Course Syllabus

Department: Visual & Performing Arts

Date: 11/29/12

I. Course Prefix and Number: DIG 100

   Course Name: Introduction to Digital Media

   Credit Hours and Contact Hours: 3 credit hours and 4 contact hours

   Catalog Description including pre- and co-requisites:
   This course introduces the tools, techniques, and concepts behind the production of digital media through the practice of good design. Application of digital media technologies including operating systems, hardware, software, and multimedia design are explored. Topics covered include: definition of digital media, overview of digital media technologies, digital media production, Design Principles and opportunities for careers using digital media.

   Relationship to Academic Programs and Curriculum including SUNY Gen Ed designation if applicable:
   Required for A.S. New Media majors, open to general college population

II. Course Student Learning Outcomes:

   At the completion of the course, the student will be able to:
   • Describe digital media, its history, career possibilities, technologies, and production procedures
   • Apply knowledge of the process of digital media production
   • Demonstrate the process of design, creative idea development, sketching, and storyboarding
   • Relate the history, significance, and usage of social media
   • Describe, demonstrate, and apply e-book development process
   • Demonstrate creative solutions to specific design problems
   • Apply knowledge of the basics of digital media software
   • Use critical thinking to Interpret, discuss, and critique one’s own design work, and that of others

College Learning Outcomes Addressed by the Course: (check each College Learning Outcome addressed by the Student Learning Outcomes)

☒ writing ☒ computer literacy
☒ oral communications ☒ ethics/values
☒ reading ☒ citizenship
### III. Assessment Measures (Summarize how the college and student learning outcomes will be assessed):
For each identified outcome checked, please provide the specific assessment measure.

<table>
<thead>
<tr>
<th>List identified College Learning Outcomes(s)</th>
<th>Specific assessment measure(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Reading/writing/critical thinking/computer literacy</td>
<td>Students will complete assignments requiring, audio recording and written work on media sites and written work on e-publishing</td>
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<tr>
<td>Reading/critical thinking/computer literacy</td>
<td>Students will complete DVD-Rom assignments based on readings, completed using adobe creative suite</td>
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<tr>
<td>Citizenship/ethics/values</td>
<td>Demonstrates working knowledge of media technology within a group project utilizing social media to reach larger audiences.</td>
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<tr>
<td>Oral communications/ critical thinking/computer literacy/ ethics/values</td>
<td>Students will complete projects on bitmap, vector imaging, audio and epub production which are assigned and must be presented to peers. Students will also be responsible for giving each other constructive criticism.</td>
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<tr>
<td>Writing / reading / critical thinking</td>
<td>Written tests and quizzes based on software and reading assignments</td>
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### IV. Instructional Materials and Methods

**Types of Course Materials:**

Textbooks, Audio-Video Equipment, Facebook and Google login, Flash drive

**Methods of Instruction (e.g. Lecture, Lab, Seminar ...):**
Lectures, Demonstrations, Discussions, Critique sessions, Hands-on work on social media sites, DVD-Rom exercises

### V. General Outline of Topics Covered:
Understanding of social media
- Setting up accounts
Digital image production
- Adobe Photoshop
  - Developing and manipulation of bitmap graphics
- Adobe Illustrator
  - Developing vector imaging
Google Docs to develop and share surveys
Audio development
   Adobe Audition
   Audio Recording
   Audio manipulation
   Story and Sound FX integration
Concepts of e-publishing
   Adobe InDesign
   Deploying to mobile platform specifically ipad