SAULT COLLEGE OF APPLIED ARTS AND TECHNOLOGY

SAULT STE. MARIE, ONTARIO

SAULT COLLEGE

COURSE OUTLINE

COURSE TITLE: Computer Applications in Outdoor Recreation

CODE NO. : NRT230   **SEMESTER:** 3

PROGRAM: Adventure Recreation and Parks Technician

AUTHOR: Dan Kachur

DATE: Jun / 15   **PREVIOUS OUTLINE DATED:** Jun / 14

APPROVED: "Colin Kirkwood"   Jun / 15

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              DEAN   **DATE**

TOTAL CREDITS: 3

PREREQUISITE(S): None

HOURS/WEEK: 3 hours per week – 16 weeks

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I.   COURSE DESCRIPTION:

This course introduces student to technology applications used in outdoor adventure recreation.   Participants will have a hands-on opportunity to create an outdoor adventure video, develop a marketing brochure, create a website and social media presence, produce a custom web-based GIS map and build a personalized GPS map.   Smartphone, Wireless and Satellite technologies will also be explored.

II.   LEARNING OUTCOMES AND ELEMENTS OF THE PERFORMANCE:

Upon successful completion of this course, the student will demonstrate the ability to:

1.   Explain naming conventions used in Outdoor Technologies

Potential Elements of the Performance:

- Explain the topics of Android, SAT, SPOT, GPS, GIS, Topo Maps, UTM, DD, footage, track-logs, layers, way-points, routes, base-map data, magnetic north, lat / long, contours, elevation, compression, lossy and lossless
- Identify and differentiate file naming conventions such as .jpg, gif, html, docx, avi, mpg, mp3, mov, kml, img, gpx

2.   Explain various media methods and technologies used to market outdoor events and activities

Potential Elements of the Performance:

- Identify and list media promotion types
- Contrast advantages and disadvantages of each type
- Associate costs involved with various promotion types
- Study existing businesses and outdoor recreation social media / websites to gain insight into layouts, techniques / promotion methods and styles used

3. **Identify technology applications used in creating media promotion**

Potential Elements of the Performance:

- Research website design applications available for site development, including Microsoft and Adobe products.
- Research various multimedia and video editing software available for video development, including products from Adobe, Apple, Camtasia and Pinnacle.
- Research various graphic file editing software, including products from Adobe, Microsoft and Corel.
- Identify and differentiate social media technology topics including: blogs, wikis, weblogs, twitter, LinkedIn, facebook and others

4. **Create a Webpage / Website / Social Media Presence for Outdoor Recreation**

Potential Elements of the Performance:

- Contrast webpage editors
- Utilize FTP
- Utilize free web space available on the Internet
- Study the role of Domain Name registration and costs associated with maintenance of the name
- Contrast Doman Name hosting and Website hosting
- Download and modify .jpeg, gif and .png files
- Create Webpages
- Customize .jpeg, gif and .png files by inserting text and labels
- Insert graphics and hyperlinks into web pages
- Apply Keywords and descriptions into Webpages for marketing purposes
- Upload Webpages to the Internet using FTP
- Add website links to the Google Search Database for added marketing exposure
- Create a Twitter account
- Link your twitter feed into your website

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5. **Create a Web-based custom GIS map**

Potential Elements of the Performance:

- Identify web-based GIS technology providers and products
- Select a geographic area of your choice to map
- Create map by marking points of interest including trails, stops, buildings, waterways, mountains, camps
- Save and broadcast your custom map to the web for others to view
- Link your Web-GIS map to your webpage

6. **Create a GPS map for a custom handheld device**

Potential Elements of the Performance:

- Identify technology acronyms including: base-map data, layers, objects, img, shp, contours, elevation
- Identify and download Ontario Base-Map data
- Download and install a GPS customizing software
- Overlay your map with Google Earth to add on customized routes including roads, trails, routes
- Dissect both .gpx and .kml files

7. **Produce a promotional video of an outdoor activity / event**

Potential Elements of the Performance:

- Contrast file types including: .wav, .mp3, .mpg, avi
- Download video footage from a digital camera
- Edit video footage by adding in sound and text
- Blend video footage to create the overall promotional video
- Compile a video project to create the final .mpg, .mov or .avi file
- Upload video to class website or Youtube

8. Produce a marketing brochure for Outdoor Recreation

Potential Elements of the Performance:

- Identify the logic of 3 way folding brochures in preparation for brochure development
- Apply an existing template to get started in the brochure layout
- Modify a template to save time
- Add graphic images and font changes to an existing template
- Associate costs involved in printing color brochures for marketing purposes

III. TOPICS

1. Technology Naming Conventions
2. Media Technology and Concepts
3. Technology Applications for Media Promotion
4. Webpage / Website and Social Media Development
5. Web-Based GIS mapping
6. GPS mapping
7. Promotional Video Development
8. Marketing Brochure Development

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IV.   REQUIRED RESOURCES/TEXTS/MATERIALS:

USB Thumb Drive (4 GB or larger)

Digital Camera (optional)

Smart Phone (optional)

GPS (optional)

SPOT (optional)

Instruction material will be supplied to students via printouts, email or web-based links

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V.   EVALUATION PROCESS/GRADING SYSTEM:

The mark for this course will be arrived at as follows:

Hands-On Activities / Projects	50%
Tests (2 @ 20% Each)	40%
Attendance / Participation	10%

Total	100%

Some minor modifications to the above percentages may be necessary. The professor reserves the right to adjust the mark up or down 5% based on attendance, participation, leadership, creativity and whether there is an improving trend.

The professor reserves the right to adjust the number of tests, projects and activities based on unforeseen circumstances. The students will be given sufficient notice to any changes and the reasons thereof.

Students who miss a test may be given a zero for that test. Students who will be absent on a test day must contact the professor in advance to explain the absence and to arrange an alternative test writing date. There are no make-up tests in this course.

- Successful completion of this course is greatly improved with a disciplined approach and consistent attendance to both the lab and lecture / theory classes.
- Students must complete and pass both the test and assignment portion of the course in order to pass the entire courses.
- All Assignments must be completed satisfactorily to complete the course. Late hand in penalties will be 5% per day. Assignments will not be accepted past one week late unless there are extenuating and legitimate circumstances. It is not acceptable to miss classes and / or labs without a reasonable explanation.

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ATTENDANCE:

Absenteeism will affect a student's ability to succeed in this course. Absences due to medical or other unavoidable circumstances should be discussed with the professor. Students are required to be in class on time and attendance will be taken within the first five minutes of class. A missed class will result in a penalty in your marks unless you have discussed your absence with the professor as described above. The penalty depends on course hours and will be applied as follows:

Course Hours	Deduction
5 hrs/week (75 hrs)	1% per hour
4 hrs/week (60 hrs)	1.5% per hour
3 hrs/week (45 hrs)	2% per hour
2 hrs/week (30 hrs)	3% per hour

The following semester grades will be assigned to students:

Grade	Definition	Grade Point Equivalent
A+	90 – 100%	4.00
A	80 – 89%	
B	70 - 79%	3.00
C	60 - 69%	2.00
D	50 – 59%	1.00
F (Fail)	49% and below	0.00

CR (Credit)	Credit for diploma requirements has been awarded.
S	Satisfactory achievement in field /clinical placement or non-graded subject area.
U	Unsatisfactory achievement in field/clinical placement or non-graded subject area.
X	A temporary grade limited to situations with extenuating circumstances giving a student additional time to complete the requirements for a course.
NR	Grade not reported to Registrar's office.
W	Student has withdrawn from the course without academic penalty.

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VI.   SPECIAL NOTES:

Students are expected to attend all scheduled classes. Attendance will be taken for each class on a sign in basis starting shortly after the semester begins. Students will be advised when the process is to begin.

In all cases, attendance of less than 80% of the scheduled classes is not acceptable.

Submitting Assigned Work:
All assignments, projects, questions, etc. must be submitted to the professor at the beginning of class on the due date.   Assignments may be submitted in advance. Assignments will not be accepted after the stated deadline.

It is the student's responsibility to ensure that the professor receives the completed assignments by the due date. Do not place the assignment. in the professor's mailbox. Assignments must be submitted directly to the professor as indicated in the assignment criteria.

Return of Students' Work:
Tests, quizzes, assignments, etc. will be returned to students during <u>one of the normal class times.</u>   Any student not present at that time must pick up his/her test, etc. at the professor's office within three weeks of that class. Tests, etc. not picked up within the three weeks will be discarded. End of semester tests, etc. will be held for three weeks following the end of the semester. If they have not been picked up within that three-week period, they will be discarded.

Students are required to retain their tests, quizzes, assignments, etc. in the event that there is a disagreement with the mark received and the mark recorded by the professor. If the student is not able to present the instrument in question, the professor's recorded mark will stand.

Classroom Decorum:
Students will respect the diversity and the dignity of those in the classroom. Student will respect the professor's right and duty to teach and students' right to learn without interference. Students who cause any interference with the objectives of the class will be asked to leave the classroom.

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VII.   COURSE OUTLINE ADDENDUM

Course Outline Amendments:
The professor reserves the right to change the information contained in
this course outline depending on the needs of the learner and the
availability of resources.

Retention of Course Outlines:
It is the responsibility of the student to retain all course outlines for possible
future use in acquiring advanced standing at other postsecondary
institutions.

Prior Learning Assessment**:**
Students who wish to apply for advance credit transfer (advanced
standing) should obtain an Application for Advance Credit from the
program coordinator (or the course coordinator regarding a general
education transfer request) or academic assistant. Students will be
required to provide an unofficial transcript and course outline related to the
course in question. Please refer to the Student Academic Calendar of
Events for the deadline date by which application must be made for
advance standing.

Credit for prior learning will also be given upon successful completion of a
challenge exam or portfolio.

Substitute course information is available in the Registrar's office.

Disability Services:
If you are a student with a disability (e.g. physical limitations, visual
impairments, hearing impairments, or learning disabilities), you are
encouraged to discuss required accommodations with your professor
and/or the Disability Services office. Visit Room E1101 or call Extension
2703 so that support services can be arranged for you.

Communication:
The College considers **Desire2Learn (D2L)** as the primary channel of
communication for each course. Regularly checking this software platform
is critical as it will keep you directly connected with faculty and current
course information. Success in this course may be directly related to your
willingness to take advantage of this Learning Management System (LMS)
communication tool.

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Plagiarism:
Students should refer to the definition of "academic dishonesty" in *Student Code of Conduct*. Students who engage in academic dishonesty will receive an automatic failure for that submission and/or such other penalty, up to and including expulsion from the course/program, as may be decided by the professor/dean. In order to protect students from inadvertent plagiarism, to protect the copyright of the material referenced, and to credit the author of the material, it is the policy of the department to employ a documentation format for referencing source material.

Tuition Default:
Students who have defaulted on the payment of tuition (tuition has not been paid in full, payments were not deferred or payment plan not honoured) as of the first week of November will be removed from placement and clinical activities due to liability issues. This may result in loss of mandatory hours or incomplete course work. Sault College will not be responsible for incomplete hours or outcomes that are not achieved or any other academic requirement not met as of the result of tuition default. Students are encouraged to communicate with Financial Services with regard to the status of their tuition prior to this deadline to ensure that their financial status does not interfere with academic progress.

Student Portal:
The Sault College portal allows you to view all your student information in one place. **mysaultcollege** gives you personalized access to online resources seven days a week from your home or school computer. Single log-in access allows you to see your personal and financial information, timetable, grades, records of achievement, unofficial transcript, and outstanding obligations, in addition to announcements, news, academic calendar of events, class cancellations, your learning management system (LMS), and much more. Go to https://my.saultcollege.ca.

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Electronic Devices in the Classroom:

Students who wish to use electronic devices in the classroom will seek permission of the faculty member before proceeding to record instruction. With the exception of issues related to accommodations of disability, the decision to approve or refuse the request is the responsibility of the faculty member. Recorded classroom instruction will be used only for personal use and will not be used for any other purpose. Recorded classroom instruction will be destroyed at the end of the course. To ensure this, the student is required to return all copies of recorded material to the faculty member by the last day of class in the semester. Where the use of an electronic device has been approved, the student agrees that materials recorded are for his/her use only, are not for distribution, and are the sole property of the College.