Wayne State University
Course Syllabus
IT 7140: Interactive Courseware Design

Instructor: Timothy W. Spannaus, Ph.D.
Wayne State University
Instructional Technology
381 College of Education
Detroit, MI 48202
Office Phone: 313 577 1741 Please do not leave voice mail.
Office Fax: 313 577 1693
Home Phone: 248 559 7282
Home Fax: 248 559 7282
Skype: tspannaus
Google+: tspannaus
Prefered method of communication: Email: tspannaus@wayne.edu
Office hours: Mondays 1:00 – 5:00; Thursdays 1:00 – 4:30 pm

Date/Time: Online, http://blackboard.wayne.edu

Course Description/ Approach
In this class, you will learn to create instructionally sound web based learning, using Dreamweaver or other development tools.

Objectives
You will learn to

- Evaluate e-learning products
- Apply research-based guidelines to the design of instructional websites
- Use prototypes to communicate with a client or subject matter expert
- Design attractive, effective web pages
- Design and create effective learning interactions
- Document designs with storyboards and prototypes
- Demonstrate proficiency in authoring using Dreamweaver or other tools of your choice.

This class includes presentations, readings and participation in discussions and class activities. Some of these discussions and activities are not graded, but I expect full participation. These low-stakes activities allow you to try out ideas without the risk of
earning a low grade. You know that learning requires activity on the part of the learner, interacting with the content and with other learners and the instructor. The discussions and activities offer the opportunity to develop new knowledge and skills along with your group and the whole class.

Texts

Required:


Depending on the authoring tools you use, you will need one or another resource.

For recent versions of Dreamweaver I recommend books by

AGI Creative Team from Wiley Publishing Inc.

Assignments

Assignments require that your work be submitted electronically. In most cases, that means submitting it through the BlackBoard course site. Acceptable file formats are MS-Word (.doc or .docx), Open Office/Libre Office, pdf, or HTML. Documents submitted in other formats will be returned ungraded.

You will submit some assignments to your website using sFTP. We will learn to do that in class.

<table>
<thead>
<tr>
<th>Task</th>
<th>Weight</th>
<th>Due</th>
</tr>
</thead>
<tbody>
<tr>
<td>Create a personal blog post in Blackboard</td>
<td>5%</td>
<td>Jan 19.</td>
</tr>
<tr>
<td>Review and compare e-learning courses</td>
<td>10%</td>
<td>Feb 16</td>
</tr>
<tr>
<td>First Web Assignment</td>
<td>10%</td>
<td>Feb 23</td>
</tr>
<tr>
<td>Plan for Final Project</td>
<td>10%</td>
<td>Mar 2</td>
</tr>
<tr>
<td>Midterm exam</td>
<td>20%</td>
<td>March 9-23</td>
</tr>
<tr>
<td>Presentation</td>
<td>5%</td>
<td>April 27</td>
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<tr>
<td>Final project</td>
<td>30%</td>
<td>April 27</td>
</tr>
<tr>
<td>Reflection paper</td>
<td>10%</td>
<td>April 27</td>
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</tbody>
</table>

Assignment: Create a Blog Post in Blackboard

Post to the course blog. The post will help your classmates and me know who is in the class and know what your interests and objectives are.

Your post must include at least these elements:

- A picture or an avatar of you. If the photo includes other people, either crop the photo to get it to show just you or point out who you are. This picture should be in
Assignment: Review and Compare E-Learning courses

The purpose of this assignment is for you to develop some familiarity with the approaches various schools or companies take to developing e-learning. We will look at instructional web sites from a variety of companies or organizations.

To complete this assignment, search the web for instructional sites. Use any of the standard search tools. You may also go to web sites of companies that create or sell learning, or use university classes that you might find.

Write a short paper (750-1000 words), using APA Style, that describes three sites you visited and what you found. Consider these points:

- What were the different approaches you found?
- What did you like, and why?

For one of the courses, answer these questions:

- How easy to use is the e-learning product, for the intended audience?
- How instructionally sound is it? What would you do to improve it?
- What kinds of interactions are used? How effective are they?
- What were the best and worst things you saw?

Submit your paper electronically, using the Assignment on the course BlackBoard site.

Your paper must include

- URLs (links) for the sites you visited. Use APA Style 6th Ed. for references and citations, including those for websites.
- Illustrations, graphics or sample pages from the course to show the interface, interactions and style
- Your personal reactions to the sites you visited.

Once the papers are submitted, I will return them to you with my electronic markups.

First Web Assignment

Design and develop a small web site (two or three pages).

- The site should include text and graphics.
- Provide a way to navigate back and forth between pages.
- Include links to other sites
- Upload the site to our web server

We will share your modules on the class website.
Final Project

Your final project is an e-learning program, to be completed using Dreamweaver, Fireworks, or other tools as needed, and loaded to the itlab2 server. Working as a small team (three to five people), plan, design, develop and try out a 15-minute e-learning module.

Process
1. Create a team. I will assign students to teams. Your task is to create a team from a group of people. Use resources provided in class to follow a team formation process.
2. Decide on the nature and content of your project.
3. Create a plan for getting the work done. Your plan should define the scope of the project, tasks, who is responsible for each task, completion dates, and dependencies (which tasks have to be completed before others can start).
4. Submit the plan for approval by the date shown in the class schedule.
5. Design and develop the module. Develop prototypes to communicate decisions among the team and the instructor. Storyboards done in Dreamweaver or a graphics package, such as Fireworks, may save time over doing them all on paper.
6. You must prototype and try out your interface and instructional strategy. Select a couple of typical pages, fully develop them, and try them out with users. Revise your design as needed.
7. As you work, upload completed pages to the team website on our server.
8. Complete development.
9. Pilot test the module. Record your observations and revise as necessary.
10. Turn in the project by the final week of class.
11. Present it to your colleagues in class.

The final presentation is expected to be prepared and rehearsed, as you might do for a professional conference. You will record (archive) a presentation using Wimba, Camtasia, Captivate, or the tools of your choice.

Deliverables
Project plan – see due date above.
Final web module
Final presentation

Reflection Paper
The purpose of the reflection paper is to give you the opportunity to think back over the course and see how (or whether) it has changed your view of instructional technology and, especially, web based learning. This paper need not follow APA style and should be just one to two pages.

- What was the most important thing you learned in the course? Why?
• What requirement of the course stretched your capabilities?
• What was not worth the time, given your job or career aspirations?

Class Policies
All policies stated in the Graduate Bulletin of Wayne State University apply to this class.

If you must miss a class due to illness or demands of family or employment, please contact the instructor in advance if possible. If because of the nature of the emergency you cannot contact the instructor in advance, please contact him as soon as possible after class. It is your responsibility to make up any missed work.

I assume that as graduate students you will take on the roles of active independent learner and scholar.

Papers must be turned in electronically, on time, free of spelling and grammatical errors. Late assignments cannot receive a grade higher than 90%.

Papers must be the student’s own work. References to others’ work require citations in APA Style, 6th Ed. Copying of other work or your own work, even with citation, is plagiarism and is not acceptable.

I will post notices on the Blackboard site, use broadcast messaging, or I will email them to the class. Students are responsible for checking the Blackboard announcements and email regularly.

I will not give a grade of I (Incomplete) unless you and I have agreed that your grade will be I. Incomplete means you can finish the class work without any further instruction. If you have simply not finished all of the work, your grade will include missing assignments, scored as 0 points. Grades of Incomplete become F if work is not completed within one year.

Any student who needs accommodation because of a disability should speak with the instructor or contact Educational Accessibility Services, Welcome Center, 313 577 1851

Grades
95.00-100    A
93.00-94.99   A-
91.00-92.99   B+
85.00-90.99   B
82.00-84.99   B-
80.00-81.99   C+
70.00- 80.99  C
Course Prerequisites

- IT 6110. This is an absolute prerequisite. Co-registration is not acceptable.
- Proficiency in Windows 7/8 or Mac OS-X environment
- Proficiency using the World Wide Web

If you are lacking proficiency in Windows or the Web, you must complete web courses on your own time.

Approximate Class Schedule

The Clark & Mayer (C&M) readings are necessary for the discussion each week. It is best to complete the assigned readings early in the unit so you can discuss the content. The discussion will not duplicate the readings, but we do expect that you have read them.

The Dreamweaver H-O-T (HOT) or Osborn readings generally include exercises to be completed in Dreamweaver. Complete those lessons during the assigned unit. Do not get behind. Toward the end of the semester, teams will work on their projects.

<table>
<thead>
<tr>
<th>Unit and Start Date. Each unit lasts seven days.</th>
<th>Reading</th>
<th>Topic</th>
<th>Notes – Assignments are listed here for convenience. See the list on p.02 for exact dates.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Unit 1: Jan 12</td>
<td>C&amp;M = Clark &amp; Mayer, O=Osborn CS5</td>
<td>Introduction, Web based learning, Setting up a Site, Dreamweaver Demo, Evidence-based guidelines, Forming, Storming, Norming &amp; Performing</td>
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<td></td>
<td>O Starting Up, 1, 2, C&amp;M 1, 2, Team Website</td>
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<tr>
<td>Unit and Start Date</td>
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<td>C&amp;M = Clark &amp; Mayer O=Osborn CS5</td>
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<tr>
<td><strong>Unit 3: Jan 26</strong></td>
<td>C&amp;M 5 O 4, 5</td>
<td>Contiguity Needs Assessment, Design and Development Links CSS</td>
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<tr>
<td><strong>Unit 4: Feb 2</strong></td>
<td>C&amp;M 6 O 6</td>
<td>Modality Principle Tables Project Management Page Layout</td>
<td></td>
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<tr>
<td><strong>Unit 5: Feb 9</strong></td>
<td>C&amp;M 7 O 7</td>
<td>Redundancy Design thinking Tables</td>
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<tr>
<td><strong>Unit 6: Feb 16</strong></td>
<td>C&amp;M 8</td>
<td>Coherence Principle Development process Tutorials</td>
<td>Paper due</td>
</tr>
<tr>
<td><strong>Unit 7: Feb 23</strong></td>
<td>C&amp;M 9, 10 O 12</td>
<td>Segmenting &amp; Pretraining Personalization Forms.</td>
<td>First Web assignment due</td>
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<tr>
<td><strong>Unit 8: Mar 2</strong></td>
<td>C&amp;M 11, 12</td>
<td>Using examples Practice Tests &amp; Interactions</td>
<td>Project plan due</td>
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<tr>
<td><strong>Unit 9: March 9</strong></td>
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<td>Midterm exam</td>
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<td>March 16-21</td>
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<td>Spring Break</td>
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<td><strong>Unit 10: March 23</strong></td>
<td>O 9</td>
<td>Multimedia on the web</td>
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<tr>
<td>Unit and Start Date</td>
<td>Reading</td>
<td>Topic</td>
<td>Notes – Assignments are listed here for convenience. See the list on p.02 for exact dates.</td>
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<tr>
<td>March 30</td>
<td>C&amp;M 16</td>
<td>Simulations and games</td>
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<tr>
<td>April 6</td>
<td>C&amp;M 13, 14</td>
<td>Collaboration, Learner Control &amp; Navigation</td>
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<tr>
<td>April 13</td>
<td>C&amp;M 15</td>
<td>Thinking Skills</td>
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<tr>
<td>April 20</td>
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<td>Lab Week – no presentation</td>
<td>I am available to meet with teams this week</td>
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<tr>
<td>April 27</td>
<td></td>
<td>Project Presentations</td>
<td>Reflection paper, presentations, final project due – See Dates!</td>
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