimum of 5 images. Use various positioning, spacing, etc.
11. You should have at least one table.
12. Use <meta> to add keywords and Description.
13. Include an image map.
14. Include a pop-up image.
15. Include multimedia (video or audio).
16. Include a form.

* If you're using an image or some text from somewhere else, you must clarify the origin of that resource in a comment in your HTML or CSS file, right before the resource you're using.
* Include descriptive comments where needed.
* Website should be uploaded to your P Drive. (<http://www.auburn.edu/oit/web_development/>)
* No COPYING – Must be ORIGINAL work.
* Submit your link to your website and a detailed Word document describing where/how each criteria above has been met. Explain your reasoning.
* **Completion Due date DECEMBER 7, 2017**