



Digital Media

Course: Digital Media Essentials I

Number: DGM 1110

Credits: 4

Teacher Information:	Heather Smith, <i>Adjunct Faculty</i>
Meeting Days and Time:	M W 8:00-9:50 CS 716 Section 01 CRN 10687 M W 5:30-7:20 CS 716 Section 601 CRN 10689
Teacher Information:	Bryce Newell, <i>Adjunct Faculty</i>
Meeting Days and Time:	T H 3:00-4:50 CS 716 Section 06 CRN 20158
Teacher Information:	Kim P. Brown, <i>Assistant Professor</i>
Meeting Days and Time:	M W 11:00-12:50 CS 716 Section 03 CRN 17849 M W 1:00-2:50 CS 716 Section 05 CRN 10690 T H 1:00-2:50 CS 716 Section 04 CRN 10688
Teacher Information:	Susan L. Thackeray, <i>Adjunct Faculty</i>
Meeting Days and Time:	T H 8:00-9:50 CS 716 Section 02 CRN 21407

Course Description:

This course is designed to introduce students to the basics of digital media and the evolving industry. This is the first course in the Digital Media Associates and Bachelors degree programs in Digital Media. The course is designed to give you an in-depth introduction to digital media tools and production techniques. The divisions of digital media will be discussed along with computer applications that are considered industry standards. This course will familiarize you with basic techniques and with the hardware and software tools used to create the various media for powerful digital media productions. Programs such as Adobe Photoshop, Adobe Premiere, and Adobe Flash are employed to give you hands-on experience. This may be a challenging course for some students; and if you allow your creativity to ignite, it will be a lot of fun as well. Some "homework" will be necessary, typically in the lab during open hours.

Course Objectives:

Upon successful completion you should be able to:

1. Professional Responsibility

- Define digital media terms, such as multimedia, integration, interactive, HTML, and authoring
- Describe environments where digital media might be used
- Define professional and social responsibility and how it relates to digital media
- Understand intellectual property and copyright laws as it applies to digital media
- Research and present findings of a digital media topic

2. Image Editing

- Discuss the various factors that apply to the use of images and text
- Define attributes of text, such as font, tracking, kerning, leading, styles, typeface, serif, sans serif, and color
- List factors that affect the legibility and readability of text
- Define and describe capabilities and limitations of bitmapped and vector images
- Understand the concept resolution and DPI
- Describe the use of colors and palettes
- Identify and use image file formats and compression appropriately
- Create and edit images and text using an image editing program
- Create new images by combining three or more images together
- Create special image and text effects, such as drop shadow, bevel and emboss, layers, opacity, filters, and modes
- Acquire images from other sources, such as digital camera, scanner, and other programs
- Learn and use color correction techniques to adjust images, such levels, brightness/contrast, hue and saturation, dodge, burn, and using adjustment layers

3. Web Page Design

- Discuss and understand the history and current state of the Internet and digital media
- Define servers and browsers and their purposes, capabilities, and limitations
- Discuss the uses and limitations of HTML and cascading style sheets
- Design and create a small informational web site

- e. Demonstrate elements of web page design by using text formatting, inserting images, image slicing and optimization, creating links and buttons, and table layouts.

4. Audio Editing

- a. Define and understand audio terms, such as sample, sampling rate, and sample size
- b. Use audio in a multimedia production
- c. Identify and use sound file formats and compression appropriately
- d. Record, process, and edit digital audio

5. Video Editing

- a. Discuss video recording and understand the implications of using video in productions
- b. Prepare digital video and images for conversion to television
- c. Understand the issues involved in shooting and editing video segments
- d. Create a video production that includes video, still images, and audio that include special effects such as transitions, filters, and superimposed images

6. Animation

- a. Define animation and describe how it can be used in digital media
- b. Discuss the origins of cell animation and define the terms that originate from this technique
- c. Create a short animation that includes shape and motion tweening as well as frame-by-frame animation.
- d. Export an animation to various file formats.

7. Reflect & Share

- a. These are activities in which you will be asked to reflect about topics we may be discussing in class or about your participation in various aspects of team service-learning projects.
- b. You are encouraged to record insights and useful lessons you learned from your participation in the course activities.
- c. You will be asked to regular to regularly search online resources relevant to course topics and be prepared to share your findings with your team and the rest of the class.

8. Service-Learning Projects

- a. You will be completing individual Digital Photoshop Posters for UVU campus events happening each year.
- b. You should plan on using their own or royalty-free photos or artwork to create these posters.
- c. You should follow the guidelines outlined on the UVU digital signage site, <http://uvu.edu/ds/practices/>
- d. Please submit a .psd and .jpg for the final submission.
- e. During the course of the semester, you will need to spend a minimum of 10 hours working on your service learning projects.

Course Materials and Equipment:

1. **Digital Media Primer**; Digital Audio, Video, Imaging and Multimedia Programming©2009
ISBN 13: 978-0-13-223944-8
ISBN 10: 0-13-223944-2
 2. **Headphones** - All students are required to provide their own (mini-stereo sized) headphones
 3. **Storage Device** - Students must provide a backup storage device for all course projects using a USB Flash 8 gigabytes or external hard drive.
 4. **Software** – The Adobe Production software used in this class can be found on the computers in CS716 and may include:
 - Microsoft Office tools (Word, Excel, and PowerPoint)
 - Adobe Photoshop (digital imaging)
 - SoundBooth (audio)
 - Premier Pro (digital audio/video editing)
 - Adobe Flash (authoring and animation)
- Compatible Web Browser** - The latest version of any of the following browsers will be acceptable:
- Microsoft Internet Explorer
 - Mozilla FireFox
 - Netscape
 - Safari
5. **Internet Access** - Necessary for accessing your coursework and for downloading assets. You will need an FTP client for uploading assignments to be graded. You will be able to download and upload in the classroom, but for convenience may choose to use an FTP client and work from home. Easy and frequent Internet access is an ABSOLUTE must.

Lab Access Fee:

You have paid a lab access fee for this course. This fee is used for resources (networking/servers, printers, paper, toner, upgrade/maintenance of hardware/software, etc.) that apply to this course.

Course Format:

In a typical class session, several students--selected at random--will first present any assignment work to the class for kind and gentle comment. Reading assignments will then be discussed. The instructor will comment and expand on the reading, but he/she will not repeat concepts that are clearly stated in text. The instructor will then demonstrate and explain new skills/techniques. Afterwards, students will repeat the skill set of the demonstration by completing an assignment. Assignments allow students to apply the skill set once again in a more creative fashion.

Attendance:

Points will be given for attendance/participation each class so plan on attending class. Class discussions will only be given once, and it is your responsibility to determine the material missed and learn the material when you are absent. Most discussions include in-class activities that cannot be made up. With the rapid changes in technology, some information will be given in class, which is not in your textbooks. *Call or e-mail ahead of time if you are going to be absent!* Unexcused absences will cost you points each day.

Assignments:

Assignments will be assigned from handouts. The assignments are assigned a certain number of points and should be turned in on time. Assignment will be given in class and the deadlines are listed on the course calendar, but may be modified based on the semester and course needs. Assignments are **always** graded on a "modified curve," meaning that only the best efforts receive the highest number of points. Half points are deducted on assignments that are turned in late, and no credit will be given after the next assignment begins. Create projects using material that is clean and respectful for the classroom setting. Avoid vulgarity, distasteful and inappropriate images, music, video and animation.

Tests:

At least two theory tests will be given during the semester. The tests may include short answer, fill-in-the-blank, multiple choice and true/false questions. Test questions come from the textbook, lectures, discussions, and handouts. No make-up tests can be given unless arrangements are made beforehand.

Final Project:

Students are encouraged to research digital media information that will be of most practical use to them. Topics may include information on the job market, competition, wages, job availability, education, schools, hardware and software, or portfolio development. The objective final project is to give students an opportunity to find practical information that will assist them in planning and preparing for their future. You must complete a final project for 20% of your grade that will be a portfolio digital media project, and you must present in class on the scheduled presentation day. You cannot make this up if you miss the assigned day.

Lab Time:

You may need to spend 3-5 hours per week outside of class to complete assignments and projects, study for tests, and prepare for class. This may vary from student to student and from week to week during the semester. All software packages required for this course are available at the labs (see instructor for specifics). The hours are posted outside the lab doors.

The College has recently spent many tens of thousands of dollars upgrading and equipping the lab for this and the other computer courses. Immediately report anyone you observe tampering with the equipment, changing computer settings, copying programs, or appearing to have no legitimate purpose in the lab.

How to Get a Good Grade:

- Attend every class--arrive on time and complete all in-class assignments and assignments.
- Put in necessary lab time outside of class
- Study the assigned readings *before* class
- Be creative with the assignments
- Ask questions--participate in the discussions
- Complete Assignments on time and present in class.
- Please refrain from distasteful projects—avoid violence, pornography and offensive subjects and language.

Compilation of Grade:

The final grade for the course will be based on the accumulation of points:

1) Assignments (variable points assigned)	50%
2) Two exams-mid-term and final	20%
3) Research and Presentation	20%
4) Attendance/Participation	10%
Total	100%

Grading Scale

93 - 100 = A	73 - 76 = C
90 - 92 = A-	70 - 72 = C-
87 - 89 = B+	67 - 69 = D+
83 - 86 = B	63 - 66 = D
80 - 82 = B-	60 - 62 = D-
77 - 79 = C+	Below 60 = F

UVU Policies

Attention Students with Disabilities:

If you have any disability that may impair your ability to successfully complete this course, please contact the Accessibility Services office, 863-8747, BU 146. Academic accommodations are granted for all students who have qualified documented disabilities. All services are coordinated with the Accessibility Services office."

Academic Dishonesty:

No academic dishonesty will be tolerated. The penalty for a first offense is an "F" for the assignment and the assignment cannot be redone. A second offense means that you fail (forfeit credit) the course and will be reported to the Department Chair of DGM and to Student Advising. Below are some definitions of what constitutes academic misconduct taken from the Utah Valley State College Catalog. Please read the complete "Student Rights and Responsibilities" section in the UVSC catalog to be aware of your academic responsibilities.

- **Cheating:** "Cheating is the act of using, attempting to use, or providing others with unauthorized information, materials, or study aids in academic work. Cheating includes, but is not limited to, passing examination answers to or taking examinations for someone else or preparing or copying others' academic work."
- **Plagiarism:** Plagiarism is theft. The Latin root of the word is plagiarius, which means a man stealer or kidnapper. Anytime you present another person's work as your own even if that other person is a friend and/or spouse you have plagiarized. "Plagiarism is the act of appropriating any other person's or group's ideas or work (written, computerized, artistic, etc.) or portions thereof and passing them off as the product of one's own work in any academic exercise or activity."
- **Fabrication:** "Fabrication is the use of invented information or the falsification of research or other findings. The following examples of fabrication include but are not limited to: Citation of information not taken from the source indicated. They may include the incorrect documentation of secondary source materials. Listing sources in a bibliography not used in the academic exercise. Submission in a paper, thesis, lab report or other academic exercise of falsified, invented, or fictitious data or evidence, or deliberate and knowing concealment or distortion of the true nature, origin, or function of such data or evidence. Submitting as your own any academic exercises, (e.g., written work, printing, sculpture, etc.) prepared totally or in part by another."