

### ACADEMIC FREEDOM STATEMENT

Brooks Institute is committed to protecting and encouraging the principles of academic freedom. Academic freedom provides the foundation for scholarship, teaching and learning, and reflects the Institutes fundamental mission to promote collaboration, critical thinking, and creativity. Essential elements for the intellectual vitality of a college include: the ability to exchange ideas and concepts freely, to explore and disseminate new knowledge, and to speak openly as a professional and as a private citizen. All are encouraged to promote a learning environment that provides opportunities for the free exchange of ideas between faculty, staff and students.

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### Programmatic Student Learning Outcomes/Mission

Graduates of the MS in Scientific and Technological Imaging are prepared to meet the challenges of communicating science, technology, and innovation, through visual media. Graduates will leverage skills in project management to ensure the effective production, integration, archiving and distribution of media content in support of scientific research, education, museum collections and research documentation, preservation, and communication.

### Program Description

The Master of Science in Scientific and Technological Imaging (MSSTI) is a four-semester, 36-credit, low residency master's program. The program provides an advanced course of study that requires students to explore and effectively apply scientific and technical media imaging methods to meet the challenges of communicating scientific knowledge, technological innovation, research findings, museum collections, and related content to a diverse global audience. The program stresses project and production management skills to ensure the effective production, integration, archiving and distribution of media content.

### Learning Outcomes:

Upon completion of the program, students should be able to:

- Apply critical thinking skills to analyze and create effective visual media to educate, inform, and communicate to a global audience (Visual Literacy, Problem Solver)
- Create media content using diverse scientific and technical imaging methods and tools to communicate, interpret and document subject matter (Adept, Global)
- Effectively manage media assets to ensure efficient workflow, distribution, sharing and stable archiving (Adept)
- Identify, articulate and apply ethical principals in relation to visual and verbal media representations, and business/professional practices (Ethics)
- Communicate clearly and effectively, both orally and in writing, in a professional environment (Communication)
- Apply an understanding of project and business management to successfully organize and complete projects as an individual and in collaborative teams (Collaboration)

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|                     |  |
|---------------------|--|
| <b>Course Title</b> | <b>Multimedia Methods II: Presentation</b> |
| <b>Course Code</b>  | <b>MSS642</b>                              |

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|              |            |
|--------------|------------|
| Credit Hours | 2 Semester |
|--------------|------------|

|               |   |
|---------------|---|
| Prerequisites | MSS532 Multimedia Methods I: Content Creation |
|---------------|---|

# Course Syllabus

Course Type            100% Online Delivery  
Instructor             TBA  
Email  
Telephone  
Term Start/End Date

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## Course Description

Capturing multi-media content is the first step in creating compellingly interesting and effective visual communications projects. This course takes students to the next level – integrating various media together into presentations that leverage the power of using visual and audio elements to create communication projects that go beyond the sum of the parts.

## Learning Objectives

Upon completion of this course the student should be able to:

1. Apply effective non-fiction narrative methods to designing and assembling multimedia projects that integrate still photography, video, audio and other elements into presentations that communicate an intended message
  2. Effectively assemble multiple elements (still photos, audio, video) into a final presentation
  3. Properly format final multimedia projects for a variety of multimedia presentation types and distribution methods
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Required Textbook(s) and/or Media:

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## Course Outline

**Week 1:** Course introduction; Online discussion

**Week 2:** Online research and/or multimedia presentation; Online discussion; project production

**Week 3:** Online research and/or multimedia presentation; Online discussion; project production

**Week 4:** Online research and/or multimedia presentation; Online discussion; project production

**Week 5:** Online research and/or multimedia presentation; Online discussion; project production

**Week 6:** Online research and/or multimedia presentation; Online discussion; project production

**Week 7:** Online research and/or multimedia presentation; Online discussion; project production

**Week 8:** Online research and/or multimedia presentation; Online discussion; project production

**Week 9:** Online research and/or multimedia presentation; Online discussion; project production

**Week 10:** Online research and/or multimedia presentation; Online discussion; project production

**Week 11:** Online research and/or multimedia presentation; Online discussion; project production

**Week 12:** Online research and/or multimedia presentation; Online discussion; project production

**Week 13:** Online research and/or multimedia presentation; Online discussion; project production

# Course Syllabus

**Week 14:** Online research and/or multimedia presentation; Online discussion; project production

**Week 15:** Online research and/or multimedia presentation; Online discussion; project production

## GENERAL ASSESSMENT CRITERIA AND METHODS OF EVALUATING STUDENTS

Letter grades (A, A-, B+, B, etc.)

The student's overall grade for this class is derived from a combination of online instructional activities, class participation (discussion forum postings), assignments, quizzes and exams, projects, and final project/final exam. Only the instructor can authorize exceptions to class policies, deadlines or grades. Students must confirm (in writing) any exceptions to class policies or deadlines with the instructor. Class work is weighted as follows:

| Grade Weighting     |             | Grading Scales |        |         |
|---------------------|-------------|----------------|--------|---------|
| Course Area         | %           | Percent        | Letter | Numeric |
| Course Area         | %           | 93–100         | A      | 4.00    |
| Participation       | 10          | 90–92          | A-     | 3.70    |
| Production Notebook | 15          | 87–89          | B+     | 3.30    |
| Media Management    | 5           | 83–86          | B      | 3.00    |
| Media Portfolio     | 70          | 80–82          | B-     | 2.70    |
|                     |             | 77–79          | C+     | 2.30    |
|                     |             | 73–76          | C      | 2.00    |
|                     |             | 70–72          | C-     | 1.70    |
|                     |             | 67–69          | D+     | 1.30    |
|                     |             | 60–66          | D      | 1.00    |
| <b>Total</b>        | <b>100%</b> | 0–59           | F      | 0.00    |

Revision Date            April 20, 2014

Author                     Scott Miles

### DEFINITIONS OF CRITERIA USED IN GRADING

|                   |   |
|-------------------|---|
| Outstanding = A   | Outstanding work, showing insight and demonstrating excellence in skill and craft. Work goes well beyond what is required |
| Superior = A-, B+ | Superior work, shows clear understanding and thorough demonstration of skill and craft                                    |
| Good = B, B-      | Competent work, clear understanding, often showing crea-  |

# Course Syllabus

|                          |   |
|--------------------------|---|
|                          | tivity and good use of skills   |
| Satisfactory = C+, C, C- | Adequate understanding, inconsistent demonstration of skills, some elements missing or problems with priorities   |
| Unsatisfactory = D, F    | Lacks understanding, inadequate amount of time and effort demonstrated, many missing elements, inconsistent participation, skill and craftsmanship not demonstrated |

## ACADEMIC INTEGRITY STATEMENT

Brooks Institute expects all students to exemplify integrity in all academic work. Brooks Institute will not permit students to engage in the following dishonest acts:

- **Cheating** – Cheating includes, but is not limited to, the following: using unauthorized notes, study aids, electronic or other devices not authorized by the instructor. Using or borrowing information from another person, or submitting someone else’s work as one’s own work including images and reels. Using work previously submitted for another purpose, without the instructor’s permission, is prohibited. Duplicated use of copyrighted material in violation of federal copyright laws will not be tolerated.
- **Plagiarism** – Submitting as one’s own work, in whole or in part, words, ideas, art, designs, text, drawings, images, reels, etc. that were produced by another person without attributing that person as the rightful source of the work. Plagiarism includes, but is not limited to: using words, word passages, pictures, etc. without acknowledgement; paraphrasing ideas without quotation marks or without citing the source; submitting work that resembles someone else’s beyond what would be considered a tolerable coincidence; ideas, conclusions, information found on a student paper which the student cannot explain, amplify or demonstrate knowledge upon questioning.
- **Accessory to Dishonesty** – Knowingly and willfully supplying material or information to another person for the purpose of using the material or information improperly.
- **Falsification or Alteration of Records and Official Documents** - The following are examples of acts under this category, but the list is not exhaustive: altering academic records, forging a signature or authorization on an academic document, or falsifying information on official documents, grade reports, or any other document designed to attest to compliance with school regulation or to exempt from compliance.
- **Software Code of Ethics** – Unauthorized duplication of copyrighted computer software violates the law and is contrary to our organization’s standards of conduct. Brooks Institute disapproves of such copying and recognizes the following principles as a basis for preventing its occurrence:
  - Brooks Institute will neither engage in nor tolerate the making or using of unauthorized software copies under any circumstances.
  - Brooks Institute will only use legally acquired software on our computers.
  - Brooks Institute will comply with all license or purchase terms regulating the use of any software we acquire or use.
  - Brooks Institute will enforce strong internal controls to prevent the making or using of unauthorized software copies, including effective measures to verify compliance with these standards and appropriate disciplinary measure for violation of these standards.

# Course Syllabus

## CREDIT ASCRIPTION ADDENDUM

**MSS642 Multimedia Methods II: Presentation - 2 semester credit hours**

**Type: 100% Online Delivery**

**Credit Ascription – The amount of hours spent to participate in the course and complete projects, and the assignment alignment with Course Learning Objectives**

Course Learning Objectives:

1. Apply effective non-fiction narrative methods to designing and assembling multimedia projects that integrate still photography, video, audio and other elements into presentations that communicate an intended message
2. Effectively assemble multiple elements (still photos, audio, video) into a final presentation
3. Properly format final multimedia projects for a variety of multimedia presentation types and distribution methods

The following indicates the **minimum** number of hours per assignment:

| <b>Week</b> | <b>Assignment Title</b>                          | <b>Hours</b> | <b>Assignment Objectives</b> |
|-------------|--|--------------|------------------------------|
| <b>1</b>    | • Synchronous online meeting                     | 1.5          | 1, 2, 3                      |
|             | • Discussion Forum participation                 | 1.5          | 1, 2, 3                      |
|             | • Assignment Production                          | 2            | 1, 2, 3                      |
| <b>2</b>    | • Online multimedia presentation and/or research | 1.5          | 1, 2, 3                      |
|             | • Discussion Forum participation                 | 1.5          | 1, 2, 3                      |
|             | • Assignment Production                          | 2            | 1, 2, 3                      |
| <b>3</b>    | • Online multimedia presentation and/or research | 1.5          | 1, 2, 3                      |
|             | • Discussion Forum participation                 | 1.5          | 1, 2, 3                      |
|             | • Assignment Production                          | 2            | 1, 2, 3                      |
| <b>4</b>    | • Online multimedia presentation and/or research | 1.5          | 1, 2, 3                      |
|             | • Discussion Forum participation                 | 1.5          | 1, 2, 3                      |
|             | • Assignment Production                          | 2            | 1, 2, 3                      |
| <b>5</b>    | • Online multimedia presentation and/or research | 1.5          | 1, 2, 3                      |
|             | • Discussion Forum participation                 | 1.5          | 1, 2, 3                      |
|             | • Assignment Production                          | 2            | 1, 2, 3                      |
| <b>6</b>    | • Online multimedia presentation and/or research | 1.5          | 1, 2, 3                      |
|             | • Discussion Forum participation                 | 1.5          | 1, 2, 3                      |
|             | • Assignment Production                          | 2            | 1, 2, 3                      |
| <b>7</b>    | • Online multimedia presentation and/or research | 1.5          | 1, 2, 3                      |

## Course Syllabus

|              |   |                 |                               |
|--------------|---|-----------------|-------------------------------|
|              | <ul style="list-style-type: none"> <li>• Discussion Forum participation</li> <li>• Assignment Production</li> </ul>   | 1.5<br>2        | 1, 2, 3<br>1, 2, 3            |
| <b>8</b>     | <ul style="list-style-type: none"> <li>• Online multimedia presentation and/or research</li> <li>• Discussion Forum participation</li> <li>• Assignment Production</li> </ul> | 1.5<br>1.5<br>2 | 1, 2, 3<br>1, 2, 3<br>1, 2, 3 |
| <b>9</b>     | <ul style="list-style-type: none"> <li>• Online multimedia presentation and/or research</li> <li>• Discussion Forum participation</li> <li>• Assignment Production</li> </ul> | 1.5<br>1.5<br>2 | 1, 2, 3<br>1, 2, 3<br>1, 2, 3 |
| <b>10</b>    | <ul style="list-style-type: none"> <li>• Online multimedia presentation and/or research</li> <li>• Discussion Forum participation</li> <li>• Assignment Production</li> </ul> | 1.5<br>1.5<br>2 | 1, 2, 3<br>1, 2, 3<br>1, 2, 3 |
| <b>11</b>    | <ul style="list-style-type: none"> <li>• Online multimedia presentation and/or research</li> <li>• Discussion Forum participation</li> <li>• Assignment Production</li> </ul> | 1.5<br>1.5<br>2 | 1, 2, 3<br>1, 2, 3<br>1, 2, 3 |
| <b>12</b>    | <ul style="list-style-type: none"> <li>• Online multimedia presentation and/or research</li> <li>• Discussion Forum participation</li> <li>• Assignment Production</li> </ul> | 1.5<br>1.5<br>2 | 1, 2, 3<br>1, 2, 3<br>1, 2, 3 |
| <b>13</b>    | <ul style="list-style-type: none"> <li>• Online multimedia presentation and/or research</li> <li>• Discussion Forum participation</li> <li>• Assignment Production</li> </ul> | 1.5<br>1.5<br>2 | 1, 2, 3<br>1, 2, 3<br>1, 2, 3 |
| <b>14</b>    | <ul style="list-style-type: none"> <li>• Online multimedia presentation and/or research</li> <li>• Discussion Forum participation</li> <li>• Assignment Production</li> </ul> | 1.5<br>1.5<br>2 | 1, 2, 3<br>1, 2, 3<br>1, 2, 3 |
| <b>15</b>    | <ul style="list-style-type: none"> <li>• Summative discussion and final review / Looking forward</li> </ul>   | 3               | 1, 2, 3                       |
| <b>Total</b> |   | 73              |                               |