

## SYLLABUS

GEORGE MASON UNIVERSITY  
COLLEGE OF EDUCATION AND HUMAN DEVELOPMENT  
INSTRUCTIONAL DESIGN AND TECHNOLOGY (IDT) PROGRAM

### EDIT 572-DL1

Digital Audio/Video Design Applications: Camtasia Studio (1 credit)

Spring 2014, Jan. 6-Jan. 19, 2014

Course meets online via [MyMasonPortal/Courses](#)

#### PROFESSOR:

**Name:** Dr. Shahron Williams van Rooij  
**Office hours:** By appointment only  
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#### COURSE DESCRIPTION:

##### A. Prerequisites/Corequisites

None.

##### B. University Catalog Course Description

Provides basic knowledge of the range of capabilities of available audio and video design applications. Students learn to cultivate effective audio and video design practices for creating instructional products.

##### C. Nature of Course Delivery

This course will be delivered online using asynchronous (not “real time”) communication and collaboration tools along with one (1) web conferencing session on **Monday, January 6, 8:00-9:45 PM**, via the Blackboard Collaborate tool that is part of the Blackboard learning management systems (Bb) housed in the [MyMason](#) portal. The course will utilize a combination of readings, video tutorials, threaded discussions and projects to introduce participants to the most common uses of Camtasia.

##### D. Technical Requirements

To participate in this course, students will need the following resources:

- Internet access with a standard up-to-date browser (Internet Explorer works best, but Firefox works as well. Opera and Safari are **not** compatible with the Bb LMS.);
- A headset microphone
- The following software plug-ins for PCs and Macs respectively, available for free downloading by clicking on the link next to each plug-in:
  - Adobe Acrobat Reader: <http://get.adobe.com/reader/>
  - Windows Media Player: <http://windows.microsoft.com/en-US/windows/downloads/windows-media-player>
  - Apple QuickTime Player: [www.apple.com/quicktime/download/](http://www.apple.com/quicktime/download/)
- A Screencast account to host your final project. You can sign up for a free Screencast account at <http://screencast.com/>.

- The 30-day free trial version of Camtasia Studio (be sure to select either the PC or MAC version and make sure your computer meets the technical requirements listed):  
<http://www.techsmith.com/download/camtasia/>. Given the short duration of this course, you should download the trial software immediately following our Jan. 6 web conferencing session.

**Note:** Camtasia Studio is also on each of the computers in the CEHD computer labs on the Fairfax campus and may be used by all students in the IDT program. For lab hours and location, visit <http://cehd.gmu.edu/ots/labs/>.

#### **LEARNER OUTCOMES:**

This course is designed to enable learners to:

- Implement basic audio/video design strategies to an instructional design process
- Use the main features and functions of the software application
- Create a sample instructional design product using the range of features/function of the software application

#### **COURSE OUTCOMES:**

At the end of this course, learners will be able to:

- Create a short interactive instructional video with audio narration using Camtasia Studio
- Integrate basic accessibility features into an instructional video using Camtasia Studio

#### **PROFESSIONAL STANDARDS:**

##### **1. 2012 International Board of Standards for Training, Performance and Instruction ([IBSTPI](#))**

###### 15. Develop instructional materials

- a) Develop specifications that serve as the basis for media production
- b) Produce instructional materials in a variety of delivery formats
- c) Develop materials that align with the content analyses, proposed technologies, delivery methods, and instructional strategies
- d) Collaborate with production specialists

##### **2. World Wide Web Consortium ([W3C](#)) Standards for Web Design and Applications: Audio and Video**

The Camtasia product is built according to W3C standards. No end user application or activity is required.

#### **REQUIRED TEXTS:**

- None
- Links to publicly-available, no cost resources for each topic are listed in the COURSE SCHEDULE section of this syllabus as well as on our Blackboard course site.

## **COURSE REQUIREMENTS:**

### **1. Camtasia FAQs and Tips Discussion (10 points)**

- a. As you explore the features/functions of Camtasia, post the features/functions, tips and techniques that you find most useful to the *FAQs and Tips* forum on our Bb DISCUSSION BOARD
- b. The **minimum** requirement is two (2) postings
- c. You have the duration of the course (i.e., through January 19) to post your contributions.
- d. The grading rubric for this assignment is located under the **Grading Information** tab in the horizontal menu bar of the *FAQs and Tips* forum.

### **2. Basic screen capture instructional video (5 points)**

- a. Prepare a short ( $\leq 2$  minutes) non-interactive (e.g., no quizzes) screen capture instructional video with audio narration
- b. Upload the video to your Screencast account and post the link to the **Basic Screen Capture** area under the ASSIGNMENTS link in the left-hand navigation menu of our Bb course site by 11:59 PM EST on **January 9**
- c. The grading rubric for this assignment is located on the same page as the submission area under the ASSIGNMENTS link in the left-hand navigation menu of our Bb course site

### **3. Basic PowerPoint-based instructional video (5 points)**

- a. Prepare a short ( $\leq 2$  minutes) non-interactive (e.g., no quizzes) PowerPoint-based instructional video with audio narration
- b. Upload the video to your Screencast account and post the link to the **Basic PowerPoint-based Video** area under the ASSIGNMENTS link in the left-hand navigation menu of our Bb course site by 11:59 PM EST on **January 11**
- c. The grading rubric for this assignment is located on the same page as the submission area under the ASSIGNMENTS link in the left-hand navigation menu of our Bb course site

### **4. Final Project Video Workflow (10 points)**

- a. Select **either** the screen cast instructional video that you prepared for assignment #2 **or** the PowerPoint-based instructional video that you prepared for assignment #4 as the basis of your final project video, keeping in mind that your final project video should run 4-7 minutes
- b. Prepare a workflow document (max. 3 pages, single spaced) that describes the following:
  - Purpose/learning objectives
  - Content sequencing/progression
  - Visual and auditory stimuli
  - Feature/functions to support learning goals/outcomes
  - Closed captioning method used
  - Start/stop instructions
- c. Post your document to the **Final Project Video Workflow** area under the ASSIGNMENTS link in the left-hand navigation menu of our Bb course site by 11:59 PM EST on **January 13**
- d. The grading rubric for this assignment is located on the same page as the submission area under the ASSIGNMENTS link in the left-hand navigation menu of our Bb course site

**5. Feature/Function Quiz (20 points)**

- a. The quiz is located under the ASSESSMENTS link in the left-hand navigation menu of our Bb course site.
- b. This quiz consists of ten (10) closed-ended questions about the most commonly used Camtasia features/functions
- c. Quiz content is drawn from the online tutorials as well as the Camtasia Studio 8.2 Help File/User’s Guide, publicly available at <http://assets.techsmith.com/Videos/ua-tutorials-camtasiaStudio-08/Camtasia Studio 8.2 Help File.pdf>.
- d. The quiz may be taken **only once** and must be completed in **one** session (no starting, stopping); please answer all 10 questions
- e. You have **90 minutes** to complete the quiz
- f. The quiz must be completed by the last day of class – i.e., **January 19, 11:59 PM EST**

**6. Final Project Instructional Video (30 points)**

- a. Create an instructional video 4-7 minutes long based on the Workflow document you prepared for assignment #4
- b. Upload your video to your Screencast account and post the link to your Screencast video to the ASSIGNMENTS area in the left-hand navigation menu of our Bb Course site by 11:59 PM on **January 18**
- c. In addition, post the link to your final project video to the *Video Exhibit Hall* forum on our Bb DISCUSSION BOARD on **January 18**
- d. Select **one (1)** of the final project instructional videos posted by a fellow course member and review using the criteria listed in the *Final Project Instructional Video Grading Rubric* posted at the end of this syllabus and in the relevant ASSIGNMENTS area of our Bb course site.

**Total Possible Points: 80**

**Note:** All assignments are due by 11:59 PM Eastern Time on the date indicated for each assignment in this syllabus and on our Bb course site. Late assignments will be penalized 10%. No late submissions will be accepted after January 19, the last day of classes.

**GRADING POLICIES**

- **General information:** The evaluation of student performance is related to the student’s demonstration of the course outcomes. All work is evaluated on its relevance to the specific assignment, comprehensiveness of information presented, specificity of application, clarity of communication, and the analytical skills utilized, as documented in the respective grading rubrics on the Bb course site.
- **Grading scale:** The grading scale used in this course is the official George Mason University scale for graduate-level courses. Decimal percentage values  $\geq .5$  will be rounded up); decimal percentage values  $< .5$  will be rounded down.

Letter Grade	Total Points Earned
A	73%-80%
A-	70%-72%
B+	68%-69%
B	63%-67%
B-	60%-62%
C	50%-59%
F	<50%

**NETIQUETTE:**

Our goal is to be **collaborative**, not combative. Experience shows that even an innocent remark in the online environment can be misconstrued. I suggest that you always re-read your responses carefully before you post them to encourage others from taking them as personal attacks. **Be positive in your approach to others and diplomatic with your words.** I will do the same. Remember, you are not competing with each other but sharing information and learning from one another as well as from the instructor.

**FINAL PROJECT INSTRUCTIONAL VIDEO GRADING RUBRIC (Total Points: 30)**

<b>CRITERIA</b>	<b>Does Not Meet Standards</b>	<b>Meets Standards</b>	<b>Exceeds Standards</b>
<b>Objectives/Learning Outcomes</b>	Objectives/learning outcome are not stated 0.0-3.9 points	Objectives/learning outcomes are stated but not clearly 4.0-4.9 points	Objectives/learning outcomes are clearly stated 5 points
<b>Content</b>	Content is not presented in a logical progression 0.0-3.9 points	Content is generally presented in a logical progression 4.0-4.9 points	Content is consistently presented in a logical progression 5 points
<b>Visual and Auditory Stimuli</b>	Minimal/poor use of visual and auditory stimuli to motivate target learners 0.0-3.9 points	Satisfactory use of visual and auditory stimuli to motivate target learners 4.0-4.9 points	Exemplary use of visual and auditory stimuli to motivate target learners 5 points
<b>Selected Features/Functions</b>	Selected features/functions do not support learning goals/desired outcomes 0.0-3.9 points	Selected features/functions generally support learning goals/desired outcomes 4.0-4.9 points	Selected features/functions clearly support learning goals/desired outcomes 5 points
<b>Closed Captioning</b>	No closed captioning or closed captioning not in sync with voice narration 0.0-3.9 points	Closed captioning is generally in sync with voice narration 4.0-4.9 points	Closed captioning is consistently in sync with voice narration 5 points
<b>Start/Stop Instructions</b>	No instructions on how to start/stop the vide or inaccurate and unclear instructions 0.0-3.9 points	Instructions on how to start/stop the video accurate but unclear or inaccurate but clear 4.0-4.9 points	Accurate and clear instructions on how to start/stop the video 5 points

## **GMU POLICIES AND RESOURCES FOR STUDENTS**

- a. Students must adhere to the guidelines of the George Mason University Honor Code [see <http://oai.gmu.edu/the-mason-honor-code/>].
- b. Students must follow the university policy for Responsible Use of Computing [see <http://universitypolicy.gmu.edu/policies/responsible-use-of-computing/>].
- c. Students are responsible for the content of university communications sent to their George Mason University e-mail account and are required to activate their account and check it regularly. All communication from the university, college, school, and program will be sent to students solely through their Mason e-mail account.
- d. The George Mason University Counseling and Psychological Services (CAPS) staff consists of professional counseling and clinical psychologists, social workers, and counselors who offer a wide range of services (e.g., individual and group counseling, workshops and outreach programs) to enhance students' personal experience and academic performance [see <http://caps.gmu.edu/>].
- e. Students with disabilities who seek accommodations in a course must be registered with the George Mason University Office of Disability Services (ODS) and inform their instructor, in writing, at the beginning of the semester [see <http://ods.gmu.edu/>].
- f. Students must follow the university policy stating that all sound-emitting devices shall be turned off during class unless otherwise authorized by the instructor.
- g. The George Mason University Writing Center staff provides a variety of resources and services (e.g., tutoring, workshops, writing guides, handbooks) intended to support students as they work to construct and share knowledge through writing [see <http://writingcenter.gmu.edu/>].

## **PROFESSIONAL DISPOSITIONS**

Students are expected to exhibit professional behavior and dispositions at all times.

## **CORE VALUES COMMITMENT**

The College of Education and Human Development is committed to collaboration, ethical leadership, innovation, research-based practice, and social justice. Students are expected to adhere to these principles. <http://cehd.gmu.edu/values>.

For additional information on the College of Education and Human Development, Graduate School of Education, please visit our website [See <http://gse.gmu.edu>].

## PROPOSED CLASS SCHEDULE

With the **exception** of our first synchronous meeting via **Blackboard Collaborate**, the **reading and online tutorials** may be completed **at your own pace**. However, to help you plan your time, there is a **suggested** schedule provided. **Please note that the six mini-assignments have fixed due dates.**

Date	Topic
<b>Mon. 01/6</b> <b>8:00-9:45 PM</b> <b>Attendance</b> <b>Required</b>	<b>COURSE KICK-OFF: Bb Collaborate</b> <ul style="list-style-type: none"> <li>• Personal and course introductions</li> <li>• Syllabus review</li> <li>• Camtasia vs. Captivate: What's the difference?</li> <li>• Getting started: Workflow</li> <li>• Demo of basics: ScreenCast, PPT-based video, Accessibility</li> </ul>

Suggested Schedule	Activities and Deliverables
<b>Tues., 01/07</b>	<b>Activities</b> <ul style="list-style-type: none"> <li>• Download the Camtasia free trial at <a href="http://www.techsmith.com/download/camtasia/">http://www.techsmith.com/download/camtasia/</a>. Make sure you select either the Windows or the Mac version</li> <li>• Complete <i>Getting Started</i> tutorials 01-06, the links to which are located at <a href="http://www.techsmith.com/tutorial-camtasia-8.html">http://www.techsmith.com/tutorial-camtasia-8.html</a> for Windows users and <a href="http://www.techsmith.com/tutorial-camtasia-mac-current.html">http://www.techsmith.com/tutorial-camtasia-mac-current.html</a> for Mac users</li> <li>• Read pp. 1-20, 31-38 of the <i>Camtasia Studio 8.2 Help File</i>, the link to which is located at <a href="http://assets.techsmith.com/Videos/ua-tutorials-camtasiaStudio-08/Camtasia_Studio_8.2_Help_File.pdf">http://assets.techsmith.com/Videos/ua-tutorials-camtasiaStudio-08/Camtasia_Studio_8.2_Help_File.pdf</a></li> </ul>
<b>Wed., 01/08</b>	<b>Activities</b> <ul style="list-style-type: none"> <li>• Complete <i>Getting Started</i> tutorials 07-10, and the three <i>Audio</i> tutorials, the links to which are located at <a href="http://www.techsmith.com/tutorial-camtasia-8.html">http://www.techsmith.com/tutorial-camtasia-8.html</a> for Windows users and <a href="http://www.techsmith.com/tutorial-camtasia-mac-current.html">http://www.techsmith.com/tutorial-camtasia-mac-current.html</a> for Mac users</li> <li>• Read pp.62-69, 92-107 of the <i>Camtasia Studio 8.2 Help File</i>, the link to which is located at <a href="http://assets.techsmith.com/Videos/ua-tutorials-camtasiaStudio-08/Camtasia_Studio_8.2_Help_File.pdf">http://assets.techsmith.com/Videos/ua-tutorials-camtasiaStudio-08/Camtasia_Studio_8.2_Help_File.pdf</a></li> <li>• Start thinking about what tips/lessons learned you can share (Assignment #1)</li> </ul>
<b>Thurs., 01/09</b>	<b>Activities</b> <ul style="list-style-type: none"> <li>• Finalize your Basic Screen Capture Instructional Video (Assignment #2)</li> </ul> <b>Deliverables</b> <ul style="list-style-type: none"> <li>• Upload <b>Assignment #2</b> to the ASSIGNMENTS link by 11:59 PM</li> </ul>



Suggested Schedule	Activities and Deliverables
Fri., 01/10	<p><b>Activities</b></p> <ul style="list-style-type: none"> <li>Read pp. 175-184, &amp; 192-202 of the <i>Camtasia Studio 8.2 Help File</i>, the link to which is located at <a href="http://assets.techsmith.com/Videos/ua-tutorials-camtasiaStudio-08/Camtasia_Studio_8.2_Help_File.pdf">http://assets.techsmith.com/Videos/ua-tutorials-camtasiaStudio-08/Camtasia Studio 8.2 Help File.pdf</a></li> </ul>
Sat., 01/11	<p><b>Activities</b></p> <ul style="list-style-type: none"> <li>Finalize your Basic PowerPoint-based Instructional Video (Assignment #3)</li> </ul> <p><b>Deliverables</b></p> <ul style="list-style-type: none"> <li>Upload <b>Assignment #3</b> to the ASSIGNMENTS link by 11:59 PM</li> </ul>
Sun. 01/12	<p><b>Activities</b></p> <ul style="list-style-type: none"> <li>View the five (5) <i>Interaction</i> videos covering quizzing, the links to which are located at <a href="http://www.techsmith.com/tutorial-camtasia-8.html">http://www.techsmith.com/tutorial-camtasia-8.html</a></li> <li>Start thinking about which of your basic videos (assignment #2 or assignment #3) you will be using for your final project instructional video</li> <li>Begin drafting your project workflow document (Assignment #4)</li> </ul>
Mon. 01/13	<p><b>Activities</b></p> <ul style="list-style-type: none"> <li>Finalize your Final Project Video Workflow (Assignment #4)</li> </ul> <p><b>Deliverables</b></p> <ul style="list-style-type: none"> <li>Upload <b>Assignment #4</b> to the ASSIGNMENTS link by 11:59 PM</li> </ul>
Tues., 01/14 – Fri. 01/17	<p><b>Activities</b></p> <ul style="list-style-type: none"> <li>Work on your Final Project Instructional Video (Assignment #6)</li> <li>Schedule a 90-minute block of time to complete the Feature/Function Quiz (Assignment #5)</li> </ul>
Sat. 01/18	<p><b>Activities</b></p> <ul style="list-style-type: none"> <li>Finalize your Final Project Instructional Video (Assignment #6)</li> </ul> <p><b>Deliverables</b></p> <ul style="list-style-type: none"> <li>Upload <b>Assignment #6</b> to the ASSIGNMENTS link <b>and</b> to the <i>Video Exhibit Hall</i> forum on our Bb DISCUSSION BOARD by 11:59 PM</li> </ul>
Sun. 01/19	<p><b>Activities</b></p> <ul style="list-style-type: none"> <li>Select <b>one (1)</b> of the final project instructional videos posted by a fellow course member and review using the criteria listed in the <i>Final Project Instructional Video Grading Rubric</i> posted at the end of this syllabus and in the relevant ASSIGNMENTS area of our Bb course site</li> <li>Make sure that you have completed the Feature/Function Quiz (Assignment #5)</li> <li>Instructor wrap-up</li> </ul>