

AST 3383 Multimedia Applications
Spring 2017

Professor: Mazie E. Will, CPS/CAP
Title: Distinguished Associate Professor Emeritus
Email: mwill@sulross.edu
Office: No on-campus office

HELP DESK:

Contact via email or Facebook Messaging; replies will be as soon as possible 432-837-8888

Required Sources:

Web-based on Blackboard 9 : <http://sulross.blackboard.com>
Use your SRSU Email login and password to access

Facebook Secret Group via my personal page <https://www.facebook.com/mazie.will>

Software and Hardware

- Adobe Photoshop (industry standard) SR Computer Labs and Library 2nd floor computers
 - Adobe Photoshop Elements and Adobe Premiere (very good one); download or purchase at Best Buy, Office Depot, Amazon, etc. (academic version available to your sulross.edu email account)
 - Adobe Lightroom
 - Photoshop Express (smartphone app, I think)
 - [Adobe Photoshop Creative Cloud](#)
 - Free trial 30-day period available <http://www.adobe.com> details in Blackboard
 - Windows MovieMaker or similar
 - Google Account
 - Digital camera; smartphone with photo and movie capabilities
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- [GIMP](#) (Free open source)
 - Google Photos (Picasa has been discontinued).
 - [Corel Paint Shop](#) (30-day free trial)
 - Smartphone and tablet apps may be used as supplemental software but not exclusively for projects. Many good ones are available.
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- **Required Tutorials**
 - [Atomic Learning](#) provided free by SRSU. Tutorial links to software of all kinds are available. See the link on the opening Blackboard page.
 - **YouTube tutorials (Free)**
 - Extensive, additional course-relevant web page resources and tutorials will be posted in the Facebook Secret Group and/or in Blackboard 9
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 - **Course Blog**
 - <http://bus-admin.blogspot.com> (Author access provided through email invitation from ASBT PROF (Mazie Will mwill.srsu@gmail.com) sent on January 14, 2017.
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- **Optional (but your own subscription)**
 - <http://www.LYNDA.COM> **Tutorial Subscription**
 - The following resource, <http://www.lynda.com> is available for a monthly charge to credit card or bank account;

cancel before **10 days** to avoid recurring charges unless you want to continue. It covers all software brands you might use and MUCH MORE!

***Required Technology:**

- High-speed Internet access
- SR Email and Blackboard checked regularly
- Blackboard requires Firefox OR Chrome--NOT Internet Explorer
- Smartphone or digital camera for still images and video.
- Headset with microphone or computer microphone needed for video creations
- USB storage drive or DVD to store and submit projects and portfolio; this device will be kept by the professor for assessment documentation; the USB/DVD/CD will not be returned.
- Access to scanner to scan old photographs for photo editing and restoration
- Scanners should be available in SR Library and computer labs
- Photo quality paper OR source to print photographs.

Program Learning Objective for AST 3383

PLO		Assessment Tools
PLO 4	apply and demonstrate skills of specialized, industry-standard photo-editing software to produce documents, infographics, and media relevant to business	Assessment Rubric
	Create short video that can be uploaded to YouTube	Peer Review

Evaluation Plan

Evaluation Factor	%
Assignment/Project Submissions in LUs	35
Complete Portfolio Submission via USB or CD (all required components must be included)	35
Active participation, including Discussion Boards, Facebook Secret Group; Blog Presentation (Final Exam)	30
Total	100

Attendance and Punctuality and other Classroom Management Rules

- The professor may apply the University Policy for Non-Participation in a Web Course.

Distance Ed (Web-course) Non-Participation Statement

Policies in effect for on-campus, traditional classroom instruction courses also apply to students enrolled in distance education courses, including Web-based and ITV courses. The University allows a maximum of 20% absences in a course before an instructor may drop a student for excessive absences with a grade of F or W. In distance education courses, this policy is interpreted as non-participation; once a student has been documented as non-participating for more than 3 weeks of inactivity during a long semester or 1 week of inactivity during a summer session, the instructor may drop the student from the course with a grade of F or W. Non-participation and inactivity may include not logging on to the course, not submitting assignments or participating in other assigned activities as scheduled, not communicating with the instructor by phone or email, and/or not following the instructor’s participation guidelines stated in the syllabus.

- Students are responsible for meeting University deadlines, i.e., drop/add courses, payment, dropping a course, graduation, or withdrawal from the University.
- Students are responsible for understanding the contents of the syllabus, course documents, assignments, projects, and how to submit these materials in this course.

Communication

- To contact your professor, use email to mwill@sulross.edu, Facebook message.
- No office hours because of no office

- Replies to emails or messaging will be sent as soon as possible and usually within 24 hours. If I'm out of town on University business or have limited computer access, however, it may take a little longer.
- Your Sul Ross email is PREFERRED by the University. *You are responsible for checking your email account often.* The instructor is not responsible for emails that do not reach the recipient on either side due to incorrect addressing, system failures, etc. Returned email will not be re-sent.

Course Grade

- Use Banner Self-Service to access your final course grade which is viewable soon after the professor posts it.
- University policy emphasizes that Incomplete (I) grades are considered only in extreme emergencies and not for extra time to complete assignments. Recording an "I" is at the sole discretion of the professor. A student with an "I" grade in this course can receive a final grade no higher than a "B." Completion must follow guidelines set forth by the professor and according to University policy. Failure to complete an "I" will automatically turn to "F."
- Important Notice to Entering Freshmen, Fall 2007 and after: A student cannot drop more than six courses during the lifetime of their undergraduate enrollment while attending any public institution in Texas.
- Think before you drop! It may be better to complete the course!
 - Requests for extra credit to make up incomplete work, late assignments, procrastination, or non-participation will not be considered.

Academic Dishonesty Policy

Read the Academic Dishonesty Policy listed online at <http://www.sulross.edu> and printed in the Student Handbook; it will be enforced. Plagiarism of printed text, Internet, multimedia, or other copyrighted material is against the law. Use the information you find, but give credit to the authors through proper referencing. Use the APA style. Dishonesty includes the exchange or sharing of computer files and the presentation of another's work as one's own. The instructor reserves the right to use the Blackboard feature, SafeAssign, to check documents for appropriate and credible documentation; significant undocumented text may be brought to the student's attention, if time permits, for correction and possible resubmission. Flagrant plagiarism may result in a failing grade on the project and/or in the course.

Student Conduct

Inappropriate student conduct will not be tolerated. Students who, in the professor's determination, create an atmosphere not conducive to learning, or who follow a path that disrupts the learning and teaching environments in the classroom, including online, will be immediately referred to the University Department of Public Safety and/or to the Dean of Students.

Counseling Center

Personal counseling services are provided for students, faculty, and staff. Persons seeking those services should go to Ferguson Hall, Room 112, or call 432-837-8203.

Accessibility Services

Any student who, because of a disability, may require special arrangements in order to meet the course requirements should contact the instructor as soon as possible to make necessary arrangements. Students must present appropriate verification from Accessibility Services during the instructor's office hours. Please note that instructors are not allowed to provide classroom accommodation to a student until appropriate verification from Accessibility Services has been provided. For additional information, please contact Mary Schwartze with Accessibility Services in Ferguson Hall 112, or call 432 837-8203.

AST 3383 Multimedia Applications
Spring 2017 Calendar*

Dates	Planned Schedule/Activities**
Jan 17-31	Complete and submit assignments in Learning Unit (LU) 1 Download software from options recommended Explore recommended websites Access Facebook secret group and http://bus-admin.blogspot.com blog
Feb 1-15	View tutorials; complete and submit assignments and projects in Learning Unit 2
Feb 15-Mar 1	View tutorials; complete and submit assignments and projects in LU 3
Mar 1-22	View tutorials; complete and submit photo-editing assignments and projects in LU 4
Mar 22-Apr 5	View tutorials; complete and submit photo-editing, video and movie-related assignments and projects in LU 5
Apr 5-19	View tutorials; complete and submit photo-editing, video and movie-related assignments and projects in LU 6
Apr 19-May 3	View tutorials; complete and submit photo-editing, video and movie-related assignments and projects in LU 7
April 28-May 8	Complete all projects and post Fav 5+ on http://bus-admin.blogspot.com blog
May 8, 2017 12 Noon	Portfolio on USB or CD/DVD must be delivered no later than 12 noon to Mazie E. Will, 516 E. Harriet St., Alpine, TX 79830 Notify professor in advance of your delivery method and expected delivery date

*Subject to modification, if necessary; students will be informed of any changes.

**Assignments and projects are broad terms; specific information will be contained in each of the Learning Units (LU)