

**School for New Learning
DePaul University
Course Syllabus: SW 289 Making Multimedia Business Presentations
Spring, 2009**

1. General Information

Faculty: Paul Buchheit
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773-774-3395

Location: O'Hare

Dates/Time: Thursdays, 6:30-9:30 PM

2. Course Description and Faculty Biographical Sketch

This course will instruct the student in the use of popular multimedia software for the development of professional-quality business presentations. Training will be provided in the areas of video and audio editing, graphics enhancement, slideshow creation, and moviemaking. Students will demonstrate their work through in-class presentations and via the internet.

The primary focus of each student's multimedia presentation will be the impact of technology on the current state of the U.S. economy. Each student will select and research a specific issue related to technology and finance, prepare a professional-quality video, and present the results of his/her work in class.

Paul Buchheit has been a long-time faculty member with the Chicago City Colleges and Northwestern University, and he has taught a course at DePaul based on his book, "American Wars: Illusions and Realities" (Clarity Press, 2008). He has numerous publications in Cognitive Science, with an emphasis on language development. He is the founder of fightingpoverty.org, and in 2006 he founded Global Initiative Chicago (GICChicago.org), which promotes awareness of critical global issues among colleges and high schools in the Chicago area.

University of Illinois at Chicago. Ph.D. in Computer Science (1991).
Natural Language Processing and Cognitive Science

Northwestern University. MS in Computer Science (1977)

Loyola University. BBA in Finance (6/75)

University of Illinois at Chicago (additional studies). 60+ hours in Biology, Chemistry, and Biochemistry.

3. Competencies

A-5

Creativity: Can define and analyze a creative process.

H-2-G

Can evaluate the role and impact of mass media or information technology on society.

S-1-D

Can design and plan an information technology solution for a problem.

S-5

Information Technology: Can use current information technology for integrated solutions to problems.

4. Learning Experience

Students in this class will be required to research assigned topics, gather relevant textual, graphical, video, and audio information, and prepare short presentations for demonstration and discussion in class. Each student will also choose a specific area of interest relevant to the course for a comprehensive research study and video presentation.

Required Software:

- 1. Windows Movie Maker (free with Windows XP; on DePaul computers)
- 2. Video Converter
(Recommended: Movavi Video Converter, about \$30)
(<http://www.movavi.com/videoconverter>)
- 3. PPT to Video Converter
(Recommended: Moyea, about \$50)
(<http://www.moyeamedia.com/ppt-to-video>)
- 4. Audacity Sound Editing (free: audacity.sourceforge.net; on DePaul computers)
- 5. Adobe Photoshop (or other graphics software for basic image editing)
- 6. Realplayer (free: www.real.com; on DePaul computers)
- 7. FLV to AVI Converter
(Recommended: AONE, about \$30)
(http://www.aone-soft.com/flv_to_avi_mpeg_wmv_3gp_mp4_ipod_converter.htm)

Recommended Reading:

- Microsoft Windows Moviemaker Basics, by Jennifer Gipp (Course Technology, 2009)
- Microsoft Windows Movie Maker 2: Do Amazing Things, by John Buechler (Microsoft Press, 2004)
- Microsoft Windows Movie Maker 2 (Visual QuickStart Guide), by Jan Ozer (Peachpit Press, 2004)
- Creating a Presentation in Microsoft Office PowerPoint 2007 for Windows, by Tom Negrino (Peachpit Press, 2007)
- Teach Yourself VISUALLY Microsoft Office PowerPoint 2007, by Lisa A. Bucki (Visual, 2006)

Attendance and Participation

Class attendance will be part of the student's grade. Two points will be deducted for each unexcused absence or tardiness, or for leaving class early without permission.

Technology Requirement

Students should be aware of the technological component of this class. They should be familiar with the basic features of Blackboard. They will be expected to become proficient with course-relevant software, perform online research, and prepare a multimedia presentation.

5. Outcomes (based on competencies)

(A-5) Students will use research, design, and presentation development to complete a creative technological process.

(H-2-G) Through their research and presentations, students will evaluate the impact of information technology on society, especially with regard to recent economic issues.

(S-1-D) Students will design an information technology solution to address the lack of awareness about the current state of business in America.

(S-5) Students will research the past and present state of technology and its impact on the economy, and they will use modern information technology software to present research-related issues and possible solutions.

6. Evidence the Students will Submit

Students will be required to submit a fully documented, publishable multimedia presentation based on a business-related topic to be approved by the instructor. The presentation, which should originate with a Powerpoint slideshow, must include text, still and animated images, animation effects, external audio and video files (none over 15 seconds), voice overdubbing, and video effects. Students will also submit reviews of other students' work.

Guidelines:

Presentation, 1 Competence: 5-minute showing, 5 current references

Presentation, 2 Competencies: 15-minute showing, 10 current references

NOTE: The DePaul Student Handbook defines plagiarism as follows: "Plagiarism includes but is not limited to the following: (a) The direct copying of any source, such as written and verbal material, computer files, audio disks, video programs or musical scores, whether published or unpublished, in whole or in part, without proper acknowledgement that it is someone else's. (b) Copying of any source in whole or in part with only minor changes in wording or syntax even with acknowledgement. (c) Submitting as one's own work a report, examination paper, computer file, lab report or other assignment which has been prepared by someone else. This includes research papers purchased from any other person or agency. (d) The paraphrasing of another's work or ideas without proper acknowledgement." Plagiarism will result in a failure of the assignment or possibly of the course. If you are unsure of how to cite a source, ask!

7. Criteria for Assessment

Students will be graded as follows:

20% Research (50 points): Relevance and thoroughness of research, quality of writing within presentation (clarity, persuasiveness, grammatical correctness).

40% Multimedia Presentation (100 points): Thoroughness in following guidelines, relevance of presented material, effectiveness of content and delivery.

40% Weekly Assignments (100 points): incremental stages of multimedia project.

Note: Late assignments will not be accepted. Incomplete grades will be awarded only for documented medical or other emergency reasons.

8. Class Schedule

Week 1: Introduction / Preliminary Discussion / Suggested Readings & Software Tools

Week 2: Intro to presentation, graphics, video, audio software; demonstrations of software use

Week 3: Creating a brief video presentation; Phase 1 of multimedia project

Week 4: Continuation of Phase 1, multimedia project

Week 5: In-class preliminary presentations, feedback from students
(Research due)

Week 6: Class discussion of research topics

Week 7: Work on Phase 2, multimedia project

Week 8: Final presentations

Week 9: Class feedback on final presentations

Week 10: Individual conferences

Addenda

DePaul University Academic Integrity Policy

DePaul University is a learning community that fosters the pursuit of knowledge and the transmission of ideas within a context that emphasizes a sense of responsibility for oneself, for others and for society at large. Violations of academic integrity, in any of their forms, are, therefore, detrimental to the values of DePaul, to the students' own development as responsible members of society, and to the pursuit of knowledge and the transmission of ideas. Violations include but are not limited to the following categories: cheating; plagiarism; fabrication; falsification or sabotage of research data; destruction or misuse of the university's academic resources; alteration or falsification of academic records; and academic misconduct. Conduct that is punishable under the Academic Integrity Policy could result in additional disciplinary actions by other university officials and possible civil or criminal prosecution. Please refer to your Student Handbook or visit <http://studentaffairs.depaul.edu/homehandbook.html> for further details.

DePaul University Incomplete Policy

Undergraduate and graduate students have two quarters to complete an incomplete. At the end of the second quarter (excluding summer) following the term in which the incomplete grade was assigned, remaining incompletes will automatically convert to "F" grades. In the case of the Law School incompletes must be completed by the end of the semester following the one in which the incomplete was assigned. Ordinarily no incomplete grade may be completed after the grace period has expired. Instructors may not change incomplete grades after the end of the grace period without the permission of a college-based Exceptions Committee. This policy applies to undergraduate, graduate and professional programs. NOTE: In the case of a student who has applied for graduation and who has been approved for an Incomplete in his or her final term, the incomplete must be resolved within the four week grace period before final degree certification.

n.b. The SNL student who wishes to receive the grade of IN must formally request in writing that the instructor issue this grade. This request must be made before the end of the quarter in which the student is enrolled in a course.

Students who feel they may need an accommodation based on the impact of a disability should contact the instructor privately to discuss their specific needs. All discussions will remain confidential.

To ensure that you receive the most appropriate accommodation based on your needs, contact the instructor as early as possible in the quarter, preferably within the first week of class, and make sure you have contacted:

- PLS Program (for LD, AD/HD) at 773-325-4239 in the Schmidt Academic Center, room 220 or;
- The Office for Students with Disabilities (for all other disabilities) at 773-325-7290, DePaul University Student Center, room 307.