The Shanghai Tour Web Site

MIT 511 Multimedia Design and Development
(Domains/Competencies/Job Qualifications/Artifacts/Rationale)

Context & Conditions:

The course provides an overview of multimedia learning principles and development strategies, and hands-on experiences with multimedia. The course objectives are to demonstrate applying the principles of multimedia learning, multimedia materials or product design and development, and demonstrate proficiency with common software application used to create multimedia products. The web site entitled "shanghai tour, China" was in partial fulfillment of the course and completed in the fall of 2006 with Dr. Arnold Murdock. The web site was designed for people who are going to visit physically or visually Shanghai of China.

Scope:

The web site included four major topics touring guests usually concern: food, famous scenes, hotel, and shopping. The completion of the site involves design and development of content, graphic, video, audio, layout, text, color, and the application of software and theory as well. For example, Dreamweaver, Fireworks, Flash, cognitive load theory, and multimedia learning principles.

Role:

I completed the project by myself. I worked as a web site designer and developer, a graphic designer, and an evaluator. I designed layout of web site, conducted content analysis, developed each little part based on multimedia principles. I also evaluated my site based on Section 508.

Reflection:

After the course I could understand principles of multimedia learning, design of multimedia product while at the same time their values in creating multimedia applications. For the course, I need to learn more about application of Flash, Fireworks.

MIT 511: Domains/Competencies/Job Qualifications/Artifacts/Rationale

Domain of Instructional Development			
MIT Competencies	**Job Qualifications**	**Artifacts**	**Rationale**
Develop projected and non-projected graphic instructional materials.	Apply multimedia design principles. Design and develop multimedia product.	**Shanghai Tour Web Site**	The product illustrates my experience of using interactive technology tools such as Dreamweaver, Fireworks, and Flash to develop products.
Demonstrate the ability to produce still and motion photographic instructional materials, including knowledge and competencies in: film characteristics, camera operation, exposure, darkroom processes, lighting and color photography.	Have experience planning, shooting, and editing video projects. Have experience writing script and critique.	**Shanghai Tour Web Site**	The artifact demonstrates my skill of producing still and motion photographic materials. In the project web site, I created buttons, banner, short flash, and short video using Fireworks, Flash, and Camera.

Demonstrate knowledge of the principles of perception and visual learning applicable to the design and production of photographic instructional materials.	Have experience developing photographic instructional materials. Develop multimedia materials using principles of multimedia design.	**Shanghai Tour Web Site**	The artifact demonstrates my experience of conducting interface design by using web-based development tools such as Dreamweaver, Fireworks and Flash.
Demonstrate knowledge of computer utilization practices and the ability to apply them in instructional settings including: computer literacy, software selection and evaluation, instructional management, hypermedia development and distance learning.	Design and develop online courses. Work with computer technologies.	**Shanghai Tour Web Site**	The artifact illustrates my practice of utilizing computer technologies in designing, developing instructional design projects.
Design and produce interactive multimedia systems.	Develop multimedia product using web-based development tools.	**Shanghai Tour Web Site**	The artifact illustrates the use of various multimedia techniques that promote interactivity.