

# MM 350: Multimedia Theory

Course Syllabus

Winter 2007

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**Office Hours:** M W F 2:00— 3:00  
T Th 11:00— 12:30  
*and by appointment.*

Note that I may be in BH 123 or LH 235 during office hours.

## Catalog Description

Study of selected principles from various disciplines underlying multimedia creation, expression, communication, and argumentation.

## Prerequisites

Consent of instructor or Junior standing.  
Experience developing multimedia products is desirable.

## Outcomes

Upon completion of this course, students will:

- discuss the application of one or more models of communication in the design and development of multimedia products;
- describe graphic design issues in multimedia screen design;
- discuss interface design for multimedia based on software design and psychological theory;
- discuss the factors involved in selecting media to include in a multimedia product, based on the psychology of learning;
- describe the relationships between design decisions, intended audience, and subject material of a multimedia product; and
- critique multimedia titles from the standpoint of communication, media choice, interface design, and graphic design.

**UWR Writing Intensive Outcomes:**

- Students will produce at least 5,000 words (including drafts, in-class writing, informal papers, and polished papers); 2,000 words of this total should be in polished papers which students have revised after receiving feedback and criticism.
- Students will practice the forms of writing and reflect upon the nature of the writing used by graduates and professionals in the discipline the course represents.
- Students will write at least one paper integrating information from more than one source, employing the appropriate documentation style for the discipline represented by the course .
- Students will draft, revise, and edit their formal written work.
- Students will seek assistance from a Writing Tutor in the Writing Lab when needed and when referred by the instructor.

Note that you must receive a C- or better to receive UWR credit.

**Course Activities**

This class meets three times a week for lectures and discussions. Both on-campus and DDE students will engage in periodic on-line discussions about course topics. You will complete independent research that you will summarize and share in class. You will also complete a research based term paper investigating details of some aspect of multimedia theory.

**Means of Assessment**

Occasional quizzes will provide us with a measure of mastery of concepts covered in lecture and readings. Summaries of independent research (annotated bibliographies) will demonstrate students' abilities in critical analysis and synthesis. A term paper will allow students to engage some aspect of the material in greater depth and share their findings. A final exam will provide a measure of how well you have integrated all course concepts.

**Policies**

*Your continued enrollment in this class signifies that you understand and accept these policies.*

**Attendance** in this class is important. We will be tying together ideas from several disciplines, some of which may seem unrelated to multimedia development. Lectures and discussions will supply most of the material for the course; your independent research will provide the rest. Absences will probably result in inferior performance on graded work, and will reduce your participation grade.

Much of this class will revolve around discussions—multimedia theory is *new* and we will be striving to identify the questions that should be addressed in constructing a theory of multimedia. Your presence and participation in these discussions is important.

**Classroom Decorum.** Please try to get to class on time. Arriving late is a distraction, and not courteous to other students. If you are on time, please leave the desks nearest the door vacant for students who arrive after class starts.

Unless the class is engaged in a discussion, refrain from conversation with other members of the class. Unnecessary conversation is a distraction to the students and to me. If you have a question please address it to me.

Please turn off cell phones and pagers while in class.

**Assignments:** You will be working on three article summaries (annotated bibliographies) and a term paper. You will draft and then refine the term paper. At the end of the term you will give presentations over your term paper topics. All written assignments must follow the format specified when assigned, and presentations should reflect theoretical considerations presented in class. No late work will be accepted.

Save all returned assignments.

Occasional **quizzes** over lectures and discussions will provide feedback to let you determine if you are assimilating enough detail in course topics. Quizzes may be made up only if I deem the documented excuse valid.

### **Academic Misconduct**

Eastern Oregon University places a high value upon the integrity of its student scholars. Any student found guilty of an act of academic misconduct (including, but not limited to, cheating, plagiarism, or theft of an examination or supplies) may be subject to having his or her grade reduced in the course in question, being placed on probation or suspended from the university, or being expelled from the university—or a combination of these. Please see Section II of the *2002-2003 Student Handbook and Planning Calendar: Campus Citizenship (Academic)*, p. 32ff; *Campus Citizenship (Behavior)*, p.41ff.

### **Students with Disabilities**

If you have a documented disability or suspect that you have a learning problem and need reasonable accommodations, please contact the Disability Services Program in Loso Hall 234 (telephone 962-3081) **before** the end of the second week of classes.

### Grading

Your final grade for this course will depend on your completion of the assigned projects, quizzes and a final exam. All activities will measure your ability to apply the concepts introduced in the text and class lectures. Distribution of credit is as follows:

Term Paper:	25 percent
Quizzes:	15 percent
Annotated Bibliographies:	20 percent
Participation	10 percent
Final Exam:	30 percent

Grade cutoffs will be no higher than 92 for A, 84 for B, 75 for C and 65 for D, but *may be lower* if statistical analysis of the distribution of scores indicates they should be.

### Course Outline (Tentative\*)

Week	Topics
1	Course Introduction; Definitions; Understanding scientific writing: Research Reviews and Meta-analyses
2	Holiday Monday (MLK day) Epistemology: Examining how we know what we know Understanding scientific writing: Experiment Reports Discussion: What is “good” multimedia?
3	Theory: Asking questions, seeking answers, and predicting results Discussion: What are critical questions for multimedia development? First Research Paper Summary due
4	Communication Theory and Multimedia Development Term Paper Proposals due
5	Catch-up or Special Topics Second Research Paper Summary due
6	Human Factors and Multimedia Discussion: How can we make user-friendly multimedia? Third Research Paper Summary due
7	Visual Design and Multimedia Term paper drafts due
8	Instructional Design, Cognitive Psychology, and Multimedia
9	Integration—putting it all together
10	Presentations of term papers

\* Schedule is subject to change based on class dynamics. We may spend extra time on some topics and omit others.