# EDIT 575 Syllabus
# Spring 2010

## Course Information

Course number/title:  EDIT 575-WT1 -- Authoring Tools / Podcasting

Course description:
Podcasting is a means of distributing audio/video content via subscription technology (RSS) that makes it easy for end-users to access on portable devices as well as desktop computers.  This 2 credit course introduces students to the fundamentals of podcasting with an emphasis on how to design an effective educational podcast series to meet different instructional and training goals.  Students will learn the complete process of planning, recording, editing, enhancing, and syndicating audio-based educational materials through a combination of lecture, demonstration, and hands-on lab instruction with standard podcasting tools such as, iTunes, Audacity, and GarageBand.  Mason's iTunes U podcast management framework will be used to both deliver certain course learning materials and as a hosting environment for publishing student podcasts.

Course date:   (Tuesday) January 5, 2010 through (Friday) January 15, 2010

Location:  Commerce 1, Room 100

- *Required Online Meeting day(s):  Tuesday, 7-9pm, January 5th, and optional date of Thursday, January 14th, 7-10pm*
- *Voluntary Online Meeting day:* Open Lab -- *Saturday, 12-3pm, January 9th*
- *Required In Person Meeting day(s): Thursday, January 7th, 6-10pm*

## Instructor Information
Name: Rick Reo, rreo@gmu.edu / Phone: 703-993-8536
Office: Occoquan Bldg., PW Campus
Office hours: By appointment.

## Nature of Course Delivery

The skills and competencies required to design and publish of an educational podcast series will be acquired through a blend of online learning components and hands-on lab instruction.  There are two required meetings and the majority of the course time will be spent on self-directed work doing audio (or video) recording and editing performed on the student's personal computer.  Therefore, there are a couple of key technology requirements.

## Technology Requirements
1. Good quality USB Headset or microphone required.
2. Well functioning laptop or desktop computer.
3. Broadband Web access highly recommended for upload/download of multimedia files

## College of Education and Human Development Statement of Expectations

Introduction:  All students must abide by the following:

- Students are expected to exhibit Professional Behavior and Dispositions.
- Students must follow the guidelines of the University Honor Code.
- Students must agree to abide by the university policy for Responsible Use of Computing.
- Students with disabilities who seek accommodations in a course must be registered with the GMU Disability Resource Center (DRC) and inform the instructor, in writing, at the beginning of the semester. Call 703-993-2474.

**Learner Outcomes**

As a result of this course, participants will be able to:

- Design and publish an educational podcast series.
- Record and edit audio using an industry standard tool(s).
- Create podcasts including RSS feeds.
- Understand the implications for designing audio-based learning solutions.
- Develop an online new media presence to host podcasts

**Course Expectations**

- Students may be required to join and/or create accounts on multiple free, web-based tools/services specified by the instructor to complete assignments & learning activities.
- Students are required to use system self-help resources, in addition to the instructor and peer support to solve problems related to the access, download, and operation of course tools to complete assignments.
- Students understand that portions of their work may take place on the open web and that their statements and other artifacts may be publicly discovered.
- Each student is expected to complete all readings and class exercises and contribute to asynchronous threaded and synchronous discussions as assigned by the instructor.
- To enable individualization of the course to the needs of each student, special arrangements on requirements and assignments may be negotiated in writing with the instructor. Revised assignments typically involve direct, extensive involvement in some project related to research or evaluation of a syndicated audio/video educational series.
- Students missing the due date for an assignment or exercise must make immediate arrangements with the instructor to fulfill that requirement before the next class.
- The class schedule may change as the course progresses; changes will be posted on the course Blackboard site under **Announcements.**

**Textbooks**

Required:

1. *Secrets of podcasting: Audio blogging for the masses*, Farkas, Bart. G., Berkeley, CA: Peachpit., 2nd ed. (2006). , 0-321-43843-4   This book is available for free as an online book through University Libraries Databases > Safari Tech Books Online (http://furbo.gmu.edu/dbwiz/alpha.php?start=s)

Optional:
2. *Podcasting*, by Barnes & Noble. Tri-fold, laminated, Podcasting Quick Guide. Publisher/ISBN:  Quamut (2007). ISBN: 13: 978-1-4114-9769-6 Or, available online: http://www.quamut.com/quamut/podcasting

Additional Required readings:   *Selected web readings and resources will be provided.*

**Course Requirements**

There are two main assignments for this course:  1) a design document, and 2) an educational podcast series. A design document is a description of the process used to develop instruction. A design document includes a description of the problem, the need to be met, the content and format of instruction, and the summary of the evaluation. An educational podcast series is the product of the documented design process.  You are required to produce a two episode podcast series.  You will evaluate your own as well as one of your peer's podcasts.

1. Design Document
2. Educational Podcast – Episode 1 (format specifications TBA)
3. Educational Podcast – Episode 2 (format specifications TBA)
4. Episode 1 Podcast Peer Review

## Performance-Based Assessments

The design document and educational podcast will be evaluated by the instructor using the following rubric.

| | Good | Average | Below Average |
|---|---|---|---|
| **Design Doc 1**<br><br>**Design Idea and Audience**<br><br>*Total Points = 5* | Describes clear learning goal that can be achieved by podcasting.<br><br>Describes an audience that will benefit greatly by learning from podcasting. | Describes a learning goal that can be achieved by podcasting.<br><br>Describes an audience that may benefit by learning from podcasting. | Does not describe a learning goal that can be achieved by podcasting.<br><br>Does not describe an audience that may benefit by learning from podcasting. |
| **Design Doc 2**<br><br>**Content and Format**<br><br>*Total Points = 10* | Describes content that is well suited to delivery by podcasting.<br><br>Explains how decisions for the format of podcasts support learning. | Describes content that will be delivered by podcasting.<br><br>Explains the decisions for the format of podcasts. | Does not describe content that will be delivered by podcasting.<br>Does not explain the decisions for the format of podcasts |
| **Design Doc 3**<br><br>**Evaluate & Refine**<br><br>*Total Points = 5* | Presents evaluation plan and explains how results improve the design of the podcast. | Presents evaluation plan and adequately explains how results improve the design of the podcast. | Does not present evaluation plan or explain results. |
| **Educational Podcast Series**<br><br>*Total Points = 45* | All episodes of podcast are available and follow the format of the design. | All episodes of podcast are available and adequately follow the format of the design. | Less than 2 episodes of podcast are available, and/or do not follow the format of the design. |
| **Peer Podcast Evaluation**<br><br>*Total Points = 5* | Provides a highly detailed and exceptionally cogent review of assigned peer's podcast. | Provides a detailed and cogent review of assigned peer's podcast. | Does not provide either a detailed or cogent review of assigned peer's podcast. |

Other Assignments:

- Exercise #1 – record 60-90 second personal introduction
- Exercise #2 – evaluate a podcast series discussion
- Exercise #3 – create podcast RSS feed
- Exercise #4 – Create new media presence (blog or wiki)

All Assignment Requirements:

- 20 points = Design Document
- 15 points = Educational Podcast – Episode 1
- 30 points = Educational Podcast – Episode 2
- 5 points = Peer Review Podcast Evaluation
- 5 points = Exercise #1 – record 60-90 second personal introduction and review
- 10 points = Exercise #2 – evaluate a podcast series discussion
- 10 points = Exercise #3 – RSS feed
- 5 points = Exercise #4 – Create new media presence - Blog

**Grading**

Scale:  A =94-100; A - =90-93; B+ =86-89; B =83-85; B- =80-82; C =70-79; F =69 and below

**Class Schedule**

| | | | Assignments | |
|---|---|---|---|---|
| Date | Location | Topics & Readings | *Exercises* | *Podcast Series Design Project* |
| 1/5 | Online Meeting 7-9pm | **MODULE 1:  UNDERSTAND**<br><br>• Course and student introduction<br>• Lecture & course tools demo<br>• Brainstorm ideas<br><br>**MODULE 2:  OBSERVE**<br><br>• Course Readings - subscribing and listening to podcasts<br>• iTunes Store<br>• Discussion of best practices & podcast types | Exercise #1 – record 60-90 second personal introduction and review.<br>Due 1/7<br><br>Exercise #2 – evaluate an educational/ instructional podcast series discussion.<br>Due 1/8 | Submit Design Document 1 – <u>Idea and Audience</u><br>Due 1/6 |
| 1/7 | Commerce Bldg., 1 7-10pm | **MODULE 3:  VISUALIZE, PREDICT, BUILD**<br><br>• Course Readings - planning and recording podcasts<br>• Hands-on training with podcast recording/editing tools | | Submit Design Doc 2 – <u>Content and Format</u><br>Due 1/9<br><br>Podcast Episode 1<br>Due 1/10 |
| 1/9 to 1/14 | Online<br><br>Open Lab | **MODULE 4:  EVALUATE & REFINE**<br><br>• Course Readings - evaluating and editing podcasts<br>• Exporting and tagging podcasts<br>• Writing Podcast feeds<br><br>**MODULE 5:  IMPLEMENT**<br><br>• Course Readings - building a new media presence and syndicating podcasts | Exercise #3 – RSS<br>Due 1/13<br><br><br><br><br>Exercise #4 – Create new media presence (blog)<br>Due 1/15 | Podcast (Episode 1) Peer Reviews<br>Due 1/12<br><br>Submit Design Doc 3 – <u>Evaluate & Refine</u><br>Due 1/13 |
| 1/14 | OPTIONAL Online/Live Meeting TBA | Project demonstrations | N/A | Final Design Doc<br>Due 1/15<br>Podcast Episode 2<br>Due 1/15 |