

LIS 616: Media Production Services for Library Programs Fall 2006

Course Description: Introductory course in the media program to develop basic skills in the use, design and production of media for an educational setting. The focus of the course is on the design of high quality products that take advantage of the power of a variety of technology to both inform and instruct in innovative ways.

Faculty

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Course Philosophy: Hands-on experience is the best way to learn how to develop products that use different media. With this approach in mind you will be encouraged to experiment, take risks, learn from what others in the class are doing and to push your creative side as the focus of the course is on the design of media products. The plan is for me, the teacher, to move from lecturing in the front of the room to advising and coaching you as you learn how to design and create a variety of media products. While I will expect high quality work, I do hope that you will have fun and enjoy! ☺

Objectives: After completing this course, students will be able to:

- ◆ identify and characterize sources of information about media
- ◆ select, use, and evaluate various types of media
- ◆ develop a lesson plan utilizing appropriate media that facilitates higher order thinking
- ◆ design and develop media products suitable for informational and instructional use

Graded Deliverables

Assignment 1: Evaluation of Media Sources. (10 points)

Find appropriate journal and/or Web sources of media information (product reviews, equipment evaluations, production techniques, etc...). These sources should be in the form of some type of database that you can search. Select four (4) sources that you find useful and develop a brief evaluative annotation for these sources.

Storyboards: Planning documents (6 points)

Before you develop each of the products for this class you will need to create a rough illustration of the product in storyboard format. You will be graded on storyboards for the following products: Website, PowerPoint, Photographs 1 & 2, Brochure, and Video.

Project 1: Informational Project/ Reading Advocacy (36 points)

Overview of Project 1

Produce an informational display for your media center, library or other facilities that

informs clients about services you provide and that promotes reading. The information that you provide can be about a specific program or service, a general overview of your facilities or an instructor approved informational topic. After you complete the project, write a two page reflection paper that addresses what you've learned about visual and media literacy during the process of creating this product.

Components: Brochure (desktop publishing) and video.

The Brochure (12 points of the 36)

The Photos (6 points of the 36)

The Video (15 points of the 36)

Reflection Paper (3 of 36)

Project 2: Instructional Project (48 points)

Overview of Project 2

Produce an instructional unit that facilitates higher order thinking skills. The lesson should at a minimum integrate the use of the Web and a PowerPoint slideshow into the instruction. The Web and/or PowerPoint elements can be used to present the instructional material or it can be in support of the instructional material. After you complete the project, write a two page reflection paper that comments on what you've learned throughout this project regarding the use of media for instructional purposes.

Components: Lesson Plan, Website and PowerPoint Slideshow

The Lesson Plan (12 points of the 48)

The Website (15 points of the 48)

The PowerPoint Slideshow (12 points of the 48)

The Photographs (6 points of the 48)

Reflection Paper (3 points of the 48)

Grading:

Semester Grade Ranges

A = 93-100% (93-100 points)

A- = 90-92.9% (90-92.9 points)

B+ = 88-89.9% (88-99.9 points)

B = 83-86.9% (83-86.9 points)

B- = 80-82.9% (80-82.9 points)

C+ = 78-79.9% (78-79.9 points)

C = 73-77.9% (73-77.9 points)

C- = 70-72.9% (70-72.9 points)

F = 0-69.9% (0-69.9 points)

Late assignments

Since this is a production class it is important that you turn all of your assignments in on time. In the event that you turn in an assignment late, 2 points will be deducted from your assignment grade for each day past the deadline that it is not turned in.

Textbook:

There is no textbook for this course.

****Licensure students* will need to subscribe to TaskStream (taskstream.com).

Taskstream is a subscription-based online electronic portfolio system.

Reference:

Heineich, Molenda, Russell, and Smaldino (1999). Instructional Media and Technologies for Learning. Prentice Hall: New Jersey.

University Policies:

Please review the graduate catalog for all rules and regulations. These will be followed, including the rules on incomplete grades. Also review the UNCG Academic Integrity Policy (<http://saf.dept.uncg.edu/studiscp/Honor.html>) this policy will also be followed.

In accordance with University policy, if you have a documented disability and require accommodations to obtain equal access in this course, please contact the instructor at the beginning of the semester or when given an assignment for which an accommodation is required. Students with disabilities must verify their eligibility through the Office of Disability Services, 157 Elliot University Center (336) 334-5440.

Course Schedule and Outline

Week	Class Meeting Date	Topic	Planning Documents/Storyboards Due	Other Assignments
1	8/15	Welcome & Intro to Design		
2	8/22	Design		<ul style="list-style-type: none"> ○ Assign 1 Due ○ Bring in brochures for class discussion
3	8/29	Design to promote and inform using text-based media		
4	9/5	Visual literacy and visual message design Review	Brochure Storyboard due	
5	9/12	Visual message design continued Review Video	Photo & Video Storyboard due	
6	9/19	Work Day		
7	9/26	Work Day		
8	10/3	Designing for engagement and interactivity	Determine subject matter for Project 2	Project 1 Due

9	10/10	Fall Break --No Class--		<ul style="list-style-type: none"> ○ Set up UNCG webspace ○ Read ASSURE ppt in blackboard
10	10/17	Web Design and Development	Lesson Plan Due	
11	10/24	Advanced Web development	Storyboards due (powerpoint, photo and website)	
12	10/31	Review Web Development		
13	11/7	Work Day		
14	11/14	Work Day		
15	11/21	Work Day		
16	11/28	Work Day		Project 2 Due

*This schedule is tentative and subject to change by the instructor and/or the university.