**CS 74.11 Course Outline as of Fall 2024**

# CATALOG INFORMATION

Dept and Nbr: CS 74.11 Title: INTRO TO DIGITAL MEDIA
Full Title: Introduction to Digital Media
Last Reviewed: 9/22/2025

| 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

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|---|---|
| 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:**
Students in this course will be introduced to digital imaging, illustrations, audio, video, animation, 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:**
Course Eligibility for CS 5

**Limits on Enrollment:**

**Schedule of Classes Information:**
Description: Students in this course will be introduced to digital imaging, illustrations, audio, video, animation, 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: Course Eligibility for CS 5
Limits on Enrollment:
Transfer Credit: CSU;
Repeatability: Two Repeats if Grade was D, F, NC, or NP

## ARTICULATION, MAJOR, and CERTIFICATION INFORMATION:

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|---|---|---|---|---|---|
| **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 digital media career opportunities in terms of growth and salary trends.
2. Apply their conceptual knowledge of digital storytelling to the construction of an electronic portfolio that displays original digital media content.
3. Present and defend an evaluation of digital media based on storytelling and best practices.

**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 User Interface/User Experience (UI/UX) and storytelling with digital media
1. Design components and process
2. Storytelling, narrative, and basic UI/UX design
3. Creating the user experience
B. Audio and video production
1. Hardware and software
2. Recording techniques
3. Digital audio production and repair
C. Evaluation of digital media presentations
1. Functionality
2. Interface design
3. Logos
D. Other topics
1. Copyright issues
2. Web design delivery and considerations

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 instructor created material (approximately 5-10 pages per week)
2. View and critique professional digital media content within a class discussion forum
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 media consistent with current copyright laws
C. Create a short video production
4. View and critique other student presentations within a class discussion forum
5. Quizzes (2-3)
6. Final project: Interactive, online portfolio website that includes images, video, audio, logos, and text
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.

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| None, This is a degree applicable course but assessment tools based on writing are not included because skill demonstrations are more appropriate for this course. | Writing<br>0 - 0% |

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

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| None | Problem solving<br>0 - 0% |

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

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| Digital media content creation, online portfolio website, and presentations | Skill Demonstrations<br>40 - 60% |

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

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| Quizzes | Exams<br>20 - 40% |

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

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|---|---|
| Participation, required discussion forums on weekly topic, and sharing of resources | Other Category<br>10 - 20% |

**Representative Textbooks and Materials:**
Instructor prepared materials