CGS Agenda Item 16-35
Effective Fall 2016

Eastern Illinois University
Revised Course Proposal
AET 4865, e-Books and e-Publishing Technologies

Banner/Catalog Information (Coversheet)

1. **____New Course or X Revision of Existing Course**
2. **Course prefix and number:** *AET 4865*
3. **Short title:** *e-Books and e-Publishing*
4. **Long title:** *e-Books and e-Publishing Technologies*
5. **Hours per week: 2** Class **2** Lab **3** Credit
6. **Terms:** ___Fall ___Spring ___Summer **X** On demand
7. **Initial term**: **X** Fall ___ Spring ___ Summer Year: **2016**
8. **Catalog course description:** *A study of e-Publishing technology. This course will focus on the study of authoring multimedia and web technologies for creating applications and solutions for web sites, education, training, and advertising solutions via the internet and mobile devices.*
9. **Course attributes:** *N/A*

   General education component: _____

   ___ Cultural diversity ___ Honors ___ Writing centered ___ Writing intensive ___Writing active

10. **Instructional delivery**
    Type of Course:

    ___ Lecture ___ Lab **X** Lecture/lab combined ___ Independent study/research

    ___ Internship ___ Performance ___ Practicum/clinical ___ Other, specify: _____

    Mode(s) of Delivery:

    X Face to Face **X** Online ___ Study Abroad

    X Hybrid, specify approximate amount of on-line and face-to-face instruction *2-50 minute sessions online, 2- 50 minute sessions face-to-face per week*

11. Course(s) to be deleted from the catalog once this course is approved. *NONE*
12. **Equivalent course(s):** *NONE*

    a. Are students allowed to take equivalent course(s) for credit? ___ Yes ___No

13. **Prerequisite(s):** *AET 1363 or permission of instructor*

    a. Can prerequisite be taken concurrently? ___ Yes **X** No

    b. Minimum grade required for the prerequisite course(s)? C

    c. Use Banner coding to enforce prerequisite course(s)? **X** Yes ___ No

d. Who may waive prerequisite(s)?

___ No one ___ Chair **X** Instructor ___ Advisor ___ Other (specify)

14. Co-requisite(s): ***N/A*** _____

15. Enrollment restrictions

a. Degrees, colleges, majors, levels, classes which may take the course: *All*

b. Degrees, colleges, majors, levels, classes which may not take the course: ***N/A*** _____

16. Repeat status: **X** May not be repeated ___ May be repeated once with credit

17. Enter the limit, if any, on hours which may be applied to a major or minor: 3

18. Grading methods: **X** Standard ___ CR/NC __ Audit ___ ABC/NC

19. Special grading provisions:

___ Grade for course will not count in a student's grade point average.

___ Grade for course will not count in hours toward graduation.

___ Grade for course will be removed from GPA if student already has credit for or is registered in: _____

___ Credit hours for course will be removed from student's hours toward graduation if student already has credit for or is registered in: _____

20. Additional costs to students:
Supplemental Materials or Software *None*

Course Fee **X** No ___Yes, Explain if yes_____

21. Community college transfer:

___A community college course may be judged equivalent.

X A community college may not be judged equivalent.

Note: Upper division credit (3000+) will not be granted for a community college course, even if the content is judged to be equivalent.

Rationale, Justifications, and Assurances (Part I)

1. ___Course is required for the major(s) of _____

   ___Course is required for the minor(s) of _____

   ___Course is required for the certificate program(s) of _____

   X Course is used as an elective

2. **Rationale for proposal** : *This course is being revised to serve four purposes. 1: Learners engaged in course activities are in need of a flexible offering format to permit enrollment in this course. Therefore, offering an online format opens up the opportunity for students to enroll in this course in a manner more convenient for them. 2: The name of the original course did not do an adequate job of describing the content contained within the course. The terms "e-book" and "e-publishing" in the title do a better job of advertising the content in the course. 3: The prerequisite for AET 3343 was found to be unnecessary. Learners that enrolled without the prerequisite course were unimpeded in their learning. 4: Other equivalent institutions (Illinois State, Western Illinois) are considering offering a similar course in this format. This makes such a course necessary to compete with other universities.*

3. **Justifications for (answer N/A if not applicable)**

   Similarity to other courses: **N/A**

   Prerequisites: *A foundation in development of graphics for various applications is strongly recommended as well as experience in publishing graphics. AET 1363 provides the needed foundation in graphics creation and production that will help contribute to the success of students in this course.*

   Co-requisites: **N/A**

   Enrollment restrictions: **N/A**

   Writing active, intensive, centered: **N/A**

4. **General education assurances (answer N/A if not applicable)**

   General education component: **N/A**

   Curriculum: **N/A**

   Instruction: **N/A**

   Assessment: **N/A**

5. **Online/Hybrid delivery justification & assurances (answer N/A if not applicable)**

   Online or hybrid delivery justification: *Many software companies have made their software tools more readily accessible for students. The Internet connection speed for many users has increased thereby allowing for higher quality rich media instruction to be delivered. Finally,*

the course management tools that the university now uses allows there to be a richer interaction between students and faculty. To accommodate this situation, many of the given activities may be completed in a hybrid format or online format. All faculty who will deliver this course online are/will be OCDI (or appropriate equivalent) trained.

Instruction: *Instructional techniques may include flipped classroom strategies, peer learning, video based lecture, instructor based demonstration, and/or online tutorials. In flipped classroom instruction, the instructor will ask students to read on a particular topic and then complete a short assignment in advance of the material being presented. The students will also engage in a short discussion regarding the topics being presented. Certain elements of the course may require the students to teach one another a concept via video, screencast or podcasting. For these assignments, students will work in small groups to present each other material, work through the concepts, and complete assignments related to the topic. Video based lecture may be used present certain topics from the instructor. In these videos, the instructor will introduce material, complete demonstrations, and show examples of material to be learned. To supplement the videos, the instructor will create tutorials on how to apply and utilize certain tools and techniques or ask students to complete online tutorials.*

Integrity: *Assignments and/or papers will require that students submit work to a dropbox in the course management system where it will be checked for plagiarism. Assignments will be designed to where students will also have to draw on experiences, case studies, and/or develop solutions to problems that would be difficult to replicate from classmates. Projects will be applied and design based. Therefore the projects will rely upon the students developing and creating new designs of Websites unique to a particular client or customer and therefore difficult to replicate. Presentations of work will require students to complete a screencast and/or computer based presentation where the student will present the results of their work to their classmates. Students involved in peer review of classmates projects and presentations will be required to give feedback via discussion boards or synchronous chat rooms. All assignments, papers, projects, presentations, and critiques will be assigned a rubric that students must review and adhere to. All rubrics will be given to students on the first day of class. Finally, exams and quizzes will be administered through the course management system. Exams and quizzes will validate that students have retained knowledge from all instructional activities. Graduate students will be required to complete a research paper on a current topic in the realm of emerging e-publishing technologies. This paper must go into depth on the issues and trends facing the topic, propose solutions and alternatives,*

and review practical case studies of implementation of these solutions. The resulting research paper must be submitted to a journal or academic conference for dissemination.
Interaction: *This course will rely upon email, discussion boards, chat rooms, and remote assistance tools. The instructor will frequently respond to emails to address any concerns that students might have and send out messages to remind students of important due dates and address any other issues students may have. Discussion boards will be used as areas to discuss the topics of the week asynchronously. Students will be required to complete discussions with the whole class and/or small groups. Forums may also be set up for students to share issues or work collaboratively to solve problems on lab assignments. Chat rooms will be encouraged for both instructor to student interaction as well as student to student interaction synchronously. In the chat room, students may ask questions, give answers, and share information. Remote assistance tools will be relied upon heavily for this course. Issues that students may be unable to solve on their own may require a digital helping hand. Remote assistance software will be used to demonstrate to students synchronously or help to solve issues.*

Model Syllabus (Part II)

Please include the following information:

1. Course number and title

AET 4865 e-Books and e-Publishing Technologies

2. Catalog description

A study of e-Publishing technology. This course will focus on the study of authoring multimedia and web technologies for creating applications and solutions for web sites, education, training, and advertising solutions via the internet and mobile devices.

3. Learning objectives.

1) Compare various e-publishing technologies with respect to specific applications. WCR 1-7) (Grad 1-4)
2) Evaluate aspects of emerging e-publishing technologies and integrate them into various applications. WCR 1-7) (Grad 1-4)
3) Assemble back end user and front end user interfaces for blogs and forms. (CT 2, 3, 4) (Grad 1-2)
4) Construct computer and mobile-based books and applications, with static and dynamic content. (CT 2, 3, 4) (Grad 1-2)
5) Export media for commercial and public use on a variety of web enabled devices. (CT 2, 3, 4) (Grad 1-2)

6) Present finished projects and results in a professional format to be critiqued by peers and professionals. (SL 1-7) (Grad 1-4)
7) Provide criticism and suggestions for improvement of e-Book and e-Publishing projects. (CT 1-6) (Grad 1-3)

4. Course materials.

- One USB Drive – Minimum of 16 GB
- Access to a Mac computer with iBooks Author and iAd Producer and reliable internet connection
- Web Development software (Dreamweaver, Komodo Edit, or Brackets)
- Adobe Creative Cloud Software (Photoshop, Illustrator, InDesign, Acrobat)
- Online journal articles and online software exercises as assigned by the instructor

5. Weekly outline of content.

Face-to-face

Week	Day 1 (50 minutes) *Face-to-face*	Lab work (50 minutes) *Face-to-face*	Day 2 (50 minutes) *Face-to-face*	Lab work (50 minutes) *Face-to-face*
Week 1	Repurposing print projects	Repurposing print projects exercise	Planning e-Books	Planning e-Books exercise
Week 2	eBook Formats	eBook Formats exercise	Standards and Hardware	Standards and Hardware exercise
Week 3	Review of Copyright Principles	ePub in Layout Application exercises	Development of ePub in Layout Application	ePub in Layout Application exercises
Week 4	HTML5, CSS3 and ePub formatting	HTML5, CSS3 and ePub formatting exercises	HTML5, CSS3 and ePub formatting	HTML5, CSS3 and ePub project work
Week 5	Rich media embedding in eBooks	Rich media embedding in eBooks exercises	Rich media embedding in eBooks	HTML5, CSS3 and ePub project work
Week 6	Proprietary format Publishing	HTML5, CSS3 and ePub project work	Proprietary format Publishing	HTML5, CSS3 and ePub project work
Week 7	Non-Proprietary format Publishing	HTML5, CSS3 and ePub project work	Non-Proprietary format Publishing	HTML5, CSS3 and ePub project work
Week 8	**Midterm Exam**	HTML5, CSS3 and ePub project work	Dynamic web publishing	Dynamic web publishing exercises
Week 9	Web Publishing Styling	Web Publishing Styling exercises	Web Publishing Styling	Web Publishing Styling exercises
Week 10	Web publishing databases	Web publishing databases exercises	Web publishing databases	Web publishing databases exercises
Week 11	Media insertion into web databases	Media insertion into web databases exercises	Media insertion into web databases	Media insertion into web databases exercises
Week 12	Web publishing feedback & display	Web publishing feedback & display exercises	Web publishing feedback & display	Web publishing feedback & display exercises
Week 13	Site Deployment	Site Deployment exercises	Site Deployment	Site Deployment exercises

Week 14	Publishing content via CMS	CMS project work	Publishing content via CMS	CMS project work
Week 15	Integrating Web 2.0 Media Management	CMS project work	Integrating Web 2.0 Media Management	CMS project work
Week 16	**Final Exam**			

Hybrid

Week	Day 1 (50 minutes) *Online*	Lab work (50 minutes) *Face-to-face*	Day 2 (50 minutes) *Online*	Lab work (50 minutes) *Face-to-face*
Week 1	Repurposing print projects	Repurposing print projects exercise	Planning e-Books	Planning e-Books exercise
Week 2	eBook Formats	eBook Formats exercise	Standards and Hardware	Standards and Hardware exercise
Week 3	Review of Copyright Principles	ePub in Layout Application exercises	Development of ePub in Layout Application	ePub in Layout Application exercises
Week 4	HTML5, CSS3 and ePub formatting	HTML5, CSS3 and ePub formatting exercises	HTML5, CSS3 and ePub formatting	HTML5, CSS3 and ePub project work
Week 5	Rich media embedding in eBooks	Rich media embedding in eBooks exercises	Rich media embedding in eBooks	HTML5, CSS3 and ePub project work
Week 6	Proprietary format Publishing	HTML5, CSS3 and ePub project work	Proprietary format Publishing	HTML5, CSS3 and ePub project work
Week 7	Non-Proprietary format Publishing	HTML5, CSS3 and ePub project work	Non-Proprietary format Publishing	HTML5, CSS3 and ePub project work
Week 8	**Midterm Exam**	HTML5, CSS3 and ePub project work	Dynamic web publishing	Dynamic web publishing exercises
Week 9	Web Publishing Styling	Web Publishing Styling exercises	Web Publishing Styling	Web Publishing Styling exercises
Week 10	Web publishing databases	Web publishing databases exercises	Web publishing databases	Web publishing databases exercises
Week 11	Media insertion into web databases	Media insertion into web databases exercises	Media insertion into web databases	Media insertion into web databases exercises
Week 12	Web publishing feedback & display	Web publishing feedback & display exercises	Web publishing feedback & display	Web publishing feedback & display exercises
Week 13	Site Deployment	Site Deployment exercises	Site Deployment	Site Deployment exercises
Week 14	Publishing content via CMS	CMS project work	Publishing content via CMS	CMS project work
Week 15	Integrating Web 2.0 Media Management	CMS project work	Integrating Web 2.0 Media Management	CMS project work
Week 16	**Final Exam**			

Online

Week	Day 1 (50 minutes) *Online*	Lab work (50 minutes) *Online*	Day 2 (50 minutes) *Online*	Lab work (50 minutes) *Online*
Week 1	Repurposing print projects	Repurposing print projects exercise	Planning e-Books	Planning e-Books exercise
Week 2	eBook Formats	eBook Formats exercise	Standards and Hardware	Standards and Hardware exercise
Week 3	Review of Copyright Principles	ePub in Layout Application exercises	Development of ePub in Layout Application	ePub in Layout Application exercises
Week 4	HTML5, CSS3 and ePub formatting	HTML5, CSS3 and ePub formatting exercises	HTML5, CSS3 and ePub formatting	HTML5, CSS3 and ePub project work
Week 5	Rich media embedding in eBooks	Rich media embedding in eBooks exercises	Rich media embedding in eBooks	HTML5, CSS3 and ePub project work
Week 6	Proprietary format Publishing	HTML5, CSS3 and ePub project work	Proprietary format Publishing	HTML5, CSS3 and ePub project work
Week 7	Non-Proprietary format Publishing	HTML5, CSS3 and ePub project work	Non-Proprietary format Publishing	HTML5, CSS3 and ePub project work
Week 8	**Midterm Exam**	HTML5, CSS3 and ePub project work	Dynamic web publishing	Dynamic web publishing exercises
Week 9	Web Publishing Styling	Web Publishing Styling exercises	Web Publishing Styling	Web Publishing Styling exercises
Week 10	Web publishing databases	Web publishing databases exercises	Web publishing databases	Web publishing databases exercises
Week 11	Media insertion into web databases	Media insertion into web databases exercises	Media insertion into web databases	Media insertion into web databases exercises
Week 12	Web publishing feedback & display	Web publishing feedback & display exercises	Web publishing feedback & display	Web publishing feedback & display exercises
Week 13	Site Deployment	Site Deployment exercises	Site Deployment	Site Deployment exercises
Week 14	Publishing content via CMS	CMS project work	Publishing content via CMS	CMS project work
Week 15	Integrating Web 2.0 Media Management	CMS project work	Integrating Web 2.0 Media Management	CMS project work
Week 16	**Final Exam**			

6. Assignments and evaluation, including weights for final course grade.

	Undergraduate	**Graduate**
Assignments (software/technique exercises)	15%	8%
Discussions	15%	14%
Quizzes	15%	14%
Applied Projects (media production projects)	20%	18%
Exams	25%	18%
Papers (journal article reviews)	10%	19%
Research Paper	-----	9%
TOTAL	**100%**	**100%**

7. Grading scale.

A = 90 to 100 %, B = 80 to 89%, C = 70 to 79%, D = 60 to 69%, F < 60%

8. Correlation of learning objectives to assignments and evaluation.

Objective	Assignments Undergraduate: 15% Graduate: 8%	Discussions Undergraduate: 15% Graduate: 14%	Quizzes Undergraduate: 15% Graduate: 14%	Projects Undergraduate: 20% Graduate: 18%	Exams Undergraduate: 25% Graduate: 18%	Papers Undergraduate: 10% Graduate: 19% Research paper: 9%
1) A	X	X	X		X	X
2) B	X	X	X		X	
3) C	X	X	X			
4) D	X		X	X		
5) E	X		X	X		
6) F		X		X		X
7) G		X		X		X

Date approved by the department or school: 1/14/2016
Date approved by the college curriculum committee: 2/26/2016
Date approved by the Honors Council *(if this is an honors course):*
Date approved by CAA: 3/10/16 CGS: