CS 74.11 Course Outline as of Summer 2018

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 imaging, illustrations, audio, video, animation and web content design best practices and content development. Using industry standard software, students will create and 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 imaging, illustrations, audio, video, animation and web content design best practices and content development. Using industry standard software, students will create and 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:

			Effective:	Inactive:
AS Degree:	**Area**		Effective:	Inactive:
CSU GE:	**Transfer Area**		Effective:	Inactive:
IGETC:	**Transfer Area**		Effective:	Inactive:
CSU Transfer:	Transferable	Effective: Fall 2007	Inactive:	
UC Transfer:		Effective:	Inactive:	

CID:

Certificate/Major Applicable:
Both Certificate and Major Applicable

COURSE CONTENT

Student Learning Outcomes:
At the conclusion of this course, the student should be able to:
1. Identify current trends within the digital media industry, analyze and contrast digital media career opportunities in terms of growth and salary trends.
2. Apply their conceptual knowledge of digital storytelling to the construction of electronic portfolio that displays original digital media content.
3. Evaluate digital media based on storytelling and design best practices. Present and defend their evaluation.

Objectives:
At the conclusion of this course, the student should 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 photography, illustration, audio, animation, video and web authoring.

Topics and Scope:

I. Professional Opportunities in Digital Media
II. Interactive 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. Illustration programs
    B. Image-editing programs
    C. Animation, audio, video programs

Assignment:

1. Read approximately 25-30 pages per week
2. View and critique professional digital media content. Three to five pages of written critique
3. Create digital media content of increasing complexity which will include text, audio, animation, video, and images. Sample activities include:
    a. Create and edit digital images
    b. Create a presentation 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. Quizzes (2 - 3)
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 content creation and presentations	Problem solving 40 - 50%

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.

Quizzes	Exams 20 - 40%

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

Participation	Other Category 0 - 10%

Representative Textbooks and Materials:
Adobe Creative Cloud Design Tools All-In-One for Dummies. Smith, Jennifer. John Wiley & Sons. 2013
Instructor prepared materials