

**Eastern Illinois University
Revised Course Proposal
MIS 3515, Information Presentation**

Agenda Item #06-47
Effective Fall 2007
Effective Fall 2016, with revisions

1. Catalog Description

1. Course number: MIS 3515
2. Title: Information Presentation
3. Meeting times and credit: 3-0-3
4. Terms(s) to be offered: on demand
5. Short title: INFO PRESENT
6. Course description: The study of design principles for business presentations and documents. Development of illustration skills to effectively use graphics. Photo editing for restoration, enhancement, and creation of digital images.
7. Prerequisites: Sophomore standing, BUS 1950, or permission of the Associate Chair, School of Business.
8. Initial term of course offering: FA2007

2. Student Learning Objectives and Evaluation

- A. Upon successful completion of this course, students will be able to:
1. Employ visual communication methods that demonstrate an understanding of human perception and cognition principles that impact reader reaction, understanding, and retention.
 2. Use multimedia hardware and related software to manipulate digital images, audio files, and to produce a variety of slide shows and documents.
 3. Develop and deliver multimedia presentations with systematic planning for media use—typeface selection; cueing devices/color coding; linked/embedded objects; transition/animation effects; and customized templates.
 4. Prepare models, process illustrations, grid structures, and charts/graphs to explain abstract concepts and numeric relationships for printed documents and on-screen displays.
 5. Produce printed documents with appropriate design and layout—type, alignment, illustrations, and graphic emphasis.
 6. Use word processing productivity features of styles, templates, document assembly, autoformat, merge, and macros.
- B. The students' achievement of the stated objectives will be assessed and grades will be earned on the basis of projects, quizzes, and examinations.

	Exams/Quizzes (30%)	Projects (55%)	Final Exam (15%)
Employ visual communication methods that demonstrate an understanding of human perception and cognition principles that impact reader reaction, understanding, and retention.	X	X	X
Use multimedia hardware and related software to manipulate digital images, audio files, and to produce a variety of slide shows and documents.	X	X	X
Develop and deliver multimedia presentations with systematic planning for media use—typeface selection; cueing devices/color coding; linked/embedded objects; transition/animation effects; and customized templates.	X	X	X
Develop models, process illustrations, grid structures, and charts/graphs to explain abstract concepts and numeric relationships for printed documents and on-screen displays.	X	X	X
Produce printed documents with appropriate design and layout—type, alignment, illustrations, and graphic emphasis.	X	X	X
Use word processing productivity features of styles, templates, document assembly, autoformat, merge, and macros.	X	X	X

- C. This is not a technology-delivered class.

- D. This class is not numbered 4750-4999.
- E. This class is not writing active.

3. Outline of the Course

Weeks	Topic
2	Introduction to course, visual communication principles.
2	Design concepts for typography use, alignment and spatial cues. Drawing techniques using PowerPoint for graphic emphasis, models, process diagrams, and customized templates.
1	Color use affecting tone, meaning, coding, signaling plus printer considerations. Express numeric data relationships with charts/graphs and apply creative treatments.
.5	Multimedia hardware—computers and peripherals including digital cameras and scanners. Linking and embedding sound files and other digital media including audio narration. Transitions/animations.
.5	Presentation project management including content development techniques of storyboarding for creativity and outlining for organization. Speaker tips for computer-supported presentations.
2	Image creation using scanners and digital cameras. Photo editing with Photoshop to recolor images, selection and bitmap painting tools, repairs and corrections.
2	Work with layers and blending effects, filters, and drawing with vector graphics tools. Optimizing images for on-screen and web applications.
1.5	Student presentations.
1.5	Print production and efficient editing in Word. Design techniques for text and graphic emphasis. Grid structures for organization and column layouts. Resume content.
1	Productivity improvement—styles, templates, document assembly, autoformat, merge, and macros.
1	Exams

4. Rationale

- A. Purpose and need. This is an existing course (CIS 3510) that is being modified to better fit the new MIS curriculum. Content modifications are minor. The course has been renumbered because all MIS on demand courses are being numbered with the final digit of 5.
- B. Justification of the level of the course and a list of all prerequisites. This course builds on prior experience in writing/presenting and software applications. Therefore, the prerequisites are BUS 1950 and junior standing.
- C. Similarity to existing courses: This course will replace the CIS 3510 course. This course is similar to FCS 4926, Public Presentation Techniques.
- D. Impact on program(s): This course is an elective for the Management Information Systems major and minor. It will be one of the courses available in the Business Administration minor replacing CIS 3510, Business Presentations and Document Design. It would be appropriate, also, as an elective for other students in the School of Business. The Career and Technology Education major currently requires CIS 3510 for the business education major. The courses changes have been discussed with the CTE Coordinator. The CTE faculty will evaluate continuing to require the course during the next year.

5. Implementation

- A. Faculty member(s) to whom the course may be assigned: Graves
- B. Specification of any additional costs to students: Students will be expected to submit projects on appropriate digital media. Additional costs to students will be minimal.
- C. Text and supplementary materials to be used: Looking Good in Print, 5th edition, Parker, 2003; Microsoft Office PowerPoint 2003: The Advantage Series, Coulthard, Hutchinson, and Graves, 2005; course web site instructional material

6. Community College Transfer

A community college course will not be judged equivalent to this course.

7. Date approved by the department or school: 2/15/06

8. Date approved by the college curriculum committee: 3/6/06

9. Date approved by CAA: 4/20/06