Course Outline

COURSE: DM 77  DIVISION: 50  ALSO LISTED AS: CSIS 77

TERM EFFECTIVE: Spring 2018  CURRICULUM APPROVAL DATE: 10/23/2017

SHORT TITLE: INTRO DIGITAL MEDIA

LONG TITLE: Introduction to Digital Media and Its Tools

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<th>Units</th>
<th>Number of Weeks</th>
<th>Lecture:</th>
<th>Lab:</th>
<th>Other:</th>
<th>Total:</th>
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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 is also listed as CSIS 77. This course has the option of a letter grade or pass/no pass. ADVISORY: Familiarity using the Macintosh or Windows operating system.

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
05 - Hybrid
72 - Dist. Ed Internet Delayed
STUDENT LEARNING OUTCOMES:
1. Describe the field of digital media: its history, career possibilities, the technology, production procedures, and basic principles of design and architecture.
   Measure of assessment: Quizzes, Homework - written and oral
   Year assessed, or planned year of assessment: 2018
   Semester: Fall
2. Analyze an idea and develop a storyboard.
   Measure of assessment: Presentation in class - oral and written
   Year assessed, or planned year of assessment: 2018
   Semester: Fall
3. Produce a small, interactive web site using digital images, video, audio, and animation using appropriate software tools.
   Measure of assessment: Project presentation in class, and written analysis.
   Year assessed, or planned year of assessment: 2018

CONTENT, STUDENT PERFORMANCE OBJECTIVES, OUT-OF-CLASS ASSIGNMENTS
Curriculum Approval Date: 10/23/2017
Lecture Content:
4 Hours
Content: Introduction to Digital Media: history, development, and concepts. Brief discussion of scholastic program, industry, and production methods. Quick survey of tools, both hardware and software, required for production. Student Performance Objectives: Explain what digital media is, the requirements for producing digital media and the overall concepts of the methods involved.
4 Hours
Student Performance Objectives: Discuss the basics of communication and design. Explain digital photography and the practice of capturing and storing images in digital format.
4 Hours
Student Performance Objectives: Describe and practice the concepts of resolution, printing, and display images. Edit pictures for project.
4 Hours
Student Performance Objectives: Explain how to investigate the World Wide Web: including how to browse for information, concepts of page construction and interactive formats. Explain the very basic HTML coding.
4 Hours
Content: 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.
Student Performance Objectives: List graphic design principles and the application of interactive digital media.
4 Hours

Student Performance Objectives: Discuss the theory and history of animation. Identify concepts of vector graphics vs. bitmapped graphics.

4 Hours


Student Performance Objectives: Investigate aesthetics and design process for commercial banners on the world wide web. Discuss the benefits and drawbacks of using GIF vs. .swf files.

4 Hours

Content: 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.

Student Performance Objectives: Explain the use of action commands such as goto, play, stop for controlling a nonlinear animation. Discuss digital sound editing and the use of sound effects for user feedback and entertainment purposes.

2 Hours

Content: 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.

Student Performance Objectives: Describe how to take an idea, write a script, and then construct a storyboard.

2 Hours

Final Exam

Lab content:

6 Hours

Content: 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).

Student Performance Objectives: Demonstrate how to log in. Explore various website and become acquainted with the lab.

6 Hours

Content: Digital camera. Loading images into the computer and storing on a CD.

Student Performance Objectives: Check out digital camera and take some pictures for your chosen term project. Load into the computer and store on a CD.

6 Hours

Content: Photoshop tools.

Student Performance Objectives: 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.

6 Hours

Content: Dreamweaver.

Student Performance Objectives: Practice and display the use of modern software for web page construction. Practice the very basic HTML coding. Work through exercises using Dreamweaver. Set up your web site and root folder. Start on you project by constructing a simple web page with text and two of the images.

6 Hours

Content: Graphic design concepts for screen design.
Student Performance Objectives: Utilize a basic technique for animation on the web. Design and develop a basic interactive web site. Work through section on tables in the Dreamweaver book. Work on web site project.
6 Hours
Content: Animation (cellular, digital) and the use of Flash.
Student Performance Objectives: Practice Flash techniques. Make a vector drawing of one of the digital pictures using a variety of Flash tools. Practice the use of vector tools and animation timelines. Produce a simple movie for web publishing.
6 Hours
Content: Flash.
Student Performance Objectives: Demonstrate how to animate and export Flash files in different formats and embed in web pages. 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.
6 Hours
Content: Designing and constructing a simple game with sound effects.
Student Performance Objectives: Practice how to conceptualize a nonlinear game, design the storyboard and implement their design in Flash. Demonstrate the use of action commands such as goto, play, stop for controlling a nonlinear animation. Practice digital sound editing and the use of sound effects for user feedback and entertainment purposes.
3 Hours
Content: Scriptwriting (including formatting) and storyboarding.
Student Performance Objectives: Demonstrate the pre and post-production process for movie/video making. Practice techniques for compressing video for playing from the web, CD ROM, or DVD. 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 Hours

METHODS OF INSTRUCTION:
Lecture, demonstration, discussion.

OUT OF CLASS ASSIGNMENTS:
Required Outside Hours: 8
Assignment Description: Read chapters on history and definition of digital and multi media. Homework/Project Examples: Explore web site called art museum.org. Write a short paper (1 page) on what you felt was the best concept and why.
Required Outside Hours: 8
Assignment Description: Read Digital Camera handouts. Read chapters in Photoshop book about image sizing, canvas, mode, and image adjustments. Homework/Project Examples: Explore ideas for your term project.
Required Outside Hours: 8
Assignment Description: Read chapters of fundamentals of photo imaging and manipulation using Adobe Photoshop. Homework/Project Examples: Edit pictures for your project.
Required Outside Hours: 8
Assignment Description: Read in Dreamweaver book: Basics, Site Control, Images, Links, Rollovers, Tables. Homework/Projects Examples: Storyboard and flow chart web project.
Required Outside Hours: 8
Assignment Description: Read section on graphic design in book and handouts. Homework/Projects Examples: Sketch a design of your homepage for the term project.
Required Outside Hours: 8
Assignment Description: In Flash Program read on Drawing Tools and Symbols. Read handout on the history of animation. Homework/Project Examples: Storyboard a splash screen for the web project.
Required Outside Hours: 8

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Assignment Description: 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. Homework/Projects Examples: Animate and export Flash files in different formats.
Required Outside Hours: 8
Assignment Description: Read section in Flash book on buttons, actions, and sound. Homework/Projects Examples: Storyboard a simple interactive game.
Required Outside Hours: 4
Assignment Description: Read material on editing techniques and compression algorithms. Homework/Projects Examples: Write a script and storyboard a 1-2 minute movie/video.

METHODS OF EVALUATION:
Writing assignments
Percent of total grade: 10.00 %
Writing assignments: 10% - 20% Written homework
Problem-solving assignments
Percent of total grade: 40.00 %
Problem-solving demonstrations: 30% - 60% Homework assignments, Projects
Skill demonstrations
Percent of total grade: 30.00 %
Skill demonstrations: 20% - 50% Demonstration assignments, tests
Objective examinations
Percent of total grade: 10.00 %
Objective examinations: 10% - 30% Multiple Choice, True/False, Matching, Completion
Other methods of evaluation
Percent of total grade: 10.00 %
Other methods of evaluation: 0% - 20% Student participation

REPRESENTATIVE TEXTBOOKS:
Recommended Representative Textbooks
Reading Level of Text, Grade: 12th Verified by: MS Word

ARTICULATION and CERTIFICATE INFORMATION
Associate Degree:
GAV C1, effective 200430
CSU GE:
IGETC:
CSU TRANSFER:
Transferable CSU, effective 200430
UC TRANSFER:
Transferable UC, effective 200430

SUPPLEMENTAL DATA:
Basic Skills: N
Classification: Y
Noncredit Category: Y
Cooperative Education:

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Program Status: 1 Program Applicable
Special Class Status: N
CAN:
CAN Sequence:
CSU Crosswalk Course Department: DM
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: CCC000242509
Sports/Physical Education Course: N
Taxonomy of Program: 061430