

CATALOG INFORMATION

Dept and Nbr: CS 74.11

Title: INTRO TO DIGITAL MEDIA

Full Title: Introduction to Digital Media

Last Reviewed: 9/11/2023

Units		Course Hours per Week		Nbr of Weeks	Course Hours Total	
Maximum	3.00	Lecture Scheduled	3.00	17.5	Lecture Scheduled	52.50
Minimum	3.00	Lab Scheduled	0	6	Lab Scheduled	0
		Contact DHR	0		Contact DHR	0
		Contact Total	3.00		Contact Total	52.50
		Non-contact DHR	0		Non-contact DHR	0

Total Out of Class Hours: 105.00

Total Student Learning Hours: 157.50

Title 5 Category: AA Degree Applicable

Grading: Grade or P/NP

Repeatability: 00 - Two Repeats if Grade was D, F, NC, or NP

Also Listed As:

Formerly: CIS 75.1

Catalog Description:
An introduction to digital media that provides an essential foundation for the student interested in learning interactive media and web design programs in addition to video and serious game design. Using industry standard image editing, web design, animation and presentation software, students will display a digital media portfolio on a website that they design. The portfolio will include text, graphics, logos, animation, video, and audio.

Prerequisites/Corequisites:

Recommended Preparation:
Eligibility for ENGL 100 or ESL 100

Limits on Enrollment:

Schedule of Classes Information:
Description: An introduction to digital media that provides an essential foundation for the student interested in learning interactive media and web design programs in addition to video and serious game design. Using industry standard image editing, web design, animation and presentation software, students will display a digital media portfolio on a website that they

design. The portfolio will include text, graphics, logos, animation, video, and audio. (Grade or P/NP)

Prerequisites/Corequisites:

Recommended: Eligibility for ENGL 100 or ESL 100

Limits on Enrollment:

Transfer Credit: CSU;

Repeatability: Two Repeats if Grade was D, F, NC, or NP

ARTICULATION, MAJOR, and CERTIFICATION INFORMATION:

AS Degree:	Area	Effective:	Inactive:
CSU GE:	Transfer Area	Effective:	Inactive:

IGETC:	Transfer Area	Effective:	Inactive:
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CSU Transfer:	Transferable	Effective:	Fall 2007	Inactive:
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UC Transfer:	Effective:	Inactive:
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CID:

Certificate/Major Applicable:

Both Certificate and Major Applicable

COURSE CONTENT

Outcomes and Objectives:

Upon completion of this course students will be able to:

1. Discuss current trends in the digital media industry.
2. Research and determine career opportunities in Digital Media.
3. Identify, create, edit, and display different types of digital file formats in text, graphics, animation, video, and audio.
4. Create an online digital multimedia presentation using painting, drawing, animation, video and web authoring programs.

Topics and Scope:

I. Professional Opportunities in Digital Media

II. Interactive Web Design in Digital Media

A. User interface content

B. Different types of digital media file formats

1. Website images

2. web-based delivery presentations

C. Digital file formats

1. Native file formats

2. Portable file formats

D. Transfer of media files

1. Transferring between Mac and PC

2. Downloading, uploading and using File Transfer Protocol to move files

3. Exporting and importing file types between applications

4. Cross-platform portable electronic presentations

- E. Capturing graphics and video
 - 1. Use of a digital camera
 - 2. Use of a digital video camera
- III. Video Game Design in Digital Media
 - A. Definition of a game?
 - 1. Design components and process
 - 2. Storytelling, narrative, and basic level design
 - 3. Creating the user experience
 - B. Programming for video and serious game design
 - 1. Intro to Object Oriented Programming
 - 2. Understanding and writing syntactically corrected programming code
 - C. Audio production for video
 - 1. Equipment
 - 2. Recording techniques
 - 3. Digital audio production
 - D. Evaluation digital media presentations
 - 1. Functionality
 - 2. Interface design
 - E. Other topics
 - 1. Copyright issues
 - 2. Web design issues
- IV. Best Practices for Overall Digital Media Design
 - A. User-interface
 - B. Integration
 - C. Navigation
 - D. Interactivity
 - E. Distribution
- V. Creating Presentations Using Various Multimedia Applications
 - A. Drawing programs
 - B. Image-editing programs
 - C. Screen-capture programs
 - D. Animation and digital video programs

Assignment:

1. Read approximately 25-30 pages per week.
2. View and critique professional Digital Media presentations. Three to five pages of written critique.
3. Create Digital Media content of increasing complexity which will include text, audio, animation, and video. Sample activities include:
 - a. Create and edit digital images.
 - b. Create a slide show with photos consistent with current copyright laws.
 - c. Create a short video production.
 - d. Create an interactive website that includes images, video, audio, games, logos, and text.
4. View and critique other student presentations.
5. Complete 2-3 quizzes.
6. Final project: Interactive Digital Media presentation displayed on the web.
7. Presentation and critique of final projects.

Methods of Evaluation/Basis of Grade:

Writing: Assessment tools that demonstrate writing skills and/or require students to select, organize and explain ideas in writing.

Written critiques

Writing
10 - 20%

Problem Solving: Assessment tools, other than exams, that demonstrate competence in computational or non-computational problem solving skills.

Digital media presentations

Problem solving
40 - 60%

Skill Demonstrations: All skill-based and physical demonstrations used for assessment purposes including skill performance exams.

None

Skill Demonstrations
0 - 0%

Exams: All forms of formal testing, other than skill performance exams.

2-3 quizzes

Exams
20 - 40%

Other: Includes any assessment tools that do not logically fit into the above categories.

None

Other Category
0 - 0%

Representative Textbooks and Materials:

Adobe Creative Suite 6 Design and Web Premium Digital Classroom. Smith, Jennifer; Osborn, Jeremy; AGI Creative Team. Wiley Publishers: 2012
Instructor prepared materials