

Course Outline

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

<u>Units</u>	<u>Number of Weeks</u>	<u>Type</u>	<u>Contact Hours/Week</u>	<u>Total Contact Hours</u>
3	18	Lecture:	2	36
		Lab:	3	54
		Other:	0	0
		Total:	5	90

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.

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

Content: Design: Celluloid and photochemical versus digital. Communication: Concepts and practice of digital imaging, digital cameras, screen captures, scanning, manipulating digital images, resolution, and printing.

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

Content: Working with digital images, chroma subsampling and compression. Use of Photoshop tools: Selection, Layers, Copying/Pasting/Cutting/Cloning. Printing and creating images for the computer display. Commonly used compression formats.

Student Performance Objectives: Describe and practice the concepts of resolution, printing, and display images. Edit and compress pictures for project.

4 Hours

Content: Concept of nonlinear information browsing and hypertext. Integrating images, video, and text. Reproduction and copyright issues. Fair use. Web authoring. Flow charts for interactive media and navigation trees.

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

Content: Introduction to video editing. Concepts of timelines, clips, sequences, photos, layers and tracks. Concepts of compiling, exporting and compression.

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 multi media.

Homework/Project Examples: Explore web site called art museum.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 chapters of fundamentals of photo imaging and manipulation using Adobe Photoshop. Homework/Project Examples: Edit pictures for your 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.

Required Outside Hours: 12

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 %

0% - 20% Student participation

REPRESENTATIVE TEXTBOOKS:

Andrew Faulkner. Adobe Photoshop Classroom in a Book (2020 release) . Adobe,2020.

Reading Level of Text, Grade: 12th Verified by: MS Word

Tay Vaughan. Multimedia: Making It Work, Ninth Edition; or other appropriate college level text. McGraw-Hill Education,2014.

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 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:

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: CCC000242509

Sports/Physical Education Course: N

Taxonomy of Program: 061430