

Multimedia in Arts Administration

AAD 485/585 • Winter Term 2012 • 6:00pm-7:20pm UH • Mill Race 1

Eric J. Schiff, Instructor: voice - 915.4664, email - ejschiff@uoregon.edu

- Readings:
- [Universal Usability](http://www.universalusability.com/), 2006 Sarah Horton, <http://www.universalusability.com/>
 - [Connectivism - A Theory of Personal Learning](#), 2008, Stephen Downes
 - [PLEs, Web 2.0 and the Future of Higher Education](#), 2008, Marc Boots-Ebenfield
 - [Personal Learning Environments, The Future of Education?](#), 2008, Graham Attwell

- Resources:
- AAD Infodesign Instructional Blog - <http://aaablogs.uoregon.edu/aadinfodesign> for all course resources, assignment descriptions, examples, and student blog syndication.

- Requirements:
- Midterm - 25% PLE Maps/Evaluations, Movie Biopic
 - Assignments - 25% Assignments #1-6
 - ePortfolio Website - 50% Professional Published ePortfolio Website
 - Attendance - 80% min. for P



This course examines current media tools, applications, and trends influencing information design and presentation specific to web/online communication. Concepts from graphic design, information architecture and project management are threaded through the course. Focus will be on effective information design, tools and application; interaction with Personal Learning Environments, and Social Media. Students will demonstrate knowledge and use of Web 2.0 applications, digital media tools, and produce a Professional showcase ePortfolio website.

DAY	DATE	SESSION	READ/EXERCISE
Tuesday	1/10/12	Independent Reading - Prerequisite for 1/12 class See email and post with assignment specifications	*Atwater/Downs
Thursday	1/12/12	Fenn/Schiff - Student work collaboration: Fenn's Room PLE/Media Praxis forum - Facilitated by 2nd year students, group discussion and PLE drafts - follow-up in class on 1.17	
Tuesday	1/17/12	Review Syllabus, Resources, PLE Drafts Showcase ePortfolios Samples, Tutorials	
Thursday	1/19/12	Digital Media Tools: Video and Audio Apps Vimeo, Youtube, etc. VideoPlay examples	*RWDW 11
Tuesday	1/24/12	Web Formats, Standards, Protocols Info Arch, Navigation/Functionality, Layout	*Web Style Guide
Thursday	1/26/12	Dreamweaver Basics, Defining Sites, Conventions Site Design: Illustrator and Fireworks - Template Prep, Options Assignment #1 - Showcase Narrative + Revised Webmap Due	
Tuesday	1/31/12	Site Design: Content to Dreamweaver; Templates, CSS in DW Assignment #2 - 30 second VideoPlay Due	
Thursday	2/02/12	Content Development: Galleries - Flickr/Cooliris, Adobe Bridge	
Tuesday	2/07/12	Work Session	
Thursday	2/09/12	Midterms Presentations - PLEs, Movies (Presentations)	
Tuesday	2/14/12	Accessibility Design - Review Web Productions Beginnings Assignment #3 Project Management Time lines Due	
Thursday	2/16/12	Production Issues - Illustrator and Dreamweaver, Work Session Assignment #4 Final Site Templates Due	
Tuesday	2/21/12	Linking and Embedding Media, RSS	
Thursday	2/23/12	Assignment #5 Arts Organization Case Study Due - Presentation	
Tuesday	2/28/12	Gallery Design, Issues and Interactivity	
Thursday	3/01/12	Work Session, Assignment #6 Web 2.0 Apps Abstracts Due	
Tuesday	3/06/12	Webserver Protocols, FTP Tools, Website Production Issues - Q&A	
Thursday	3/08/12	Work Session	
Tuesday	3/13/12	Project Work, Upload Sites	
Thursday	3/15/12	Project Work, Upload Sites	
Tuesday	3/20/12	Final Site Presentations - 6 P.M. if no conflicts, otherwise 8:00 P.M.	

Syllabi Standards Established by the Arts & Administration Program

COURSE CONDUCT

Materials in this course may be controversial and involve contentious discussion. A variety of opinions and ideas are encouraged and appreciated. Participation in this class assumes:

- the dignity and essential worth of all participants is respected
- the privacy, property, and freedom of all participants will be respected
- bigotry, discrimination, violence, and intimidation will not be tolerated
- personal and academic integrity is expected

ACADEMIC HONESTY - AVOIDING PLAGIARISM

All work submitted in this course must be your own and produced exclusively for this course. The use of sources (ideas, quotations, paraphrases) must be properly acknowledged and documented. Violations will be taken seriously.

“Members of the university community are expected to be honest and forthright in their academic endeavors. To falsify the results of one's research, to present the words, ideas, data, or work of another as one's own, or to cheat on an examination corrupts the essential process by which knowledge is advanced.” This statement comes from the Student Life web page (http://studentlife.uoregon.edu/duck_guide/academic_honesty.html). For a more thorough description of the University's policies, and the expectations placed on both students and faculty, go to that page.

DISABILITY SERVICES

All students are entitled to an accessible and positive learning environment. If you have a documented disability and anticipate needing access assistance in this course, please let me know during the first week of the term. You may contact Disability Services for further information about access assistance: 164 Oregon Hall, 346-1155 (TTY: 346-1083), disab-srv@uoregon.edu

Campus Resources

The UO is committed providing a learning environment in which students can be successful. The following resources are available to support students in being successful.

ACADEMIC LEARNING SERVICES [HTTP://ALS.UOREGON.EDU/](http://ALS.UOREGON.EDU/)

Overcoming obstacles to effective teaching and learning often requires more than teachers and students can accomplish individually. Programs, workshops, courses, tutors, and mentors are among the many resources we provide to help with educational pursuits at the University of Oregon.

(541)346-3226, 68 Prince Lucien Campbell Hall, als@uoregon.edu

BIAS RESPONSE TEAM [HTTP://BIAS.UOREGON.EDU/](http://BIAS.UOREGON.EDU/)

The University of Oregon Bias Response Team (BRT), based out of the Office of Student Life, works to gather information about bias incidents and to support those who unfortunately have witnessed, or have themselves become a target, of an act of bias.

(541)346-1134 or (541)346-1139, 164 Oregon Hall, brt@uoregon.edu

CAREER CENTER [HTTP://UOCAREER.UOREGON.EDU/](http://UOCAREER.UOREGON.EDU/)

The UO Career Center is your bridge to the real world. We are dedicated to connecting our talented and diverse student community with the best professional opportunities available.

(541) 346-3235, 220 Hendricks Hall, career@uoregon.edu

CONFLICT RESOLUTION SERVICES

[HTTP://STUDENTLIFE.UOREGON.EDU/PROGRAMS/CRS/INDEX.HTM](http://STUDENTLIFE.UOREGON.EDU/PROGRAMS/CRS/INDEX.HTM)

CRS offers informal, voluntary and confidential processes to assist individuals and groups work through conflict, plan for the future, or make decisions. Students use CRS to help resolve a wide variety of conflicts such as conflicts with friends or roommates, issues regarding custody and/or divorce, conflicts related to university housing, workplace conflicts, conflict within or among student or workgroups.

(541)346-0617 or (541) 346-6105, lsponko@uoregon.edu (or) cmcgrow@uoregon.edu

COUNSELING AND TESTING CENTER [HTTP://COUNSELING.UOREGON.EDU/DNN/](http://counseling.uoregon.edu/dnn/)

Individual Counseling, Group Counseling, Community Referrals, Eating Disorders Program, LD/ADHD Assessment, Outreach & Consultations, Special Populations, Substance Abuse

(541) 346-3227

2nd Floor, University Health, Counseling, and Testing Center Building, 13th & Agate

CRISIS CENTER [HTTP://WWW.UOREGON.EDU/~UOCRISIS/INDEX.HTML](http://www.uoregon.edu/~uocrisis/index.html)

The University of Oregon Crisis Line offers free, anonymous telephone counseling and referrals for help in dealing with a variety of problems including but not limited to academic concerns, suicidality, depression, relationship problems, eating disorders, grieving, gay/lesbian/bi-sexual issues, and sexual assault. The Crisis Line operates during all academic terms. The Crisis Line is staffed by trained students and volunteers who have completed a three-credit course in crisis intervention, in addition to substantial on-the-job training.

(541) 346-4488, uocrisis@gladstone.uoregon.edu

DISABILITY SERVICES [HTTP://DS.UOREGON.EDU/](http://ds.uoregon.edu/)

Disability Services provides direct support and services to students who encounter barriers to access or participation in university classes, programs and offerings. We are also here to assist students, instructors, staff and community members through consultation, outreach, programming and referral.

(541)346-1155, 164 Oregon Hall, disabsrv@uoregon.edu

DIVERSITY EDUCATION & SUPPORT [HTTP://DIVERSITY.UOREGON.EDU/MAIN.HTM](http://diversity.uoregon.edu/main.htm)

Website to learn about events and connect with resources on campus.

(541) 346-1139, 164 Oregon Hall, jrr@uoregon.edu

HEALTH CENTER [HTTP://HEALTHCENTER.UOREGON.EDU/](http://healthcenter.uoregon.edu/)

The Health Center offers students a broad variety of programs and services including primary medical care, psychiatry, dental care, sports medicine, physical therapy, allergy services, nutritional counseling, travel medicine, and health promotion. Laboratory, pharmacy, and x-ray services are also available on-site at our convenient, centrally located campus location at the corner of 13th and Agate. We encourage you to take a moment to explore our website to learn more about the many services that are available to you as a student at the University of Oregon.

(541) 346-2770, 1590 East 13th Street,

LGBT EDUCATIONAL AND SUPPORT SERVICES [HTTP://LGBT.UOREGON.EDU/](http://lgbt.uoregon.edu/)

Promoting a supportive environment at the University of Oregon for LGBT students, faculty, and staff through support services and educational efforts designed to reduce heterosexism, gender bias and homophobia.

(541)346-1134, 164 Oregon Hall, program@uoregon.edu

MEN'S CENTER [HTTP://WWW.UOREGON.EDU/~UOMC/](http://www.uoregon.edu/~uomc/)

The Men's Center exists to promote the physical, mental, emotional, and social health of men, and attitudes and behaviors that will benefit everyone.

(541)346-0743, EMU Suite 2 (Lower level of the EMU), uomc@uoregon.edu

NONTRADITIONAL STUDENT PROGRAMS

[HTTP://STUDENTLIFE.UOREGON.EDU/PROGRAMS/NONTRAD_STUDENT_PROG/INDEX.HTM](http://studentlife.uoregon.edu/programs/nontrad_student_prog/index.htm)

The Nontraditional Student Program exists to assist nontraditional students in meeting their educational, career and personal goals, advocate for services that correspond to the diverse needs of the nontraditional student, provide a supportive and nurturing environment to engage nontraditional students as active partners in the planning, delivery and evaluation of their own learning, and provide support and services to veterans returning to the university environment.

(541)346-1123, 164 Oregon Hall, gjewett@uoregon.edu

OFFICE OF MULTICULTURAL ACADEMIC SUPPORT [HTTP://WWW.UOREGON.EDU/~OMAS/](http://www.uoregon.edu/~omas/)

OMAS staff specializes in providing a culturally supportive environment that empowers self-identified students of color to fulfill their educational and career goals.

(541)346-3479, 164 Oregon Hall, omainfo@uoregon.edu

OFFICE OF STUDENT LIFE [HTTP://STUDENTLIFE.UOREGON.EDU/MAIN.HTM](http://STUDENTLIFE.UOREGON.EDU/MAIN.HTM)

The Office of Student Life staff are available to help you find solutions and resources to most issues and concerns on a drop-in basis.

(541)346-3216, 164 Oregon Hall, stl@uoregon.edu

SEXUAL VIOLENCE PREVENTION

[HTTP://STUDENTLIFE.UOREGON.EDU/PROGRAMS/SEXUAL_VIOLENCE_PREV_EDU/INDEX.HTM](http://STUDENTLIFE.UOREGON.EDU/PROGRAMS/SEXUAL_VIOLENCE_PREV_EDU/INDEX.HTM)

The Office of Student Life coordinates the Alliance for Sexual Assault Prevention, self-defense classes, courses about preventing sexual assault, and other programs and events designed to prevent unwanted sexual behavior. In addition, the office provides support for survivors of sexual and partner violence.

(541)346-1198, 164 Oregon Hall, aleeder@uoregon.edu

TEACHING EFFECTIVENESS PROGRAM [HTTP://TEP.UOREGON.EDU/](http://TEP.UOREGON.EDU/)

The Teaching Effectiveness Program offers a variety of activities and services to engage the academic community focus on teaching and learning, obtaining feedback on their teaching performance, and improving undergraduate instruction.

TEP services are free to all who teach— faculty members, graduate teaching fellows (GTFs), staff and university departments. All consultations and midterm feedback services are confidential.

(541)346-2177, 68 Prince Lucien Campbell Hall

WOMEN'S CENTER [HTTP://WWW.UOREGON.EDU/~WOMEN/](http://WWW.UOREGON.EDU/~WOMEN/)

The mission of the ASUO Women's Center is to advocate for the best educational and working environment for the women at the University of Oregon. We accomplish this by working toward societal change and the end of oppression and by supporting personal growth.

(541)346-4105, EMU Suite 2 (Lower level of the EMU), womenctr@uoregon.edu