

HCSV 260 Computer Applications in Health Education
 Department of Health and Community Services
 California State University, Chico
 Dr. Mark Tomita

Fall 2006	Office Hours: W 9am-11am, M 9-12
HCSV 260 Sec. 1 and 2	Office Location: Butte 604
Time: (Sec. 1) W 2:00-4:50pm and (Sec. 2) 11am-1:50pm	Ph. 530-898-4417; Fax. 530-898-5107
Computer Lab: Butte 211	E-Mail: mtomita@csuchico.edu
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Required Text: Tomita, M. (2003). Say It With a CD: Creating CD-ROMs for Effective Communication. Santa Cruz, CA: ToucanEd Publishing Company.

Publication Manual of the American Psychological Association (5th ed.). Washington, DC: Author. **OR** Online <http://www.apastyle.org/electsource.html>

Required Materials: One 256 MB (or larger) flash/jump drive; MS FrontPage® software (available in Butte 211 computer lab). You have the option of DreamWeaver® in computer labs on campus and MS Word.

Week	Topics	Assignments*
Week 1 Aug 23	Introduction Health Education and Technology Theories (make sure to read Davis' Technology Acceptance Model and Self-Efficacy Theory) Term Project Overview Professional Development CD-ROM Project Overview Using MS Word for Word Processing Review Sample Term Projects	Introduction (Say It With a CD) Chapter 1 (Say It With a CD) Printable Syllabus (PDF) Article: Read Mantovanni about how the Internet is conceptualized. Appendix B: Project Planning Worksheet Download the following files to your desktop for the class exercise: Written Procedure Article for Formatting Figure 1 (an image file for Figure 1)
Week 2 Aug 30	DUE: Term Project Planning Worksheet (Appendix B) <i>CONTINUE FROM PREVIOUS WEEK</i> Creating PowerPoint Presentations for CD-ROM	Chapter 2 (Say It With a CD) Demonstration: Demonstrate to the class what you created in today's class.
Week 3 Sept 6	Using MS FrontPage® to Create Web Pages - Graphics - Manipulating Animation and Video Files Checking CD-ROM links Using Xenu®	Chapter 3(Say It With a CD) Demonstration: Demonstrate to the class what you created in today's class. Chapter 8 (Say It With a CD)
Week 4 Sept 13	Using Adobe Acrobat to Prepare Files for CD-ROMs Creating Interactive PDF Forms Creating MS Word Fill Out Forms	Chapter 6 (Say It With a CD) MS Word Fill Out Form Handout (DOC) Demonstration: Demonstrate to the class what you created in today's class.
Week 5 Sept 20	Digital Photographs and Video Taking Photos/Video Preparing Digital Photo/Video Files for CD-ROM	(Class will go out on campus to take photos and videos. Download files in my office, Butte 604. Take turns by group.) Demonstration: Demonstrate to the class what you created in today's class.
Week 6 Sept 27	<i>CONTINUE DIGITAL PHOTOGRAPHY/VIDEO</i> Scanning Images for the CD-ROM Scanning photo hard copies, negatives, and slides Saving and Editing Files for Use on CD-ROM	Chapter 7 (Say It With a CD) (Scanning done in my office. Students may need to schedule outside class time to finish this part of the assignment.)

Week	Topics	Assignments*
Week 7 Oct 4	Creating Icons With Icon Maker® Creating a CD-ROM Search Engine Using Search Maker Pro® Creating a CD-ROM Search Engine Using Adobe Acrobat®	Chapter 9 (Say It With a CD) Chapter 11 (Say It With a CD) Demonstration: Demonstrate to the class what you created in today's class.
Week 8 Oct 11	Using Autorun and ShelExec to Launch Your CD-ROM Choosing the CD-R Medium Burning the CD-ROMs Making Multiple Copies of the CD-ROM	Chapter 10 (Say It With a CD) Chapter 12 (Say It With a CD) Chapter 13 (Say It With a CD) Chapter 14 (Say It With a CD)
Week 9 Oct 18	FIRST DRAFT OF TERM PROJECT DUE. Labeling the CD-ROM CD-ROM Packaging Preparing Photographic Slide Shows for CD-ROMs	Chapter 15 (Say It With a CD) Demonstration: Demonstrate to the class what you created in today's class. Chapter 16 (Say It With a CD) Chapter 5 (Say It With a CD)
Week 10 Oct 25	Copyrighting the CD-ROM Marketing and Selling Your CD-ROM (graphic design of materials, wholesale/retail pricing, taxes, writing a press release, interviewing with the media, promoting your product, merchandising, etc.) Writing a Press Release	Chapter 17 (Say It With a CD) Appendix E (Say It With a CD: on Companion CD-ROM) Handout (PDF) Writing a Press Release Handout (RTF) WRITTEN PRESS RELEASE DUE AT END OF CLASS PERIOD.
Week 11 Nov 1	Creating Electronic Portfolios- The Basics	Handout and Template Sent via WebCT
Week 12 Nov 8	SECOND DRAFT OF TERM PROJECT DUE Work on Term Projects	Appendix D Term Project Scoring Sheet (Say It With a CD: on Companion CD-ROM)
Week 13 Nov 15	Work on Term Projects	Electronic Portfolio Due (20 points) Demonstration: Demonstrate to the class your electronic portfolio.
Nov 22	Thanksgiving Week- No Classes	
Week 14 Nov 29	Work on Term Projects	
Week 15 Dec 6	TERM PROJECTS DUE (100 points) Student Presentations of Term Projects	Demonstration: Demonstrate to the class your term project.

General Information

Class Expectations and Grades

- Please be on time for class.** Class will start promptly at the designated class time. The class is always disrupted when people enter late. Please be courteous to your classmates and professor and not interrupt the lectures. If you should enter class late, sit near the doorway to minimize disruption to the class lecture.
- During class: 1) **Turn off all pagers and cell phones before class starts.** Ringing cell phones and pagers are very disruptive to the class and will not be tolerated. Students with ringing cell phones or pagers (that includes vibrating pagers) will be asked to leave the classroom if it is a persistent problem; 2) You may not go in and out of the classroom to the bathroom, to get a soda, and so on. Plan ahead and go to the bathroom before you come to class; 3) It is rude and disrespectful of students to talk to one another while someone is speaking (the professor, guest speaker, a student discussing a point). Students who are interrupting the class by talking to one another will be asked to leave the room; 4) **Do not bring food or drinks into the computer lab.**
- Students with recognized disabilities need to inform the professor about their needs for this course before taking any quiz. Please refer to the Handbook (http://www.csuchico.edu/dss/dss_student_handbook.pdf). The CSUC Disability Support Services Office will contact the professor. Students with recognized disabilities may receive up to twice the amount of time to complete quizzes/exams.

4. When class is in session, students are expected to be completing class assignments and not using the computer for personal reasons such as e-mail, chat, browsing the web, and so on. Students playing with the computers in this fashion will be asked to leave the lab.
5. Your course grade will be computed as follows:

Evaluation	Points
Term Project	100
Electronic Portfolio	20
Assignments and Presentations	40
Class Participation/Attendance	10
Total Possible Points	170

* Late computer assignments and term project will not be accepted.
Computer assignments must be submitted at the end of each class period.

GRADING

The grading scale (percent) that will be used for this course is: A=93-100, A-=90-92, B+=87-89, B=83-86, B-=80-82, C+=77-79, C=73-76, C-=70-72, D+=67-69, D=63-66, D-=60-62, F=<60. Course grades may be curved up at the discretion of the professor.

Term Project

The Term Project is designed for a student to synthesize all of the materials learned in this course and produce a viable, health education product on CD-ROM. The time to complete all of the computer assignments and term project requires at least three hours per week outside of class time. The total amount of time to complete the term project will vary with individual student computer skills. See **Appendix B** Project Planning Worksheet at the end of this document.

Part of the term project will need to be completed in the professor's office because the computer labs in Butte Hall do not have the necessary hardware and software required for this course. The student is responsible for scheduling blocks of time to work on his/her term project with the professor.

Student will be assigned a health-related topic for their term project. No exceptions.

TERM PROJECT EXPECTATIONS: The following items and processes are required to receive a passing grade (C-) for the term project:

- A. Students must work on a project individually. Group projects are not acceptable.
- B. Students are expected to develop, test, and demonstrate their CD-ROM projects to the class (~5 minutes per student).
- C. The project must include a minimum of all of the following project characteristics below. See Appendix D for complete list with points for each characteristic.
 1. Five HTML pages (minimum)
 2. Ten graphic images used appropriately and displayed properly (minimum). Two of the images or video clips must be taken by the student.
 3. One video clip plays properly during presentation (minimum).
 4. One sound file plays properly during presentation (minimum).
 5. One PowerPoint Presentation with 10 Slides with *intra-document* links for navigational ease of use (minimum). Transitions, actions, animations, and other PPT features must be used appropriate and sparingly.
 6. Two PDF interactive documents with appropriate bookmarks. Open Options should be appropriate to the document such as Bookmark and Page.
 7. A completed US Copyright form (choose either Form TX, SE, or SE Group) in PDF to be included on the CD-ROM and linked to the index file.
 8. A sample written permission to use a copyright material linked to index file.
- D. The student is required to hand in by Week 2 at the beginning of the class, clearly defined project goal, objectives, intended audience, and learning objectives, implementation plan, and evaluation plan for the CD-ROM project (Use Appendix B Project Planning Worksheet). **Do not use the Appendix B in your textbook.** The completed Appendix B must be printed and handed in at the start of Week 2 class period.

The project must be burned to a CD-ROM with an autorun script and ShelExec® to launch the CD-ROM. All materials must be linked together, and links checked with Xenu®. Students must create their own HTML page and PowerPoint presentation content for this project. Documents and other media obtained from copyrighted and public domain sources must be properly documented in a reference list using American Psychological Association (APA) format. These other materials may be included on the CD-

ROM as additional resources or handouts, but the student must note on a separate page about permissions to use the materials. The final CD-ROM product must be publishable.

The student must design an attractive CD-ROM label using either Discus® or Sonix®. The label should either be printed on the CD-ROM using an inkjet or thermal CD-ROM label printer or hand in a printed copy of the label on a regular 8.5 X 11 inch paper. The label file must be included on the CD-ROM and linked to the home page.

The project will be evaluated for the characteristics listed above, ease of use, usefulness, clearly defined written materials submitted, quality of product, and effort (see [Appendix D](#). **Do not use the Appendix D that is on your Companion CD-ROM for the Scoring Sheet.**).

TERM PROJECT DEADLINES:

DATE*	TASK
Week 2	A completed Appendix B Project Planning Worksheet : title, goals, objectives, intended audience, main user interface. Do not use the Appendix B that is located on your Companion CD-ROM that comes with the textbook. Submit a completed Appendix B through WebCT e-mail to the professor.
Week 9	First Draft of Term Project submitted to professor through WebCT. Files must be in a folder and zipped. 5 points will be subtracted from your Term Project if this First Draft is not submitted on time.
Week 12	Second Draft of Term Project submitted to professor through WebCT. Files must be in a folder and zipped. An additional 5 points will be subtracted from your Term Project if this Second Draft is not submitted on time.
Week 15	Final Term Project Submitted to professor on CD-ROM.

* All materials must be submitted to the professor at the beginning of the class. Late submissions will not be accepted, and will affect the student’s score for the term project.

CSU, Chico Catalog

HCSV 260: Computer Applications in Health Education 3.0 Fa/Spr. An introduction to computer applications used in health education. Surveys the teaching applications of selected computer-based media. Applies computer technology in communicating, collaborating, conducting research, and solving problems in the health education field. Students will learn to use Internet tools such as e-mail, listserv, Telnet, and the World Wide Web. Other topics to be addressed include evaluating health-related Web sites, WWW courseware writing, and creating Web materials.

COURSE LEARNING OBJECTIVES

By the end of the course, the student will be able to:

1. Discuss how to and demonstrate assessment, planning, implementation, and evaluation of a CD-ROM-based health education program.
2. Discuss teaching strategies and resource development techniques for CD-ROM.
3. Develop and discuss strategies for retrieving health-related information and data through the Internet.
4. Demonstrate minimal computer-related competencies expected of entry-level Certified Health Education Specialists (CHES) (National Commission for Health Education Credentialing, Inc. at URL: <http://www.nchec.org/>)

DETAILED LEARNING OBJECTIVES

Computing Basics

Learning Objectives: By the end of the lesson, the student will be able to:

1. Discuss why it is important to work on computers on the hard drive and NOT floppy disks.
2. Discuss how to and demonstrate transferring a file to a floppy disk/zip disk.
3. Discuss important of backing up files onto floppy or zip disks.
4. Discuss how to and demonstrate navigating the PC desktop.
5. Discuss how to and demonstrate creation of a folder in the Student Documents Folder.
6. Discuss strategies for and demonstrate organization of student files by semester, course, and sub-course tasks.
7. Discuss strategies for and demonstrate creation of logical file names for easy retrieval.

MS Word: Word Processing

Learning Objectives: By the end of the lesson, the student will be able to:

1. Discuss how to and demonstrate creation of an MS Word file with text, images/photos, hyperlinks (web, e-mail, intra-document, inter-document), Properties (title, subject, author, company, keywords).

2. Discuss how to and demonstrate formatting of text (align, line spacing, one- and two-columns, images/photos, highlighting, shading, superscript/subscript, font (type, letter size, color), bullets, numbering, draw toolbar, WordArt, headers/footers, page numbering in varying formats, track changes, spelling and grammar check, copy, paste, Paste Special, Insert Symbols).
3. Discuss how to and demonstrate creation of a table with the following formatting: border (with and without, line thickness), column (width, height, split and merge cells), headings row repeat, Table Properties (align, cell, row, and column characteristics, shading).
4. Discuss how to and demonstrate creation of files in Rich Text Format and web page (unfiltered, HTML).
5. Discuss how to and demonstrate Insertion of Breaks and Bookmarks.
6. Discuss how to and demonstrate use of Find and Replace tools.

Electronic Mail

Learning Objectives: By the end of the lesson, the student will be able to:

1. Discuss and demonstrate sending and receiving e-mail using WebCT.
2. Send and receive e-mail attachments.
3. Discuss how mailing lists operate and e-mail etiquette.
4. Discuss why word processing files are always saved in Rich Text Format (RTF) when distributing over the Internet.

Web Conferencing

Learning Objectives: By the end of the lesson, the student will be able to:

1. Explain and demonstrate use of NetMeeting for web conferencing, chat, whiteboard, file transfer protocol, and file sharing.

Advanced Word Processing: MS Word Templates and Fill Out Forms

Learning Objectives: By the end of the lesson, the student will be able to:

1. Discuss how to and demonstrate creation of an MS Word template.
2. Discuss how to and demonstrate creation of an MS Word fill out form using text boxes and check boxes with formatting for length, size, text format, and form protection.
3. Discuss how to and demonstrate insertion of document Properties (see

Electronic Theory

Learning Objectives: By the end of the lesson, the student will be able to:

1. Discuss Mantovani's article on the conceptualization of the Internet.
2. Analyze Davis' technology acceptance model (TAM).
3. Discuss how Davis' TAM is relevant to the development of health education CD-ROMs.

Say It With A CD: Creating CD-ROMs For Effective Communication

Chapter 1 The CD-ROM Development Process

Learning Objectives: By the end of the lesson, the student will be able to:

1. Discuss why the CD-ROM project goals, objectives, and intended audience need to be defined prior to the start of a project.
2. Discuss how to and write a project goal statement that includes the intended audience.
3. Discuss how to and write a CD-ROM project objective.
4. Discuss what factors are associated with choosing the main CD-ROM user interface.

Chapter 2 Creating PowerPoint Presentations for CD-ROMs

Learning Objectives: By the end of this lesson, the student will be able to:

1. Discuss how to and create a PowerPoint presentation for use on CD-ROM using text, images, sounds, and a video clip, and create an actual PowerPoint presentation.
2. Discuss how to and demonstrate insertion of a minimum of one transition, one custom animation, one narration.
3. Examine a PowerPoint file between normal, slide sorter, and slide show views.
4. Discuss how to and demonstrate use of a PowerPoint slide design template.
5. Discuss how to and configure the PowerPoint file to launch as a slide show on a CD-ROM.

Chapter 3 Using MS FrontPage® to Create Web Pages

Learning Objectives: By the end of the lesson, the student will be able to:

1. Discuss how to and Demonstrate web page configuration using FrontPage® HTML editor.
2. Discuss how to and Demonstrate insertion of keyword and description meta tags.
3. Discuss how to and Demonstrate creation of URL and e-mail hypertext.
4. Discuss why headers and footers are necessary on all web pages, and demonstrate insertion of headers and footers.
6. Discuss how to and Demonstrate use of tables and line breaks to format web pages.

MS FrontPage Graphics

Learning Objectives: By the end of this lesson, the student will be able to:

1. Discuss how to and Demonstrate insertion of graphic images (clipart, .gif, .jpg, animated gifs) into a web page.
2. Discuss how to and Demonstrate formatting of graphics images onto a web page.
3. Discuss how to and Demonstrate creation of an image map.
4. Discuss how to and Demonstrate insertion of hyperlinked images.
5. Discuss how to and Demonstrate creation on thumbnailed images.
6. Discuss how to and Demonstrate insertion and configuration of an animated gif file into a web page.

Manipulating Animation and Video Files in MS FrontPage

Learning Objectives: By the end of the lesson, the student will be able to:

1. Discuss how to and Demonstrate insertion and configuration for a MOV video file.
2. Discuss what criteria may be used to select one medium over another.

Chapter 4 Using Dreamweaver® to Create Web Pages (IF NOT USING FRONTPAGE THIS SEMESTER)

Learning Objectives: By the end of the lesson, the student will be able to:

1. Discuss how to and Demonstrate web page configuration using Dreamweaver MX® HTML editor.
2. Discuss how to and Demonstrate insertion of hypertext (e-mail, web, and image).
3. Discuss how to and Demonstrate insertion of images and video files.
4. Discuss how to and Demonstrate use of tables and line breaks to format web pages.

Chapter 5 Preparing Photographic Slide Shows for CD-ROMs

Learning Objectives: By the end of the lesson, the student will be able to:

1. Discuss how to and Demonstrate creation of a photographic slide show using Slide Show®.

Chapter 6 Using Adobe Acrobat to Prepare Files for CD-ROMs

Learning Objectives: By the end of this lesson, the student will be able to:

1. Discuss how to and Demonstrate creation of a PDF file from an MS Word file.
2. Discuss how to and Demonstrate insertion of bookmarks into a PDF file.

Creating Interactive PDF Forms

Learning Objectives: By the end of this lesson, the student will be able to:

1. Discuss how to and Demonstrate use of tools to create a textbox, multi-line textbox, checkbox, date, zip code, telephone number.
2. Discuss how to and Discuss under what situations would an interactive PDF form be useful.

Chapter 7 Scanning Images for the CD-ROM

Learning Objectives: By the end of the lesson, the student will be able to:

1. Discuss how to and Demonstrate scanning of a photograph and negative using HP Director® and HP Scanjet 5500c.
2. Discuss how to and Demonstrate editing of a digitized image using Photoshop Elements®.
3. Identify graphic file formats of bmp, jpeg, tif, and gif.

Chapter 8 Checking CD-ROM Links With Xenu®

Learning Objectives: By the end of the lesson, the student will be able to:

1. Discuss how to and Demonstrate use of Xenu link checking software application on a local web site (located on the developer's hard drive).
2. Discuss how to and Demonstrate use of Xenu link checking software application on a published web site.

Chapter 9 Creating Icons With Icon Maker®

Learning Objectives: By the end of the lesson, the student will be able to:

1. Identify what software is used to create .ico files.
2. Discuss what HTML tag is necessary for icons to be displayed when web pages are bookmarked or saved as a favorite.
3. Discuss how to and create a simple .ico file in the 16, 32, and 48 layers.
4. Discuss how to and Demonstrate insertion of an icon HTML tag.

Chapter 10 Using Autorun and ShelExec® to Launch Your CD-ROM

Learning Objectives: By the end of the lesson, the student will be able to:

1. Discuss how to use the Autorun script and ShelExec to launch a CD-ROM.

2. Discuss how to and Demonstrate editing the autorun script to launch an HTML or PowerPoint Presentation on CD-ROM.
3. Discuss how to and Demonstrate editing the autorun script to point correctly to a .ico file.
4. Discuss how to and Create and launch a CD-ROM with the autorun script, ShelExec, icon, and HTML (or PowerPoint Slide Presentation) file.

Chapter 11 Creating a CD-ROM Search Engine

Learning Objective: By the end of the lesson, the student will be able to:

1. Discuss how to and Demonstrate creation of a PDF search engine suitable for use on a CD-ROM using Adobe Acrobat®.
2. Discuss how to and Demonstrate a keyword search using a PDF search engine.
3. Discuss what factors should be considered when including a PDF search engine on a CD-ROM.
4. Discuss how to and Demonstrate creation of an HTML search engine suitable for use on a CD-ROM using Search Maker Pro®.
5. Discuss how to and Demonstrate a keyword search using an HTML search engine using Search Maker Pro®.
6. Discuss how to and Discuss what factors should be considered when including an HTML search engine on a CD-ROM.

Chapter 12 Choosing the CD-R Medium

Learning Objective: By the end of the lesson, the student will be able to:

1. Identify different CD media available to complete the class project.
2. Discuss what selection criteria are used to determine what media are suitable for class projects.

Chapter 13 Burning CD-ROMs

Learning Objectives: By the end of the lesson, the student will be able to:

1. Identify what files must be copied to the CD-ROM.
2. Discuss how to and Demonstrate creation of a fully functional CD-ROM with either Roxio Easy CD Creator® or Nero®.

Chapter 14 Making Multiple Copies of the CD-ROM: Duplication or Replication?

Learning Objectives: By the end of the lesson, the student will be able to:

1. Identify methods used for mass duplication and replication for CD-ROMs.
2. Discuss what factors are considered for deciding to use duplication or replication.
3. Discuss how to and Demonstrate use of a CD-ROM duplicator.

Chapter 15 Labeling the CD-ROM

Learning Objectives: By the end of the lesson, the student will be able to:

1. Identify and discuss CD-ROM labeling options.
2. Discuss professional and consumer labeling methods.

Designing a Label Using a Store-Bought Label Kit

Learning Objectives: By the end of the lesson, the student will be able to:

1. Discuss what and why materials are needed to design and print a CD-ROM label.
2. Discuss how to and Demonstrate design of a CD label using a printed label kit.
3. Discuss how to and Demonstrate printing of a CD-ROM label.

Designing a Label Using the Cezanne Pro 6 Inkjet CD-ROM Label Printer

Learning Objectives: At the end of this lesson, the student will be able to:

1. Discuss the CD-ROM inkjet printing process.
2. Discuss the pros and cons of inkjet printed labels.
3. Discuss how to and Demonstrate use of Discus® software (Canvas, Paint, Photo).
4. Discuss how to and Demonstrate use of the Cezanne PRO-6 Inkjet CD-ROM Label Printer.

Chapter 16 CD-ROM Packaging

Learning Objectives: By the end of the lesson, the student will be able to:

1. Identify and discuss common CD-ROM packaging available to consumers.

Chapter 17 Copyrighting CD-ROMs

Learning Objectives: By the end of the lesson, the student will be able to:

1. Identify and discuss what is copyright.
2. Identify where to go online to obtain copyright information.
3. Identify what forms and items are necessary to file with the US Copyright Office for CD-ROM publication and serial CD-ROM publication.

Marketing and Selling Your CD-ROM

Learning Objectives: By the end of the lesson, the student will be able to:

1. Identify and discuss marketing approaches for an electronic health education product.
2. Discuss selling methods for an electronic health education product.
3. Discuss the importance of a press release for promoting an electronic health education product, and the process of how to write a press release.
4. Write a press release for an electronic health education product.
5. Write a marketing plan for an electronic health education product.

Appendix D
Scoring Sheet for CD-ROM Projects

STUDENT: _____ DATE: _____

Criteria	Possible Points	Earned Points
Final Project Handed in on Time (Late projects -15 points)	0	
CD-ROM Label	5	
CD-ROM Launched Properly	3	
Autorun script and ShelExec files present	2	
Home Page named <i>index.htm</i>	2	
HTML Pages		
Five pages (minimum)	5	
Links between pages for navigation purposes	3	
Administration	2	
Design	3	
Graphic Images		
10 specified images	5	
Design- images used appropriately, aligned, etc.	3	
PowerPoint Presentation		
10 Slides (minimum)	5	
Appropriate use of transitions appropriately	2	
Appropriate use of custom animations appropriately	2	
Appropriate use of actions	2	
Ease of Use	3	
PDF		
Interactive PDF with appropriate fields	2	
Bookmark	2	
Open page setting appropriate	2	
Icon File- constructed by self	3	
Icon displayed on CD drive correctly	2	
Multimedia		
Video incorporated into HTML or PowerPoint correctly	5	
Audio incorporated into HTML or PowerPoint correctly	4	
Copyright Form- completed and linked to a page	3	
References- in APA format	3	
Permissions	2	
Effort- Minimum amount of work= 3; Average=5; Above Average=7; Outstanding work= 10	10	
Creativity – Not at all creative = 3; Average creativity=7; Somewhat creative = 10; Outstanding creativity=15	15	
Point Deductions (1st Draft Not Submitted on Time)	-5	
(2 nd Draft Not Submitted on Time)	-5	
TOTAL POINTS EARNED	100	

Writing a Press Release for Your CD-ROM Product

Name _____

Content to Cover in Press Release	Write the Press Release Section In This Column
Name of organization	
Name of product	
<p>Give information about the product that may entice your target population to buy it.</p> <p>Example information: why is it important for people to buy one, how is it unique, etc.</p> <p>Can you think of other information that is needed here?</p>	
If the sale of the CD-ROM will benefit a not-for-profit organization, say this here.	
Who to contact?	