#### 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	<b>Course Hours Total</b>	
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:**

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