

Preparing Performance Support Materials (ICT 546)

Instructor: Eric Sharlow

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Spring 2013 Weekend Course

Dunn Hall 206

4:00 –9:00 pm/ 9:00 am – 5:00 pm

Dates: February 1-2, February 22-23

March 8-9

Course Description:

This course provides a comprehensive overview of the computer-based preparation of instructional materials. Students will become familiar with principles of message design and the guidelines that pertain to creating instructional materials on a computer. Using a range of software and multimedia applications, students will design and develop such materials as informational pamphlets, handouts, worksheets, tests, electronic manuals and web pages. Students will have the opportunity to apply their knowledge and understanding of course concepts in a series of assignments and a final project.

GENERAL COURSE OBJECTIVE:

Upon completion of this course, the student will be familiar with a variety of technologies and be able to apply them to the business world. Students will prepare a holistic plan for integrating technology (including, but not limited to, the topics covered in class) into a portfolio encompassing all of their classwork. This will be in the form of a website.

SPECIFIC OBJECTIVES:

Upon completion of the course, the student will be able to:

1. Prepare course specific projects that demonstrate the effective use of technology in a business setting including message design principles.
2. Identify and use proper message design components in a common theme throughout all projects.
3. Evaluate the effectiveness of design principles in peer projects.
4. Describe and demonstrate the application of key Internet and World Wide Web resources in completing tasks.
5. Identify and describe how key emerging technologies are likely to have an impact on business, as will be demonstrated in the final project.

Course Materials:

1. **Required: USB drive**

METHOD OF EVALUATION AND GRADING SYSTEM

Grading Policies:

This course is designed as a project-based course. For that reason, the majority of your grade will be determined by the quality of the projects that you turn in. These are all weighted, as specified below, in determining final grades.

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|--|---------------------|
| • Logo 5 pts | date due: Class 2 |
| • Business card 5 pts | date due: Class 2 |
| • Letter head 5 pts | date due: Class 2 |
| • Pamphlet 10 pts | date due: Class 3 |
| • Poster 10 pts | date due: Class 4 |
| • Radio Advertisement/ PS message 15 pts | due date: Class 5 |
| • Instructional Video 15 pts | due date: Class 6 |
| • ebook 15 pts | date due: Class 6 |
| • Website portfolio 20 pts | date due: Class TBD |

Course Activities:

Projects:

You must submit a variety of projects to demonstrate your competencies and complete the course requirements. These projects will be organized into and submitted in nine different activities.

Final Project :

The final project will consist of the students creating a website that will encompass all other projects that have been constructed in the course. The website will have a common theme and will be specifically designed for functionality.

Grading Scale: This is the grading scale used at SUNY Potsdam. All grades in this course will be marked using this scale, as well as final grades.

Attendance:

You are expected to attend each scheduled class meeting because material covered in the lecture may not be available in the text or readings. .

Participation:

Because of the nature of the course, there will be considerable discussion of course topics. You are expected to voice opinions and ideas as well as participate in regular question and answer sessions.

Course Ethics:

Cheating in any fashion will not be tolerated, including but not limited to plagiarizing another's words, work or ideas on individual class assignments, falsifying records or cheating on exams. You will be held to the college's policy on academic honesty as stated in the Graduate Catalog.

Students with Disabilities:

Students with a disability needing academic adjustments or accommodations should speak with the professor as early as possible.

Students with disabilities should also contact: Sharon House, Coordinator of Accommodative Services at 267-3267, Sisson 112, or e-mail her at housese@potsdam.edu for further assistance. All disclosures will remain confidential.

4.0	Excellent	S	Satisfactory (student opted grade)
3.7		U	Unsatisfactory (student opted grade)
3.3		S*	Satisfactory (College determined)
3.0	Good	U*	Unsatisfactory (College determined)
2.7		IP	In Progress
2.3		DGR	Delayed Grade (has not been received)
2.0	Satisfactory		
0.0	Failure	INC	Incomplete