Course Outline

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

TERM EFFECTIVE:  Fall 2020      CURRICULUM APPROVAL DATE:  06/09/2020

SHORT TITLE: INTRO DIGITAL MEDIA

LONG TITLE: Introduction to Digital Media and Its Tools

<table>
<thead>
<tr>
<th>Units</th>
<th>Number of Weeks</th>
<th>Type</th>
<th>Contact Hours/Week</th>
<th>Total Contact Hours</th>
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<td>3</td>
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<td>Lecture: 2</td>
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<td></td>
<td></td>
<td>Lab: 3</td>
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<td>Other: 0</td>
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<tr>
<td></td>
<td></td>
<td>Total: 5</td>
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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 DM 77. This course has the option of a letter grade or pass/no pass.

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
047 - Laboratory - LEH 0.7
05 - Hybrid
71 - Dist. Ed Internet Simultaneous
72 - Dist. Ed Internet Delayed
73 - Dist. Ed Internet Delayed LAB
737 - Dist. Ed Internet LAB-LEH 0.7

STUDENT LEARNING OUTCOMES:
By the end of this course, a student should:

1. Describe the field of digital media: Historical relevance, career possibilities, the technology, production procedures, and basic principals of design and architecture.

2. Produce a small, interactive web site using digital images, video, audio, using appropriate software tools.

3. Develop a storyboard and video record it.

CONTENT, STUDENT PERFORMANCE OBJECTIVES, OUT-OF-CLASS ASSIGNMENTS
Curriculum Approval Date: 06/09/2020

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 digital production and concept execution using methods learned.

4 Hours
Student Performance Objectives: Discuss basic design techniques. Explain digital photography and the industry standard practices 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 and compress pictures for project.

4 Hours
Student Performance Objectives: Populating and publishing a website, performing competition research, search engine optimization, and utilizing web builders.

4 Hours
Content: Graphic design concepts for design- Alignment, Contrast, Repetition and Proximity. Web design using online builders.
Student Performance Objectives: Utilize web builder to build a site that includes interactive media.
4 Hours
Student Performance Objectives: Discuss storytelling. Identify its key components.

4 Hours
Content: Using movie clips and motion guides. Designing a small video clip. Design factors for intuitive navigation. Weight vs. resolution factors for web navigation (how fast will your website load?) Written media vs. audio visual.
Student Performance Objectives: Analyze websites of potential industry competitors. Discuss possible improvements. Evaluate benefits between written media and audiovisual tools for content relevance and public engagement.

4 Hours
Content: Using your created content to engage audiences. Calls to action, redirection, video imbedded links.
Student Performance Objectives: Identify the need and usefulness of interaction. Discuss content engineering.

2 Hours
Content: Scriptwriting (including formatting) and storyboarding. Camera movement and camera dynamics for editing. Techniques for video recording, industry standard media formats. Live video feeds, cloud-based storage options.
Student Performance Objectives: Describe storytelling process, from client request to completed product.

2 Hours
Final exam or final project presentations.

Lab content:
6 Hours
Content: Exploration of the types of Digital Media: interactive multimedia including games, web publishing, animation for games, video, and film. The elements involved (e.g., computers, images, video, animation, text, sound).

6 Hours
Content: Digital camera. Loading images into the computer and storing in the Cloud.

6 Hours
Content: Photoshop tools.
Resize, crop, and change resolution of 2 pictures. Print copies. Adjust the picture again for screen display. Save the image in GIF, PNG and JPG format. Save as transparent GIFs or PNGs. Prepare images for use on a web site project.

6 Hours
Content:
Practice the use of modern software and online tools for web page construction.

6 Hours
Content: Graphic design concepts for screen design.
Utilize a basic technique for animation on the web. Design and develop a basic interactive web site. Work on web site project.

12 Hours
Content: Video tools
Practice the use of various video creation and editing tools.

12 Hours
Content: Scriptwriting (including formatting) and storyboarding.
Demonstrate the pre- and post-production process for movie/video making. Practice techniques for compressing video and storing in the Cloud.
METHODS OF INSTRUCTION:
Lecture, demonstration, discussion.

OUT OF CLASS ASSIGNMENTS:
Required Outside Hours: 12
Assignment Description: Read chapters on history and definition of digital and multimedia. Homework/Project Examples: Explore website called artmuseum.org. Write a short paper (1 page) or make a short video (2 minutes) on what you felt was the best concept and why.
Required Outside Hours: 12
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: 12
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: 12
Assignment Description: Read material on editing techniques and compression algorithms. Homework/Projects Examples: Write a script and storyboard a 1-2 minute movie/video.
Assignment Description:
Content: Scriptwriting (including formatting) and storyboarding.
Demonstrate the pre- and post-production process for movie/video making. Practice techniques for compressing video and storing in the Cloud.

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:
Reading Level of Text, Grade: 12th Verified by: MS Word
This is the newest edition.
Reading Level of Text, Grade: 12th Verified by: MS Word

Recommended Other Texts and Materials
Lab Manual: Online Adobe tutorials and resources as required.

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: Y
Noncredit Category: Y
Cooperative Education:
Program Status: 1 Program Applicable
Special Class Status: N
CAN:
CAN Sequence:
CSU Crosswalk Course Department:
CSU Crosswalk Course Number:
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: CCC000242203
Sports/Physical Education Course: N
Taxonomy of Program: 061430