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**JMU Educational Media Minor
Program Handbook**

Department of Learning, Technology and Leadership Education (LTLE)
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<http://www.jmu.edu/coe/ltle/undergradedmedia.shtml>

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INTRODUCTION

Welcome to the Educational Media Minor Program. We are glad you are here! This handbook explains the nature of the program, how to declare the minor, the required program of study and related course descriptions. In this handbook you will read about the faculty who teach in the program and get answers to common advisee questions.

The Educational Media minor program of study prepares students for graduate programs and careers involving instructional technology, instructional design, multimedia development, and related theories and practices. Students analyze, design, develop, implement and evaluate digital media through a progression of course work and classroom practices that emphasize the nature of authentic contexts where problem-solving skills are critical.

The prevailing philosophy of faculty is that of constructivism where students are expected to actively engage in course material to construct new knowledge and to actively connect what is learned to prior knowledge. We respect the individuality of students and understand that pathways to knowledge construction may differ. We hold high expectations for all students in the minor program. The program is intended to complement existing majors on campus and to develop practical skills appropriate for the workplace.

DECLARING THE EDUCATIONAL MEDIA MINOR

To declare the Educational Media minor, visit the LTLE Department office in Memorial Hall at the top of the front stairs, on the third floor (Room 3310). Complete the declaration form, leave for faculty signature, and return and deliver the form to the Registrar. Declaring the minor is a process that takes some time. Be sure to declare the minor early enough to allow time to register for courses open only to minors.

PROGRAM DESCRIPTION

The minor program in Educational Media requires the successful completion of 18 credit hours in designated courses. The program prepares students for employment in business, government, education, consulting and any other field where teaching and learning with media and technology is an integral part. Skills and knowledge gained in this minor are drawn from the following areas: the diffusion of information and innovation, psychology of learning, visual and instructional design, the design and development of multimedia to support learning, and the use and integration of a range of instructional technologies in a variety of learning environments.

PROGRAM OF STUDY

Required Courses	Course Information
LTLE 150	Information in a Contemporary Society (3 credits) Fall
GPSYC 160	Life Span Human Development (3 credits)
LTLE 370	Instructional Technology (3 credits) Fall & Spring
LTLE 372	Visual Literacy (3 credits) Spring
LTLE 374	Photography for Learning (1 credit) Fall & Spring
LTLE 376	Video for Learning (1 credit) Fall
LTLE 378	Web Design for Learning (1 credit) Spring
LTLE 385	Foundations of Instructional Design (3 credits) Spring
	Total Hours Required is 18

UNDERGRADUATE CATALOG COURSE DESCRIPTIONS

LTLE 150 Information in a Contemporary Society

Concerns the individual's need for information, especially that which will assist in solving problems related to everyday needs and interests and with the agencies and resources that can help to meet those needs. *Will not count as social science course for teacher licensure.*

GPSYC 160 Life Span Human Development

An introduction to human development; Emphasis is on life span processes within physical, emotional, cognitive, psychosexual, social, personality and moral development.

LTLE 370 Instructional Technology

Principles and procedures of a teaching/learning process designed to provide reliable, effective instruction to learners through systematic application of instructional technology. Includes selecting, producing, evaluating and utilizing non-print media and equipment for application to instructional process.

LTLE 372 Visual Literacy

This foundational course will cultivate the ability to evaluate and create conceptual visual representations. Students will practice the necessary critical attitude, principles, tools and feedback to develop their own high-quality graphics for learning and performance. Topics also include the impact of visual literacy on the learning process related to instructional design, instructional technology, and information presentation.

LTLE 374 Photography for Learning

Students will develop a basic understanding of the principles of photography, including the use of related digital equipment and the 35mm SLR camera. Note: All needed equipment will be supplied.

LTLE 376 Video for Learning

Students will develop an intermediate understanding of the principles of instructional video design, production, and post-production editing including the use of related hardware and software. All needed equipment will be supplied.

LTLE 378 Web Design for Learning

Students will develop an intermediate understanding of the principles of Web site design including the use of html and design templates. *Note: Server space will be provided for one semester. Students may move their Web sites to another server space afterward.*

LTLE 385 Foundations of Instructional Design

The purpose of this course is to apply instructional theory to the creation of instructionally sound education programs and materials.

EDUCATIONAL MEDIA FACULTY

Highly qualified faculty who appreciate the undergraduate learning experience teach in the Educational Media program. Each has unique professional qualifications that are highlighted in the faculty biographies, here.

Estes, Michele PhD

Assistant Professor, LTLE; Coordinator, Educational Media Minor Program

Graduate Courses

LTLE 570 Design & Dev. of Digital Media
 AHRD 580 Learning in Adulthood
 LTLE 650 eLearning Design
 LTLE 655 Evaluation of eLearning

Undergraduate Courses

LTLE 370 Instructional Technology
 LTLE 372 Visual Literacy
 LTLE 385 Instructional Design
 LTLE 480 Learning in Adulthood
 LTLE 485 Dev. of Materials and Programs

Dr. Estes began her career as an undergraduate co-op student at the IBM U. S. Education Media Center, where she edited instructional training manuals in collaboration with subject matter experts, artists and publishers; and later worked as a Video Production Assistant for promotional and educational corporate videos and films involving IBM computing products. After completing a Masters degree in Instructional Technology, Dr. Estes was hired by a State educational body, the Georgia Board of Regents, to deliver technology training, coordinate projects, design instruction, and provide administrative support for distance learning in higher education. She served as project coordinator for one of the first, online undergraduate programs. Later, at the University of Georgia (UGA), Dr. Estes worked as an Instructional Designer, then Coordinator for campus-wide faculty teaching and research grant projects that required multimedia design and development assistance. In 2008 she earned her doctoral degree in Instructional Technology from UGA, with a cognate in learning and cognition. Dr. Estes' research and service interests include the design, development, and diffusion of teaching and learning innovations for those who are underserved. She has formed partnerships with area groups and non-profit organizations to enable applied learning experiences for graduate and undergraduate students at JMU, and has acquired a usability testing system for student and faculty research.

To meet with Dr. Estes, send email to estesmd@jmu.edu for an appointment, in-person or online. Connect in LinkedIn by sending an invitation to michele.estes@gmail.com. You may also visit her website at <http://www.jmu.edu/coe/ltle/estesmd.shtml>.

Ingram, Richard PhD

Assistant Professor, LTLE

Graduate Courses

LTLE 625 Adv. Video and Audio Production

Undergraduate Courses

LTLE 370 Instructional Technology

LTLE 378 Web Design for Learning

Dr. Ingram received his Ph.D. in Instructional Systems Technology from Indiana University in 1991. Since that time he has worked as a Corporate Consultant, Computing Coordinator in the JMU College of Education, and Coordinator of Technology and Special Projects in the JMU College of Education. Dr. Ingram also directed the JMU/Microsoft Partnership for 21st Century Skills project from 2005-2009. He has authored grant proposals that have awarded JMU and its educational partners nearly \$12 million. Since 2008, he has served as the technology advisor supporting the development of a series of rich-media websites developed with the JMU Institute for Health and Human Services for the Virginia Department of Health. He is the creator of the JMU NETS-T Certification Program that ISTE recognized in 2007 with its Seal of Alignment. In 2010, the program resulted in a spin-off company – James Madison Partners for Education, Inc. – created in conjunction with the JMU Office of Technology Transfer to bring the program to a wider audience. Dr. Ingram's research interests include performance certification and the creation and dissemination of original digital content for education for purposes of teaching, learning, professional development, and engagement. He is very interested in involving students in the media creation process in collaboration with PK-12 partners.

To meet with Dr. Ingram, send email to ingramre@jmu.edu for an appointment, in-person or online.

Kellison, Karen EdD

Assistant Professor, LTLE; Director, Educational Technology Masters Program

Graduate Courses

LTLE 560 Foundations of Ed. Technology

LTLE 565 Ed. Technology Management

LTLE 570 Design and Dev. of Digital Media

LTLE 610 Principles of Instructional Design

LTLE 645 Games, Sims., Virt. Worlds for Learning

Undergraduate Courses

LTLE 150 Info. in Contemporary Society

LTLE 370 Instructional Technology

Dr. Kellison began her career as a K12 teacher of students with learning disabilities. She was intrigued by the use of technology in the educational process for reaching students on a more individualized scale. She completed a M.Ed. in Curriculum and Instruction and worked in K12 administrative roles for 8 years, while also continuing her education at the University of Virginia. During this time she was instrumental in writing and receiving in excess of \$2 million of grants for 22 counties in the Commonwealth of Virginia, as well as being appointed as the first director of the Blue Ridge Virtual Governor's School – serving six central Virginia school systems. She earned her doctoral degree in Educational Psychology (double minors in Instructional Technology & Educational Administration) in 2002 from UVa, and has been working full time in higher education since 2005. She is director of the online M.Ed. in Educational Technology at JMU and her research interests include online and mobile learning technologies.

To meet with Dr. Kellison send email to kelliskf@jmu.edu or Skype drkellison at any time. You may also visit her website at <http://www.jmu.edu/coe/ltle/kelliskf.shtml>.

Wilcox, Diane PhD

Associate Professor, LTLE; Director, Adult Education/Human Resource Development
Master's Program

Graduate Courses

LTLE 570 Design and Dev. of Digital Media
LTLE 580 Dev. & Critiquing Visual Literacy
LTLE 645 Games, Sims., Virt. Worlds for Learning
AHRD 580 Learning in Adulthood
EDUC 630 Inquiry in Education
AHRD 680 Reading & Research
AHRD 700 Thesis

Undergraduate Courses

LTLE 240 Introduction to HRD
LTLE 370 Instructional Technology
LTLE 485 Dev. of Materials and Programs

Dr. Wilcox graduated from the College of William and Mary with a major in business management and a second concentration in fine arts. She began her career in the software industry in 1980 as a technical support rep for a software start up in Washington, DC. Her job quickly evolved to include writing and editing user manuals, technical illustration, developing advertising and marketing campaigns, and delivering technical training to a nationwide sales force. In the late 1980s, she worked as a freelance computer graphic artist and technical writer for Broderbund Software in California (*Where in Europe is Carmen Sandiego*, *Centauri Alliance*, *Printshop*), and then returned to graduate school at the University of North Carolina at Chapel Hill in 1991 to study Educational Psychology and Instructional Technology. While earning her doctoral degree, she started a children's software company with her husband, Tom Wilcox. Their product, *Mindforge Fractions*, earned a Dr. Toy award as one of the top 100 children's products for 1998. Since that time, Dr. Wilcox has worked as a contract instructional designer, training manager, instructional design manager, business process manager, and most recently, as a faculty member at JMU. She is interested in exploring technology intelligence, and has been examining the use of team-based movie making in middle school science classrooms.

To meet with Dr. Wilcox, send email to wilcoxdm@jmu.edu for an appointment.

Wilcox, Thomas

Adjunct Instructor, LTLE

Undergraduate Courses

LTLE 374 Photography for Learning
LTLE 376 Video for Learning

Tom Wilcox has more than 25 years of experience as a multimedia designer, artist, and photographer. As an employee of Broderbund Software in the late 1980s, he designed the user interface for the Deluxe Edition of *Where in the World is Carmen Sandiego?* In 1996, he co-founded Mindforge, Inc. and produced *Mindforge Fractions*, which earned a Dr. Toy award in 1998. He is an expert freelance photographer.

To meet with Mr. Wilcox, send email to tmwilcox@gmail.com for an appointment.

COMMON ADVISEE QUESTIONS

Q. In what order should I take the Ed Media minor classes?

A. While there are currently no prerequisites in the minor you should plan to take courses in sequence when at all possible. Each course builds on the next and you want to be prepared for upper-level courses before you take them. Prerequisites may be instituted at any time to help manage this process.

Q. I took courses before the program was revised in Summer 2010. Will those credits count toward my minor degree progress?

A. Yes. If you do not see that in e-campus, notify the Program Coordinator at estesmd@jmu.edu.

Q. I cannot find the Ed Media minor courses listed in e-campus. Why?

A. Ed Media courses fill quickly. In e-campus be sure to uncheck the “show open classes only” box to see the courses listed. Also check the program of study to see which courses are offered in which semester. If you still cannot find a course, contact the Program Coordinator at estesmd@jmu.edu.

Q. What if a required course is full?

A. Locate the required course in e-campus and email the instructor to request an override. Students required to take courses have priority over those who are not required to have the courses. However, requesting an override is not the same as receiving an override! Keep in mind that you need to take courses in sequence and that some early courses may restrict juniors and seniors. The number of seats in a computer lab may limit the number of students accepted in that course.

Q. Are any other students required to take Ed Media minor courses for their minor?

A. Yes. HRD, Education, and Adult Degree minor students may be required to take one or more courses listed in the Educational Media program of study. The course most impacted by this is LTLE 370 Instructional Technology so be sure to register early!

Q. Can a General Education course double-count for minor credit?

A. The Registrar has indicated that this is acceptable. For example, if you took GPSYC 160 as a General Education requirement, that course will also count toward your Educational Media minor degree progress.

Q. When and how do I apply for graduation?

A. Visit the Registrar’s website at <http://www.jmu.edu/registrar/ForStudents.shtml> for this and related information. The Educational Media minor Program Coordinator will sign your paperwork but you must submit the paperwork for signatures by the Registrar deadlines, in-person and with an appointment.

Q. What if there is a problem with my unofficial transcripts or other e-campus records such that it appears I have not met degree requirements when I believe I have?

A. Email the Program Coordinator at estesmd@jmu.edu to schedule a meeting to discuss or contact the Registrar directly.

Q. Is there an Educational Media presence on the web?

A. Yes. View our website for updates. Be sure to support your program on Facebook and Twitter!

- Program Website: <http://www.jmu.edu/coe/ltle/undergradedmedia.shtml>
- In Facebook, search for “JMU Educational Technology” to find our page.
- Twitter Page: <http://twitter.com/jmuedtech>

Q. How can I learn about this field of study and related careers?

A. See the following professional organization websites for more information.

- Association for Educational Communications and Technology (AECT) <http://www.aect.org>
- American Society for Training and Development (ASTD) <http://www.astd.org>
- eLearning Guild <http://www.elearningguild.com/>
- International Society for Technology in Education (ISTE) <http://www.isti.org>
- Society for Applied Learning Technologies (SALT) <http://www.salt.org>

CONTACT INFORMATION FOR DECLARING THE MINOR AND SEEKING HELP

Michele D. Estes, PhD, Assistant Professor and Educational Media Minor Program Coordinator, estesmd@jmu.edu or michele.estes@gmail.com or 540-568-4311 and 3325C Memorial Hall, <https://www.jmu.edu/coe/ltle/estesmd.shtml>

EDUCATIONAL TECHNOLOGY MASTER DEGREE PROGRAM

Are you considering a graduate degree? The Educational Technology Master of Education Degree is a great option. The program is offered on campus or online to fit your needs. So, go ahead and get that job you want AND continue your education at JMU online! To learn more, visit the program website at <http://www.jmu.edu/coe/ltle/gradedtech.shtml> or contact Dr. Kellison at kelliskf@jmu.edu.