Course Outline

COURSE: ART 77  DIVISION: 10  ALSO LISTED AS: 

TERM EFFECTIVE: Spring 2014  Inactive Course 

SHORT TITLE: INTRO DIGITAL MEDIA 

LONG TITLE: Introduction to Digital Media 

<table>
<thead>
<tr>
<th>Units</th>
<th>Number of Weeks</th>
<th>Type</th>
<th>Contact Hours/Week</th>
<th>Total Contact Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>3</td>
<td>18</td>
<td>Lecture</td>
<td>2</td>
<td>36</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Lab</td>
<td>3</td>
<td>54</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Other</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Total</td>
<td>5</td>
<td>90</td>
</tr>
</tbody>
</table>

COURSE DESCRIPTION:

An introduction to the field of digital media, including history, social impact, concepts, career options and industry trends. Applying learned visual and aural design principles, students will explore the use of computer-based tools in the design and production of digital media by creating and editing digital images, sounds, video, animation and text. A comprehensive term project for publication on the web or CD ROM will be required. This course has the option of a letter grade or pass/no pass. ADVISORY: CSIS 124, CSIS 1, CSIS 2.2L, CSIS 3, or familiarity using the Macintosh or Windows operating systems.

PREREQUISITES:

COREQUISITES:

CREDIT STATUS: D - Credit - Degree Applicable

GRADING MODES

L - Standard Letter Grade
P - Pass/No Pass

REPEATABILITY: N - Course may not be repeated

SCHEDULE TYPES:

02 - Lecture and/or discussion
03 - Lecture/Laboratory
04 - Laboratory/Studio/Activity
72 - Dist. Ed Internet Delayed
STUDENT LEARNING OUTCOMES:
1. The students will understand the field of digital media: its history, career possibilities, the technology, production procedures, and basic principals of design and architecture.
2. Students will be able to analyze an idea, develop a concept via writing of a script and drawing a storyboard, and solve the problems while in the process of producing a small interactive web site using digital image, video, animation, and sound editing software.

CONTENT, STUDENT PERFORMANCE OBJECTIVES, OUT-OF-CLASS ASSIGNMENTS
Inactive Course: 03/25/2013
WEEK HOURS CONTENT
1-2 4 Lecture: Introduction to Digital Media: history, development, and concepts. Demonstration of the types of Digital Media such as interactive multimedia including games, web publishing, animation for games, video, and film. The elements involved (e.g., computers, images, video, animation, text, sound). Brief discussion of scholastic program, industry, and production methods. Quick survey of tools, both hardware and software, required for production.
Homework: Read chapters on history and definition of digital and multi media. Explore web site called art museum.org. Write a short paper (1 page) on what you felt was the best concept and why.
6  Lab assignment: Go to lab, log in, and get acquainted.
Homework: Read Digital Camera handouts. Read chapters in Photoshop book about image sizing, canvas, mode, and image adjustments. Think about a topic for your term project.
6  Lab Assignment: Check out digital camera and take some pictures for your chosen term project. Load into the computer and store on a CD.
Homework: Read chapters of fundamentals of photo imaging and manipulation using Adobe Photoshop.
6  Lab assignment: Resize, crop, and change resolution of 2 pictures. Print copies. Adjust the picture again.
for screen display. Save the image in GIF and JPG format. Save as transparent GIFs. Prepare your pictures for use on a web site project.


Homework: Read in Dreamweaver book: Basics, Site Control, Images, Links, Rollovers, tables. Storyboard and flow chart web project.

6 Lab assignment: Work through exercises using Dreamweaver. Set up your web site and root folder. Start on your project by constructing a simple web page with text and two of the images.

9-10 4 Lecture: Graphic design concepts for screen design—Alignment, Contrast, Repetition and Proximity. Designing web sites with basic HTML tags for web colors, navigation and mailto. Page layout using Dreamweaver.

Homework: Read section on graphic design in book and handouts. Sketch a design of your homepage for the term project.

6 Lab assignment: Design and develop a basic interactive web site. Work through section on tables in the Dreamweaver book. Work on web site project.


Homework: In Flash Program read on Drawing Tools and Symbols. Read handout on the history of animation. Storyboard a splash screen for the web project.

6 Lab assignment: Practice Flash techniques. Make a vector drawing of one of the digital pictures using a variety of Flash tools.


Homework: Read material on exporting files from Flash and ad banner design. Read in Dreamweaver book on how to embed .swf and GIF animations in web pages.

6 Lab assignment: Using concepts animations techniques
learned in class, design and storyboard an ad banner for your company. Construct it in Flash and include it in a web page of your project. Construct your splash screen.

15-16 4 Lecture: Complex and interactive animation in Flash: design and use of buttons to control movement from scene to scene (goto, stop, play) editing and adding sound in different digital formats such as AIFF and MPG3.
Homework: Read section in Flash book on buttons, actions, and sound. Storyboard a simple interactive game.

6 Lab assignment: Design and construct a simple game with sound effects.

17-18 4 Lecture: Scriptwriting (including formatting) and storyboarding. Concepts of digital video: digitizing, compression, nonlinear editing. Techniques for shooting, capturing video to hard disk. Designing and adding openings and credits. Design concepts for smooth and relevant transitions from scene to scene, cuts, and compressing for web broadcasting, DVD, or CD ROM use. Final exam and web project presentations.
Homework: Read material on editing techniques and compression algorithms. Write a script and storyboard a 1-2 minute movie/video.
Lab assignment: Capture video from a VHS tape or Mini DV. Use either Adobe Premiere, Final Cut Pro, or iMovie to edit a short 2 minute movie.

2 Final Exam

ASSIGNMENTS:
See content.

COURSE OBJECTIVES:

Weeks 1-2
Students will be able to understand what digital media is, the requirements for producing digital media and the overall concepts of the methods involved.

Weeks 3-4
Student learns the basics of communication and design. Learns about digital photography and the practice of capturing and storing images in digital format.

Weeks 5-6
Student learns concepts practice of resolution, printing, and display images. Learns to edit pictures for project.

Weeks 7-8
Student learns about the world wide web: how to browse for information, concepts of page construction and interactive formats. Students practice and display knowledge of modern software for web page construction. Understanding of very basic HTML coding.
Weeks 9-10
Students learn graphic design principles and the application of interactive digital media. Learn a basic technique for animation on the web.

Weeks 11-12
Students learn theory and history of animation. Learn concepts of vector graphics vs. bitmapped graphics. Practice in the use of vector tools and animation timelines. Students produce a simple movie for web publishing.

Weeks 13-14
Students learn aesthetics and design process for commercial banners on the world wide web. Learn to animate and export Flash files in different formats and embed in web pages.

Weeks 15-16
Students learn to conceptualize a nonlinear game, design the storyboard and implement their design in Flash. Learn use of action commands such as goto, play, stop for controlling a nonlinear animation. Students learn digital sound editing and the use of sound effects for user feedback and entertainment purposes.

Weeks 17-18
Students learn to take an idea, write a script, then construct a storyboard. Learn by doing the pre and post-production process for movie/video making. Learn techniques for compressing video for playing from the web, CD ROM, or DVD.

METHODS OF INSTRUCTION:
Lecture, computer demonstration, web examples

METHODS OF EVALUATION:
The types of writing assignments required:
Written homework
The problem-solving assignments required:
Homework problems
Lab reports
Quizzes
Exams
The types of skill demonstrations required:
Class performance
Performance exams
The types of objective examinations used in the course:
Multiple choice
True/false
Completion
Other category:
None
The basis for assigning students grades in the course:
Writing assignments: 5% - 20%
Problem-solving demonstrations: 10% - 40%
Skill demonstrations: 30% - 50%
Objective examinations: 10% - 40%
Other methods of evaluation: 0% - 0%

REPRESENTATIVE TEXTBOOKS:
Required:
Recommended: Tay Vaugh, Multimedia Making it Work, Osborne, or other appropriate college level text.
Reading level of test: college Grade
Other material required to be purchased by the student:
CDR media, printer paper

ARTICULATION and CERTIFICATE INFORMATION
Associate Degree:
GAV C1, effective 200170
CSU GE:
IGETC:
CSU TRANSFER:
Transferable CSU, effective 200170
UC TRANSFER:
Transferable UC, effective 200170

SUPPLEMENTAL DATA:
Basic Skills: N
Classification: A
Noncredit Category: Y
Cooperative Education:
Program Status: 1 Program Applicable
Special Class Status: N
CAN:
CAN Sequence:
CSU Crosswalk Course Department: ART
CSU Crosswalk Course Number: 77
Prior to College Level: Y
Non Credit Enhanced Funding: N
Funding Agency Code: Y
In-Service: N
Occupational Course: D
Maximum Hours:
Minimum Hours:
Course Control Number: CCC000182909
Sports/Physical Education Course: N
Taxonomy of Program: 061430