Syllabus: Spring 2017

OFT 241
Multimedia Communications
R 6:30 – 8:00
Hybrid

Instructor: Lucinda Stanley  email: lstanley@worwic.edu

CONTACT: Office Telephone: 410-572-8716
Office: WDC Room 205K
Office hours: Monday: 2:30 – 4:00
            Tuesday: 4:00 pm – 6:00 pm
            Wednesday: 2:30 pm – 3:00 pm
            Thursday 5:00 pm – 6:00 pm

Email Protocol: Please use the email tool in Blackboard™. If you choose to
contact me via Wor-Wic email, please begin the subject line with OFT 241. I
receive a number of emails each day and this will help me to locate emails from
you more readily.

COURSE DESCRIPTION: This course enables students to apply the theories and processes of
successful communication using multimedia presentations and web-based venues. The focus is
on face-to-face and web-based communication including basic, intermediate and advanced skills
in visual presentation development, basic web page development, and effective use of programs
for creating, sending and organizing email. Three lecture hours per week. Prerequisites: OFT
104

Texts:


Reding. (20134). Microsoft Publisher 2013 (Illustrated Series), Stamford, CT: Course Technology


Outlook Course notes card. (2014) Course Technology

Materials:

• Software: Microsoft Windows XP, or higher, Microsoft PowerPoint 2013, Microsoft Web Expressions 3.0, Microsoft Outlook 2013, Microsoft Publisher 2013, and Internet Explorer or Mozilla will be used.

• Handouts/Projects Files: Additional handouts/files may be required. Instructor will provide information on obtaining this material.

• Removable storage disk

• Blackboard is being used as a supplementary site in this course. To access course content in Blackboard you need to have access to a computer with an Internet connection, (other requirements may apply).
- Please follow these directions to access course syllabi and any other materials posted for this course:

  Login Information
  1. From Wor-Wic home page, point to "Quick Links" (top-right) and click the "Blackboard Login" link.
  2. Enter your Wor-Wic user ID and password (same as your Wor-Wic email user ID and password). Don't know your user ID or password? Contact Student Services

<table>
<thead>
<tr>
<th>Objectives</th>
<th>Goals</th>
<th>Assessment Strategies</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Navigate and complete file management tasks using Windows. <em>GEO 7</em></td>
<td>a) Perform basic operating system and file management operations</td>
<td>• Class and Graded Assignments • Final Projects</td>
</tr>
</tbody>
</table>
| 2. Create a visual presentation using basic, intermediate and advanced presentation skills *GEO 1, 2, 7, 9* | a) Create open, save and print slides in a presentation  
b) Enter, edit, and format text on slides, headers and footers  
c) Insert and format graphics  
d) Insert and delete slides and apply slide layouts, design templates, and color schemes  
e) Add and remove transitions and animations  
f) Run a presentation and use slide show commands  
g) Use advanced formatting tools  
h) Work with slide masters  
i) Customize chart layouts  
j) Linking with a spreadsheet document  
k) Use advanced graphics, animations, sound, and macros  
l) Save a presentation for the web | • Graded Assignments • Projects |
| 3. Develop and apply skills in the fundamentals of web design *GEO 1, 2, 3, 7* | a) Explore basic concepts and history of HTML  
b) Use elements of design for formatting layout and text  
c) Explore browser issues  
d) Explore copyright issues  
e) Use WYSIWYG for web design | • Class and Graded Assignments • Final Project |
| 4. Create and manage a web site *GEO 1, 2, 7* | a) Develop content to communicate information to a specific audience  
b) Format the text, backgrounds, and images in a document to be viewed electronically  
c) Insert hyperlinks | • Class and Graded Assignments • Final Project |
<table>
<thead>
<tr>
<th>Objectives</th>
<th>Goals</th>
<th>Assessment Strategies</th>
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<tbody>
<tr>
<td></td>
<td>d) Insert presentation files</td>
<td>• Graded Assignments</td>
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<td></td>
<td>e) Manage file structure and organization of web site</td>
<td>• Final Projects</td>
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<td>5. Access an e-mail account to send and receive email with attachments,</td>
<td>a) Send, receive, and respond to e-mail messages</td>
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<td>organization and management</td>
<td>b) Attach files to e-mail messages</td>
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<tr>
<td>GEO 1, 2, 5, 7</td>
<td>c) Organize email and contacts</td>
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<td></td>
<td>d) Manage appointments</td>
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<td></td>
<td>e) Create notes and journal entries</td>
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<tr>
<td>6. Design, create and edit publications</td>
<td>a) Edit and import text and graphics</td>
<td>• Graded Assignments</td>
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<tr>
<td>GEO 1, 7</td>
<td>b) Replace, resize and delete objects</td>
<td>• Collections</td>
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<td></td>
<td>c) Open, Save, and Print a publication</td>
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<td></td>
<td>d) Convert to a Web publication and publish</td>
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<td></td>
<td>e) Print a two-sided page</td>
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<td></td>
<td>f) Create business information sets to use in publications</td>
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<td></td>
<td>g) Create a business card.</td>
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<td></td>
<td>h) Do a mail merge</td>
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<td></td>
<td>i) Create and customize a Publisher address list</td>
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**EVALUATION & GRADING:**

Graded Assignments = 40%
Attendance = 10%
Exams = 30%
Comprehensive Final Exam/Project = 20%

**Grading Scale**

- Graded Assignments >= 89.5 = A
- Attendance < 89.5% and >= 79.5% = B
- Exams < 79.5% and >= 69.5% = C
- Comprehensive Final Exam/Project < 69.5% and >= 59.5% = D
- Less than 59.5% = F

**Recommended Prerequisite Skills:**

1. Basic knowledge of the Internet and computers.
2. Know how to send and receive attachments through e-mail.
3. Able to work independently and motivated to complete assignments on a timely basis.
4. Have taken OFT 155 or CMP 101
Orientations:

Orientation for the online component will be provided during the first face-to-face class. Online orientations are also provided, which cover technical requirements, netiquette basics, troubleshooting guidelines and instructions on how to utilize BlackBoard.

Technical Help and Distance Education Information
For technical help and distance education information, please refer to Wor-Wic’s Credit Distance Education web page at:
http://www.worwic.edu/Academics/DistanceEducation/DistanceEducationOrientation.aspx

CLASS GUIDELINES:

Student Responsibility

If an emergency prevents you from attending class, it is your responsibility to obtain notes from a classmate and study them for understanding. The responsibility of obtaining and completing all work rests solely upon the student.

Students who are unable to take a scheduled exam must notify the instructor before, or on the day of the exam to reschedule. If the instructor is not notified as stated above, the student will not be able to make up the exam. The missed exam must be taken within one week from assigned date.

You are expected to be punctual, alert, and prepared for the class. Please ask questions in class. If you are confused, more than likely several classmates are too.

Attendance Policy

You are expected to attend class regularly. No absences of any nature will be construed as relieving you from the responsibility for the completion of all work assigned by the instructor. Absences are discouraged because interaction with the instructor and classmates is an integral part of learning. You must notify the instructor if you will not be attending class for any reason.

Classroom Conduct

- Cell phones or any audible devices should not be used during class time.
- Students are not to use computers unless directed by instructor.
- It is expected that students arrive on time and stay for the entire class. If late, please minimize disruption to the class and verify your attendance with the instructor before leaving. If leaving early, sit near the door. A late or early leave counts as ½ an absence.
- Please ask questions in class. If you are confused, more than likely several classmates are too.
Assignments

Units in the book must be read before class. All previously assigned work must be posted prior to the beginning of class. No assignments will be completed during class time unless indicated by the instructor. All late assignments must be turned in within one week of the assigned due date. All late assignments will be reduced by 10% for the first day it is late and 50% thereafter. No late assignments will be accepted exam week.

Exams: Course Objectives 1-7

There are 2 interim multiple choice exams covering material from units in the Web Expressions textbook. There are also 2 interim exam projects associated with the PowerPoint component. There are 2 interim exam projects associated with the Publisher component. The exams/projects will test skills learned during the previous weeks.

Weekly Assignments: Course Objectives 1-7

Each week, students will be required to submit assignments taken from the textbook to show understanding of the materials covered in that week’s lesson.

Electronic Media Written Assignment: Course Objective 4

Students will be required to complete 1 research paper. This paper must be at least 2 pages long, use at least 2 internet sources, and have proper MLA formatting. This assignment will help the student learn the history of Web Development or HTML. Further instructions will be given when assigned.

Assistance:
To sign up for a writing conference: Access Wor-Wic’s website and complete the following:

Click on Quick Links; Click on Learning Resources; Click on Writing Conferences; Key in your Blackboard username and password to gain access to the site; Register for an appointment.

Final Exam/Project: Course Objectives 1-7

The Final Exam/Project will assess skills learned during the course. The final project will be the creation of an electronic portfolio to highlight student’s skills in classes they have taken for their degree program. This project will be ongoing throughout the semester.

Procedure for turning in assignments:

Assignments should be proofread carefully. Unless otherwise specified, electronically generated assignments are to be submitted via the appropriate link in the class Blackboard™ interface. If assignments are not submitted properly, 10% will be deducted from the grade.

Refer to the Orientation Materials document for step by step instructions.
## Schedule of Topics

<table>
<thead>
<tr>
<th>Week</th>
<th>In Class</th>
<th>Independent</th>
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</table>
| 1    | Orientation  
  Blackboard  
  Textbooks  
  Download data files  
  Getting Started with Microsoft Office 2013 (from PowerPoint Textbook)  
  Windows Navigation  
  Windows File Management | PowerPoint  
  Unit A – Creating Presentations  
  Unit B – Modifying Presentations |
| 2    | Outlook  
  Using Email  
  Web Expressions:  
  Unit A – Getting Started | PowerPoint  
  Unit C – Inserting Objects  
  Unit D – Finishing a Presentation |
| 3    | Web Expressions  
  Unit B – Creating a Web Site | PowerPoint Project 1- Your Education and Career Goals (Exam Grade) |
| 4    | Outlook  
  Managing Information  
  Web Expressions  
  Unit C – Adding Text and Links | PowerPoint  
  Unit E – Advanced tools and Masters  
  Unit F – Enhancing Charts |
| 5    | Web Expressions  
  Unit D – Structuring and Styling Text | PowerPoint  
  Units G- Illustrations, Objects and Media clips  
  Unit H – Advanced Features |
| 6    | Publisher  
  Unit A – Getting started with Publisher 2013  
  Unit B – Creating a Publication | Web Exam 1 (Email and Web Units A – D) |
| 7    | Outlook  
  Use Outlook to manage class requirements  
  Typography | PowerPoint  
  Research, design and develop project 2 –  
  How to…(Final Exam Grade)  
  Exam 1: Email and Web Unit A  
  Publisher  
  Unit C: Working with Text  
  Unit D: Working with Graphic Objects |
<p>| 3/6 – 3/12 | | SPRING BREAK |</p>
<table>
<thead>
<tr>
<th>Week</th>
<th>In Class</th>
<th>Independent</th>
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<tr>
<td></td>
<td><strong>Web Expressions</strong></td>
<td><strong>Web Design – Checkpoint 1</strong></td>
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<tr>
<td>8</td>
<td><strong>Unit E - Working with pictures</strong></td>
<td><strong>Electronic Media Assignment due</strong></td>
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<td></td>
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<td><strong>Publisher E: Enhancing a Publication</strong></td>
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<td><strong>Publisher F: Improving a Design</strong></td>
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<tr>
<td>9</td>
<td><strong>Web Expressions</strong></td>
<td><strong>Publisher</strong></td>
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<td></td>
<td><strong>Unit F – Enhancing with CSS</strong></td>
<td><strong>Unit G: Working with Multiple Pages</strong></td>
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<td><strong>Unit H: Using Advanced Features</strong></td>
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<td>10</td>
<td><strong>Web Expressions</strong></td>
<td><strong>Publisher</strong></td>
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<td></td>
<td><strong>Unit G – Designing Site Navigation</strong></td>
<td><strong>Collection (Final Exam Grade)</strong></td>
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<td><strong>Unit H – Testing and Publishing</strong></td>
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<tr>
<td>11</td>
<td><strong>Web Expressions</strong></td>
<td><strong>Investigate free web servers</strong></td>
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<td><strong>Other tools handout</strong></td>
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<td><strong>Outlook</strong></td>
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<td><strong>Working with OneDrive</strong></td>
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<td>12</td>
<td><strong>Uploading to Internet</strong></td>
<td><strong>Work on Final Project</strong></td>
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<td><strong>Work on Final Project</strong></td>
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<tr>
<td>13</td>
<td><strong>Work on Final Project</strong></td>
<td><strong>Work on Final Project</strong></td>
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<tr>
<td>Final</td>
<td><strong>Web Exam 2</strong></td>
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<tr>
<td>Exam</td>
<td><strong>Web Expressions – E – H</strong></td>
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<tr>
<td>4/27</td>
<td><strong>Final Web Project due</strong></td>
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**Other dates to remember:**

- **Class Session:** January 13 – April 24
- **Add period ends:** January 24
- **Drop period ends:** February 7
- **Withdrawal Period ends:** March 29
- **Final Exams –** April 25 – May 1

**Wor-Wic Community College Institutional Policies**

**ACADEMIC HONESTY POLICY:** (GEO 8)

Students are expected to maintain a high level of academic performance. Cheating and plagiarism are defined in Wor-Wic’s Student Conduct Policy (appendix of College Catalog). Infractions of this policy will result in the student’s failure for the assignment or test and possible referral to the Student/Faculty Disciplinary Committee.
EMERGENCY INFORMATION STATEMENT:
In the event of a flu epidemic or other emergency that results in the suspension of classes, faculty will be communicating with students about their courses and course requirements, such as assignments, quiz and exam dates, and class and grading policies, via faculty websites or Blackboard. Students will be responsible for completing all these assignments in accordance with class policies. Information about the resumption of classes will be communicated via the College's website and email system.

ACADEMIC INTEGRITY and COMPUTER USAGE POLICY:
All students logging into Blackboard affirm that they understand and agree to follow Wor-Wic Community College policies regarding academic integrity and the use of College resources as described in the college catalog. Wor-Wic Community College considers the following as violations of the computer usage policy:
• Using the campus computing network and facilities to violate the privacy of other individuals.
• Sharing of account passwords with friends, family members or any unauthorized individuals

Violators are subject to college disciplinary procedures.

SERVICES for STUDENTS with DISABILITIES
Wor-Wic provides reasonable accommodations for students with disabilities, in compliance with the Americans with Disabilities Act of 1990 and Section 504 of the Rehabilitation Act of 1973. If you are in need of accommodations, please contact the counseling office at (410) 334-2900. For more information, see Wor-Wic's Services for Students with Disabilities web page.

SEXUAL VIOLENCE DISCLOSURES
Wor-Wic Community College seeks a campus free of sexual violence which includes sexual harassment, domestic violence, dating violence, stalking, and/or any form of sex or gender discrimination. Please be aware that if a student discloses a personal experience verbally or in writing as a Wor-Wic student to a faculty or staff member, the employee cannot maintain confidentiality and has the mandatory responsibility to notify one of the college’s Title IX coordinators. However, if you’d like to make a confidential disclosure of any such violence, you can contact Wor-Wic’s director of counseling (X-2900) or you can contact the Life Crisis Center at 410-749-HELP or 2-1-1.
Information on rights of victims of sexual violence and related resources is available in the college catalog and at the public safety page of Wor-Wic’s website: http://www.worwic.edu/Administration/PublicSafety.aspx.