

# ETHICS

## Interactive Quiz Overview

**GOAL:** Research copyright laws relating to various media and develop an interactive electronic quiz based on obtained information from the research.

Measurable Learner Objectives	Crosswalk to Show-Me Standards	Instructional Activities	Assessment
Demonstrate ethical behavior when designing multimedia applications. B1	4.4	Research copyright laws and develop an interactive presentation/quiz. Ask the user questions to show understanding of appropriate ethical use of multiple media such as video, text, sound, pictures, etc. The presentation should use good planning, layout and design; incorporate graphics, sound, animations, color, build, and hyperlinks; and have paths based on selections made to show correct and incorrect answers and options to questions.	Use the <i>Interactive Quiz</i> assessment to evaluate the presentation for accurate information of the quiz, the use of graphics, planning (flowchart and storyboard), text, sound, animations, transitions, color, timing, builds, layout, and design. Also evaluate the correct and logical link of slides to correct and incorrect responses to the questions, use of both multiple choice and true/false questions, and correction of errors. The assignment will also be peer reviewed/evaluated and be assessed on following directions for submission of documents.
Identify copyright and patent laws for multiple media (e.g., video, text, sound, pictures). B3	CA 3, 1.5		
Incorporate audio and visual elements (e.g., sound, graphics, animation). G7	1.4, 1.6		
Incorporate transitions. G8	1.4, 1.6		
Identify components of an interactive presentation developed with authoring software. G13	1.4, 1.5		
Apply builds to slides. G9	1.4, 1.6		
Create hyperlinks (internal and external). F8	1.4		
Use organizational tools to plan multimedia products (e.g., storyboarding, outlining, branching). A19	1.8, 2.7		
Identify design principles used in multimedia productions. A18	CA 1, 1.6, 4.1		

<b>Measurable Learner Objectives</b>	<b>Crosswalk to Show-Me Standards</b>	<b>Instructional Activities</b>	<b>Assessment</b>
Manage files. A7	1.4, 2.7		
Proofread and correct multimedia documents. A14	CA1, 2.2		

Activity originally developed by Jeff Cochran, Columbia Career Center; adapted and used with his permission.

# **ETHICS**

## **Interactive Quiz**

### **Teaching Points**

#### **Overview**

Copyright laws impact the personal and professional use of information from audio, video, text, and art for Web pages and in presentations. This assignment allows students to research copyright laws and create an interactive quiz to test knowledge and show understanding of the laws.

#### **Content Review**

Review and/or demonstrate the following as needed:

1. Using the Internet for research
2. Determining paths of slides based on responses
3. Flowcharting techniques for linear and non-linear presentations
4. Steps in designing a basic presentation
5. Design techniques for an effective functioning presentation
6. Importing/inserting graphics and sounds
7. Animating text and graphics and using transitions effectively

#### **Activity Preparation**

Show examples of exams created in interactive format/modules and discuss possible layouts and paths.

Brainstorm possible questions and responses for an interactive multimedia exam, then flowchart the questions and the responses for the exam.

Discuss planning and use of flowcharts and storyboards for planning the process of presentations.

Review and/or demonstrate using the Internet to conduct research.

Discuss research and other information on copyright.

Practice storyboarding by sketching out a presentation layout in a linear and a non-linear presentation.

Using presentation software, demonstrate how to create a slide show (text, graphics, transitions, sounds, animations).

Review design concepts (balance, white space, color, graphics, etc.).

Discuss the peer-evaluation process. (At least two peers selected or assigned by the instructor will evaluate the project when completed.)

## Resources

### **Supplies and materials needed for activity:**

Presentation software  
Computer with projection equipment  
Sound clips  
Paper

### **Web sites (and/or key words to use for search):**

<http://www.utsystem.edu/ogc/intellectualproperty/copypol2.htm#test>

Fair use of copyrighted materials

<http://www.mediafestival.org/downloads.html>

Copyright quizzes from Hall Davidson

<http://www.benedict.com/>

Copyright Web site on court cases

<http://www.utsystem.edu/ogc/intellectualproperty/ccmcguid.htm#2>

Fair use guidelines for educational multimedia

[http://www.cyberbee.com/cb\\_copyright.htm](http://www.cyberbee.com/cb_copyright.htm)

Copyright with Cyberbee—an interactive copyright quiz site

(Decide whether students are to view this site for suggestions on an interactive quiz.)

[www.acidfonts.com](http://www.acidfonts.com)

Font site

[www.fontfreak.com](http://www.fontfreak.com)

Font site

<http://www.copyright.gov>

United States Copyright Office Web site

### **Books, articles, and other resources:**

Beskeen, D. (2004). *Microsoft PowerPoint 2003 – Illustrated introductory*. Boston, MA: Thomson Course Technology.

Shelly, G. B., Cashman, T. J., & Sebok, S. L. (2004). *Microsoft Office PowerPoint 2003: Comprehensive concepts and techniques*. Boston, MA: Thomson Course Technology.

Solomon, A. W. (2004). *Introduction to multimedia*. Columbus, OH: Glencoe (McGraw-Hill).

Zimmerman, B., & Zimmerman, S. S. (2004). *New perspectives on Microsoft PowerPoint 2003 – Comprehensive*. Boston, MA: Thomson Course Technology.

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## Interactive Quiz

### Assignment

#### Activity Preparation and Assignment

Create a new project folder named *Copyright Interactive Project*. Create an interactive quiz that asks the user multiple-choice and true-false questions about copyright laws. Your audience is middle school students, senior high school students, or adults. You choose the audience. If users choose correctly, they will link to a “correct” slide with a positive comment, if users are wrong, they will link to a “sorry, try again” slide with directions on where to search for further study. Gather content from class, group discussion, and your notes. Using the Internet is an option.

**Consider the following as you begin the planning part of the presentation design:**

1. Your audience.
2. The purpose.
3. The interface design. Are you going to use arrows, autosshapes, and/or clipart for the navigation buttons?
4. Location of buttons.
5. The part of the answer to link—the letter in front of the descriptor or the entire descriptor.
6. Consistency of the design.
7. The structure of a correct slide for each question and one slide for an incorrect answer for the entire show or a slide for each incorrect response.

**Include the following in your interactive exam presentation:**

1. A storyboard/outline and a flowchart for the presentation (Submit both.)
2. A title slide with your name, the name *Interactive Exam on Copyright*, and an appropriate graphic
3. The second slide with the word copyright and a definition of copyright
4. The third slide (or another slide) showing a link to the U.S. Copyright Office (locate the URL for this office) and another link to the benedict.com Web site. (Provide a brief explanation of the site contents.)

5. Three questions about copyright law (Use three or four options for multiple choice questions and only one for a true/false question.)
6. One “incorrect” answer slide or several for each incorrect multiple choice response
7. A “correct” answer slide for each question
8. A background gradient or texture for the slides, not a selection from the design template
9. Interactive (functional) buttons (quit, choices, next, back, etc.)
10. The slide show set up as a kiosk presentation
11. Transitions and object animation effects on each slide throughout the presentation
12. Some automatic timing for object animation effects
13. A print screen copy of the *Copyright Interactive Project* folder
14. A printed handout of the presentation with six slides per page

## Resources

### **Web sites (and/or key words to use for search):**

Font Web sites:

[www.acidfonts.com](http://www.acidfonts.com)

[www.fontfreak.com](http://www.fontfreak.com)

Some copyright Web sites:

<http://www.utsystem.edu/ogc/intellectualproperty/copypol2.htm#test>

Fair use of copyrighted materials

<http://www.utsystem.edu/ogc/intellectualproperty/ccmcguid.htm#2>

Fair use guidelines for educational multimedia

Decide on key words to use for search on the Web.

## ETHICS Interactive Quiz Assessment

Criteria	Excellent	Average	Poor
<b>Planning (10)</b>	<b>10-8</b> Good flowcharting (structure) and storyboarding with descriptions for questions and answers	<b>7-4</b> Some logic evident in flowcharting and storyboarding provided but more development needed	<b>3-0</b> Considerable development needed in logic for flowcharting and storyboard
<b>Layout (5)</b>	<b>5-4</b> Consistent throughout; each slide has unity. White space used efficiently and good alignment evident	<b>3-2</b> Balance or alignment problems; position of content or graphics may be ineffective; too much text on several slides	<b>1-0</b> Considerable development needed in alignment of text, graphics, and overall layout with three or more slides
<b>Design (5)</b>	<b>5-4</b> Well-balanced colors; good text contrasts and text is readable; graphics are relevant and bring appropriate attention to content	<b>3-2</b> Colors might not complement each other; text may not be readable; graphics may distract from content	<b>1-0</b> Colors clash; graphics distract; text not readable three or more slides
<b>Content and Accuracy (5)</b>	<b>5</b> Accurate and correct information; meets audience's needs and assignment's purpose	<b>4-3</b> Some information missing and at least two uncorrected errors or typos; may not serve needs of audience or assignment's purpose	<b>2-0</b> Multiple spelling or grammar errors or inaccurate information; confuses audience and does not meet assignment's purpose
<b>Functionality (6)</b>	<b>6-5</b> All interaction works; set as kiosk presentation so user must navigate with buttons; timings used effectively	<b>4-3</b> Some links or buttons not functioning properly; timings not set on majority of objects	<b>2-0</b> Multiple navigation and interaction errors
<b>Subtotal</b>			
			<b>Total Points =</b>

Student \_\_\_\_\_

Due Date \_\_\_\_\_

Date Submitted \_\_\_\_\_

**Interactive Copyright Quiz Kiosk Presentation:** Evaluate in appropriate column below.

Other Requirements	Self Eval	Peer Eval	Instructor Eval	
			Met 2 pts.	Not 0 pts
Three questions; both multiple choice and true/false				
“Correct” slide and at least one “incorrect” slide for each question				
Slides link correctly to next slide				
Transitions on all slides				
Animation effects on majority of objects				
Automatic timings for object animation effects				
Title slide with name, graphic, and project title				
Slide with definition				
Slide with links to U.S. Copyright Office and benedict.com				
Background gradient or texture used at least once				
View as kiosk presentation				
Print of handouts (6 per page)				
File management (print screen)				
				<b>Total Points =</b>

Evaluated by: \_\_\_\_\_

<b>Project Total =</b>
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