Digital Media Tools/Techniques

COMM1800 001

Instructor Information

Phone:
Email: edu
Office Location:
Office Hours

Course Description

An introduction to digital media fundamentals and the evolving industry. Students obtain a hands-on, in-depth experience with digital media tools, content and production techniques. Industry standard hardware and software tools are used to create and edit images, audio, video, layout, and web media to create powerful media. Copyright and professional responsibility issues and trends are covered.

Semester: Fall & Spring

Course Student Learning Outcomes

- Analyze and select the most suitable hardware, software, and authoring tools for different types of media projects.
- Acquire and demonstrate proficiency of creating and editing digital media components using industry standard tools and techniques.

- Learn, apply, and demonstrate key terminology and concepts relating to digital representations of text, images, web components, audio and video.

- Construct a balanced, deliberate blend of written text, graphical and audio content, and user-interactive elements to communicate the desired message to the intended audience in a media project.

- Recognize differences in writing, content styles and techniques for print, broadcast and online delivery.

- Determine the scope and cost of a digital media project as well as design, produce, and test the project.

- Recognize differences in writing, content styles and techniques for print, broadcast, and online delivery.

- Prepare a professional multimedia project from initial idea through complete production for various delivery methods including the Internet, wireless devices, and DVD.

- Describe the basic principles of intellectual property and copyright law as well as demonstrate the principles of copyright law and professional responsibility by utilizing only content or content acquired through license, the public domain, or the creative commons.

Course Prerequisites

There are no prerequisites, however this is an expectation that students have basic computer knowledge.

Required Materials

- Multimedia: Making it Work by Tay Vaughan, McGraw-Hill Osborne Media; 9th edition (ISBN: 978-0071832885)

- One 8 GB or bigger USB drive or SDHC memory card or External hard drive or a cloud based storage option

- One pair, stereo headphones, with 1/8 inch (3.5mm) mini-plug with 6 ft. (or longer) cord

- Notebook, pens/pencils, or preferred note taking device

Free online access to the textbook

1. Go to https://libweb.slcc.edu/research/ebooks.
2. In the Search box, type "Multimedia Making it Work" or try searching by the author's name "Tay Vaughan"
3. Log into your MySLCC, if requested
4. The book you want should be the first one in the list.
5. Click on link (the title).
6. Then scroll down and find the category, Online Access.
7. Click the blue link, Online Access.
8. You should be able to use the book online for free.

Communication Plan

I will respond to email within 24 - 48 hours during the work week.

I will offer feedback on major assignments within one to two weeks of the due date.

The best way to contact me outside of class is via the Canvas Inbox, as I will prioritize this email over other modes of communication.

Course Format - Lecture/Lab

In a typical class session, reading assignments will be presented and discussed. The instructor will comment and expand on the reading, but 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 in class (formative) assignment and or Canvas (summative) assignment. Assignments allow students to apply the skill set once again in a more creative fashion. Any one or all of the classroom activities could occur in one session.

Brief Description of Assignments/Exams

Assignments

All assignments can be found in Canvas. Assignments are broken up into two main categories Formative (learning the skills) and Summative (showing what you have learned). Formative assignments are generally labeled with an IC (for in-class) and summative assignment have a number (and sometimes a letter if there is more than one part). All assignments are assigned a specific number of points with requirements outlined in the Canvas assignment and the rubric. All assignments should be turned in on time.

Quizzes

There will be a timed quiz for each chapter and software package covered in the course. These quizzes are given on Canvas and due dates can be found in Canvas. The quizzes may include short answer, fill-in-the-blank, multiple choice and true/false questions. Questions come from the textbook, lectures, discussions, and assignments. Don't wait until the last minute to take the quizzes. Get in the habit of taking the quiz shortly after the chapter or material has been covered in class.

Final Project

There will be a final project showcase of the your work from throughout the semester as well as a introduction webpage for the work. The project will be presented to the class during finals week. Details can be found in the assignment in Canvas.

Computer lab and software access

Lab Time

Much of the work for this class can be completed in class during lab time with instructor support. My goal is that you do not have homework other than reading outside of lab time. However, you may need to spend 3-5 hours per week outside of class to complete assignments and projects, study for quizzes, and prepare (read the textbook) 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 in the classroom, via AllAccess, or as a free download to a personal device, or in the edit bays in the Center for Arts (CAM) and Media.

Lab Policy

The course allows you access to the lab the class is scheduled in and to the CAM editing bays and open lab in 1-054. See schedule for available times. You may choose to use your own computer for this course. If you choose to use your own computer rather than the lab computers provided to you by SLCC then you are also taking responsibility for your own technical support. The instructor cannot help with problems with your computer or your computer running Adobe programs.

This course also allows you to check out equipment from the Communication Department Equipment room, the policy will be reviewed in class before you may start checking out equipment.

The College has spent thousands of dollars 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.

Keys for Success (how to succeed in the course)

- Attend every class--arrive on time--utilize scheduled class lab time to do assignments
- Put in necessary time outside of scheduled class to do quality work on assignments
- Study the assigned readings before class and take notes in class on chapters and software
- Take all quizzes (and use your notes)
- Turn assignments in on time
- Ask questions--participate in the discussions
- Be creative with the assignments

Assessment Weights

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

Summative Assignments	35%

Quizzes	25%	
Participation (formative assignments & attendance)	15%	
Final Project/Presentation	25%	
Total	100%	

Grading Scale

95-100% = A	80-83% = B-	67-69% = D+
90-94% = A-	77-79% = C+	64-66% = D
87-89% = B+	74-76% = C	60-63% = D-
84-86% = B	70-73% = C-	Below 60 = E

Attendance and Participation

Your involvement in this course is valuable to the instructor and the rest of the class. Prior to scheduled class sessions, complete the assigned readings and assignments. It is difficult to participate if you come unprepared to class. With the rapid changes in technology and media, some information given in class is not in the textbook. Attendance is taken each day at the beginning of class, and being more than five minutes late (or leaving before the end of lecture for the day) will be recorded as being late. For any absence, you are responsible for accessing materials in Canvas and completing any missed assignments by the due date. Attendance and active participation during class contribute to your success. If you are unable to make it to class and you contact the instructor in advance, you may attend via Zoom and/or have access to a recorded session of the class (Zoom sessions are only available and/or recorded by request). Anyone experiencing symptoms of illness should not come to campus. Your instructor will work with you to make course materials available online.

Remote Attendance Responsibility

If you do need to attend remotely via Zoom or by watching recordings you are accepting responsibility for keeping up on the video content and course work in Canvas. You are also taking responsibility for your own technical support and access to the necessary Adobe CC software. SLCC does provide technical support and the Adobe software for

use remotely, but the instructor is not responsible if you are unable to complete required work for this class remotely due to technical (computer) problems or issues with the Adobe Software.

Late Work Policy

I strongly recommend that you do your best to stay caught up in this course. Assignments build on each other and each new chapter or software package brings a new quiz. It is difficult to stay caught up if you are still working on previous assignments and will only hurt your grade in the long run. However, all assignments and quizzes have a five day grace period in Canvas. I do realize that life happens so, I do grant each student one, no penalty extension, for one summative assignment, quiz, or formative assignment. This means that one time (and one time only) you can ask me to accept a formative assignment, quiz, or summative assignment after the close date with no grade deduction. Not one of each; one time, one thing. Use it wisely, as once you use it, it is gone. When requesting an extension you must let me know the date that you need the extension until.

- In addition, I know sometimes unexpected things can interfere with school. If you need to make special arrangements to make up work please reach out to me. Arrangements may be made for extenuating circumstances for accepting late work with a 30% grade reduction. Be prepared with a specific plan identifying which assignments need to be made up and when will you get them turned in (date you need them opened until). If relevant medical documentation is provided the 30% reduction may be waived.

- I reserve the right to refuse to accept late work if this policy seems to be being used to just be behind rather than to make up work for unforeseen interruptions to your ability to participate in the course. Lack of preparation or going on vacation are not good reasons to need to turn in late work.

- No late work is accepted and no extensions are granted past the final day of classes, December 5.

- Late work is given lowest priority in the grading cycle.

Course Modules

Please go to the [course modules](#) to start and navigate this course.

Assignment Schedule

Due Date	Assignment Name	Assignment Type	Points
	[Extension tracking](#)	Assignment	0
	[Roll Call Attendance](#)	Assignment	100
8/20	[Digital Media Self-Introduction](#)	Discussion	0
8/20	[Syllabus Quiz](#)	Quiz	13
8/27	[In-class Work - Image Editing - IC1](#)	Assignment	12
8/27	[Quiz Chapter #1 - What is Multimedia?](#)	Quiz	17
8/29	[In-class Work - Image Editing - IC2](#)	Assignment	15
8/29	[Quiz Chapter #7 - Making Multimedia](#)	Quiz	14
9/3	[(Summative) Assignment #1A](#)	Assignment	15
9/5	[In-class work - Image Editing - IC3](#)	Assignment	15
9/5	[In-class Work - Image Editing - IC4](#)	Assignment	20
9/5	[(Summative) Assignment #1B](#)	Assignment	15
9/5	[Quiz Chapter #2 - Text](#)	Quiz	15

Due Date	Assignment Name	Assignment Type	Points
9/10	(Summative) Assignment #2	Assignment	25
9/12	In-class Work - Image Editing - IC5	Assignment	15
9/12	In-class Work - Image Editing - IC6	Assignment	10
9/12	Quiz Chapter #3 - Images	Quiz	16
9/17	In-class Work - Image Editing -IC7	Assignment	10
9/19	In-Class Work - Image Editing - IC8	Assignment	30
9/24	Quiz Photoshop & Intellectual Property	Quiz	29
9/24	(Summative) Assignment #3	Assignment	31
9/26	Assignment #4A - Flowchart	Assignment	10
9/26	In-class Work - Web Ready Images	Assignment	10
9/26	Quiz Chapter #11 - Internet and Multimedia	Quiz	24
10/3	(Summative) Assignment #4B - Photoshop Showcase/Web site mock up	Assignment	40

Due Date	Assignment Name	Assignment Type	Points
10/3	Quiz Chapter 12 - Mobile Multimedia	Quiz	9
10/8	In-class Work - Mystic Web Site - Day 1	Assignment	5
10/8	(Summative) Assignment #5	Assignment	30
10/10	In-class Work - Mystic Web Site - Day 2	Assignment	15
10/15	In-class Work - Mystic Web Site - Day 3	Assignment	10
10/22	(Summative) Assignment #6 - Finishing a web site	Assignment	30
10/22	Web Design and Dreamweaver Quiz	Quiz	24
10/24	In-class Work - Audio mixing	Assignment	15
10/29	Assignment #7A	Assignment	10
10/31	(Summative) Assignment #7B - Recording and Editing Audio	Assignment	30
10/31	Quiz Audition & Chapter #4 - Sound	Quiz	19
11/5	In-class work - Visual Storytelling	Discussion	20

Due Date	Assignment Name	Assignment Type	Points
11/5	Quiz Chapter #6 - Video	Quiz	18
11/12	In-class Work - Car Commercial - Day2	Assignment	10
11/12	Assignment #8A Storyboard	Assignment	20
11/14	In-class Work - Car Commercial - Day 3	Assignment	30
11/19	Quiz Premiere and Video Editing	Quiz	16
12/3	(Summative) Assignment #8B - Video Recording and Editing	Assignment	50
12/10	Final Project	Discussion	100

How to Navigate to Canvas

Institutional Policies

As members of our academic community, we would like to invite you to review the Institutional Syllabus which covers important policies and procedures. This document contains important links for students on the code of student rights and responsibilities, academic integrity, and grading policies, Title IX and other important acknowledgements. By familiarizing yourself with this information, you can help us create a safe and respectful environment for everyone.

You can access the document by clicking on the following link:
https://slcc.instructure.com/courses/530981/pages/institutional-syllabus

Learning Support and Tutoring Services

We are pleased to offer a range of tutoring and learning support services to help you achieve your academic goals. Whether you need assistance with a specific subject or want to improve your study skills, you have many options for tutoring or other support.

To learn more about the services we offer and how to access them, please visit the Institutional Syllabus under the Tutoring and Learning Support tab: https://slcc.instructure.com/courses/530981/pages/institutional-syllabus. We encourage you to take advantage of these resources to help you succeed in your studies. If you have any questions or would like to schedule a tutoring session, please don't hesitate to reach out to us. We are here to support you in any way we can.

Advising and Counseling Support Services

At our institution, we are committed to supporting your academic and personal growth. That's why we offer a range of advising and counseling services to help you navigate the challenges of college life. To learn more about the resources available to you and how to access them, please visit the Institutional Syllabus under the Advising and Counseling Support Services tab: https://slcc.instructure.com/courses/530981/pages/institutional-syllabus. Our advising team and the support centers across campus are here to support you in achieving your goals and overcoming any obstacles you may face.

Student Academic Calendar

As students you should be aware of all important dates in the semester, such as the day that courses begin and end, as well as the drop date and the last day to withdraw. To learn more about those dates, navigate to the Student Academic Calendar below:

SLCC Student Academic Calendar