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 & Parks Technician (Accelerated)

AUTHOR: Gerard Lavoie

DATE: April, 2014   **PREVIOUS OUTLINE DATED:**   June, 2013

APPROVED: "Colin Kirkwood"   April, 2014

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           Dean   **Date**

TOTAL CREDITS: **3**

PREREQUISITE(S):   N/A

HOURS/DAY: **3.75**

I.   **COURSE DESCRIPTION:**

This course introduces students to technology applications used in outdoor adventure recreation. Hands-on activities include: the creation of an adventure video, web page & online media development, implementation of custom web-based GIS maps; and the creation of personalized maps for GPS units.   SPOT and Smartphone technologies will also be explored along with mobile operating systems.

II.   **LEARNING OUTCOMES AND ELEMENTS OF PERFORMANCE:**

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

1.   **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 each promotion type
- Study a variety of existing business and outdoor recreation social media / websites to gain insight into techniques / promotion used

2.   **Explain naming conventions used in outdoor technologies**

Potential Elements of the Performance:

- Explain the topics of SPOT, GPS, GIS, TopoMaps, 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 extensions such as .jpg, gif, html, docx, avi, mpg, mp3, mov, kml, img

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 applications available for video development, including products from Adobe, Apple, Camtasia and Pinnacle.
- Research various graphic file editing software, including products such as Paintshop Pro and Adobe Fireworks.
- Identify and differentiate social media technology topics including: blogs, wikis, weblogs, twitter, LinkedIn, Facebook and others

4.   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

5.   Develop a Webpage / Website for Outdoor Recreation

Potential Elements of the Performance:

- Contrast webpage editors
- Utilize FTP software
- Locate free web space available on the Internet
- Study the role of Domain Name registration and costs associated with maintenance
- Contrast domain name hosting and website hosting
- Download and modify .jpeg, gif and .png files
- 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

6.   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

7.   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 an account to activate the development of your custom map
- Create map by marking points of interest i.e.: trails, stops, buildings, waterways, camps…
- Save and broadcast your custom map to the web for others to view
- Link your Web-GIS map to your webpage

8.   Create a GPS map for a custom handheld device

Potential Elements of the Performance:

- Familiarize with outdoor technology terms including: base-map data, contours, elevation
- Identify and download Ontario Base-Map data
- Download and install a GPS customizing software
- Overlay map with Google Earth to add customized routes including roads & trails

III.   **TOPICS:**

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

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

V.   **EVALUATION PROCESS/GRADING SYSTEM:**

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

Hands-On Activities / Projects	65%
Final Exam	25%
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.

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.

One of the following semester grades will be assigned to each student:

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

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.

VI.   SPECIAL NOTES:

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 *WebCT/LMS* 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 the *Learning Management System* communication tool.

Plagiarism:
Students should refer to the definition of "academic dishonesty" in *Student Code of Conduct*. A professor/instructor may assign a sanction as defined below, or make recommendations to the Academic Chair for disposition of the matter. The professor/instructor may (i) issue a verbal reprimand, (ii) make an assignment of a lower grade with explanation, (iii) require additional academic assignments and issue a lower grade upon completion to the maximum grade "C", (iv) make an automatic assignment of a failing grade, (v) recommend to the Chair dismissal from the course with the assignment of a failing grade. 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.

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, and records of achievement, unofficial transcript, and outstanding obligations. Announcements, news, the academic calendar of events, class cancellations, your learning management system (LMS), and much more are also accessible through the student portal. Go to https://my.saultcollege.ca.

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.

Attendance:
Sault College is committed to student success. There is a direct correlation between academic performance and class attendance; therefore, for the benefit of all its constituents, all students are encouraged to attend all of their scheduled learning and evaluation sessions. This implies arriving on time and remaining for the duration of the scheduled session. *<Optional: It is the departmental policy that once the classroom door has been enclosed, the learning process has begun. Late arrivers may not be granted admission to the room.>*

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 *<choose November, March, or June>* will be removed from placement and clinical activities. 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.

VII. COURSE OUTLINE ADDENDUM:

    The provisions contained in the addendum are located on the portal form part of this course outline.