

Digital Media Tools and Techniques

COMM 1800, FLM 1800 & ENGL 1800

Instructor: [REDACTED]
Office Hours: M,W 11:00-12:50 pm
T,H 12-12:50 am

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All Digital Media Essentials sections are cross-listed among three departments: COMM, FLM, and ENGL. You will be taking this course with students from different disciplines, but all have an interest in digital media and need the same fundamental skills to continue on with other coursework.

Course Overview

This course is designed to introduce students to the basics of digital media and the evolving industry. The divisions of digital media will be discussed along with computer applications that are considered industry standards. 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 generate powerful media. Basic copyright and professional responsibility issues and trends are covered. Programs such as Photoshop, Premiere, Audition, and Dreamweaver are employed to give you hands-on experience.

This may be a challenging course for some students. But 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 or anywhere that has access to the hardware and software.

Required Materials

- Multimedia: Making it Work by Tay Vaughan, McGraw-Hill Osborne Media; 8th edition (ISBN: 978-0071748469).
- One 4 GB or 8 GB USB Jump/Thumb drive AND one blank DVD with jewel case
- One pair, stereo headphones, with 1/8 inch (3.5mm) mini-plug with 6 ft. cord
- Notebook, pens/pencils

Prerequisites

None

Course Objectives

1. Students will analyze and select the most suitable hardware, software, and authoring tools for different types of media projects.
2. Students will acquire and demonstrate proficiency of creating and editing digital media components using industry standard tools and techniques in the following areas:
 - Create and edit bitmap and vector images using non-destructive techniques to convey a message as well as export images in various formats based on final application and utilization.
 - Record, process, and edit digital audio and use MIDI audio to convey a central message as well as export the audio in various formats based on final application and utilization.
 - Design and create dynamic Web layouts, navigation and content using HTML and CSS and current W3C standards centralized around a theme or message.
 - Shoot and edit digital video to convey a central message as well as export the video in various formats based on final application and utilization.

3. Students will learn, apply, and demonstrate key terminology and concepts relating to digital representations of text, images, web components, audio and video.
4. Students will 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.
5. Students will recognize differences in writing, content styles and techniques for print, broadcast and online delivery.
6. Student will determine the scope and cost of a digital media project as well as design, produce, and test the project.
7. Students will recognize differences in writing, content styles and techniques for print, broadcast, and online delivery.
8. Students will prepare a professional multimedia project from initial idea through complete production for various delivery methods including the Internet, wireless devices, and DVD.
9. Students will 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 Format

In a typical class session, several students--selected at random--will 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

Attendance and active participation during class contribute to your success. Your involvement in this course is valuable to me and the rest of the class. Prior to class, complete the assigned readings and assignments. It is difficult to participate if you come unprepared to class. Attendance is taken each day and along with your participation efforts will account for ten-percent of your final grade. Beginning with the 4th absence, your final grade will drop ½ letter grade for each absence. For any absence, you are still responsible for getting the missed announcements and course material from another student. Some in-class activities cannot be made up. Here's how it works: If Joe misses 5 classes and earned a final grade of a B, his actual final grade would be a C+. Joe is responsible for getting the missed information from another student for all 5 absences. Some discussions include in-class activities that cannot be made up. With the rapid changes in technology and media, some information given in class is not in your textbook.

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. Points are deducted on assignments that are turned in late. Assignments are always graded on a "modified curve," meaning that only the best efforts receive the highest number of points.

Quizzes

There will be a quiz for each Chapter covered in the textbook. These quizzes are given on Canvas and the due dates are listed on the calendar. The quizzes 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 quizzes can be given unless arrangements are made beforehand.

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
- 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

Grading Scale

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

1) Assignments (variable points assigned)	50%
2) Chapter Quizzes	25%
3) Final DVD Project	15%
4) Attendance/Participation	10%
	<hr/>
	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

Students with Disabilities

Students with medical, psychological, learning or other disabilities desiring accommodations or services under ADA, should contact the Disability Resource Center (DRC). The DRC determines eligibility for and authorizes the provision of these accommodations and services for the college. Please contact the DRC at the Student Center, Suite 244, Redwood Campus, 4600 S Redwood Rd, 84123. Phone: 801-957-4659, TTY: 801-957-4646, Fax: 801-957-4947 or by email: linda.bennett@slcc.edu.

Academic Honesty

This course will strictly adhere to the Student Code of Conduct as well as the "Expectations of Academic Honesty" document published by Salt Lake Community College. For further information, refer to the SLCC web site at http://www.slcc.edu/policies/docs/Student_Code_of_Conduct.pdf.

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Week of	Topics	Assignment
8/25	Review syllabus and calendar What is digital media? Digital media market demand and industry Discuss Chapter 1	-Purchase required materials from syllabus -Read Chps. 1 & 7
8/30	Discuss Chapter 7 Keeping yourself and your media organized (Creating folders, copy, move, and rename) Photoshop Intro Common Features—menu bar, tool bars, palettes, layers, shortcuts Complete IC1-1 & IC1-2 Assignment #1a & 1b	-Read Chp. 2 -Make course folders on student media <input checked="" type="checkbox"/> IC1-1 & IC 1-2
9/6	Discuss Chapter 2 Photoshop Keyboard Shortcuts handout Demonstrate Text tool, options, and text effects Demonstrate IC1-3 & IC1-4 Assignment #2a & 2b	-IC1-3 through IC 1-4 -Read Chp. 3 ↓ Assignment #1a and 1b <input checked="" type="checkbox"/> IC1-3 & IC 1-4 <input type="radio"/> Quiz on Chps. 1 & 7
9/13	Discuss Chapter 3 More about Images, Layers, Masks, and Blending Demonstrate IC1-5 & IC1-6 Assignment #3	↓ Assignment #2 <input checked="" type="checkbox"/> IC1-5 & IC 1-6 <input type="radio"/> Quiz on Chp. 2
9/20	Demonstrate color correction and adjustment layers Demonstrate IC 1-7 through IC1-8 Assignment #4 Final Project Discussion	↓ Assignment #3 -Collect final project ideas -Read Professional Responsibility, Intellectual Property & Copyright handouts - Read Chp. 12 <input type="radio"/> Quiz on Chp. 3
9/27	Discuss Professional Responsibility, Intellectual Property, and Copyright Law Working on Assignment #4 Discuss Chapter 12 Web Ready Images and Web Layouts in Photoshop	<input checked="" type="checkbox"/> IC1-7 & IC1-8 - Read Chp. 13
10/4	Discuss Chapter 13 Assignment #5 Slicing, Optimization, Exporting files	↓ Assignment #4 <input type="radio"/> Quiz on Chps. 12 & 13

10/11	Dreamweaver Intro Common Features—menu bar, tool bars, palettes, layers, shortcuts Start Building a Site Assignment #6 (completed as a class) <i>Fall Break - Oct. 13-14 - No Classes</i>	↓ Assignment #5
10/18	Building a Site Complete Assignment #6 cont'd	↓ Assignment #6 -Bring headphones for audio and video work. -Read Chp. 4
10/25	Discuss Chapter 4 Demonstrate Phantom of the Opera Audition/Cubase Audio Intro Common Features—menu bar, tool bars, palettes, layers, shortcuts Demonstrate IC #1-9	<input checked="" type="checkbox"/> IC1-9 <input type="radio"/> Quiz on Chp. 4
11/1	Record and edit audio files Assignment #7 Discuss Chapter 6 Premiere Pro Intro Common Features—menu bar, tool bars, palettes, layers, shortcuts Work on Saleen Car Commercial as a Class	↓ Assignment #7 -Read Chp. 6
11/8	Work on Saleen Car Commercial as a Class Write Script and Create Storyboard for Assignment #8	<input type="radio"/> Quiz on Chp. 6 <input checked="" type="checkbox"/> Car Commercial
11/15	Working on Assignment #8 Film footage for Assignment #8	<input checked="" type="checkbox"/> Script and Storyboard
11/22	Begin working on Final Project Final Project Progress Report <i>Thanksgiving Holiday—No Classes (11/25 - 11/27)</i>	↓ Assignment #8
11/29	Work Final Project	
12/6	Finish Final Project	-Final Project completely finished for next week!
12/14	Final Project Presentation Thursday, December 14, 1:30-3:30 pm	↓ Final project DVD <i>Have a Great Break!!</i>