Course Syllabus

Department: Visual & Performing Arts

Date: 11/29/12

I. Course Prefix and Number: DIG 120

   Course Name: Digital Media Design

   Credit Hours and Contact Hours: 3 credits, 4 contacts

   Catalog Description including pre- and co-requisites:

   This course covers motion design fundamentals. Topics covered include: Animation Principles, Traditional Animation concepts and methods, Post Production Process, storyboarding and more. You will also gain a basic understanding of After Effects, DragonFrame, Dreamweaver and Premiere to help achieve the above goals. Prerequisite: DIG 100.

   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 the principles of animation
   • Demonstrate animation principles in traditional and digital realm
   • Apply knowledge of the creative process for motion design
   • Identify creative solutions to specific motion design problems
   • Demonstrate a further understanding of various 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
   ☐ mathematics    ☐ global concerns
   ☒ critical thinking ☐ information resources

   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 shooting, editing animation and post production</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 motion media, which 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, Digital SLR 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 animation principles
Learning Digital SLR camera
Understanding concepts of traditional animation execution
Learning DragonFrame
Concepts of motion graphics
   Adobe AfterEffects
   Developing and manipulation of video post production
   Compositing traditional animation such as rod removal
Video
   Adobe Premiere
   Video shooting
   Video Capture
   Video Editing
   Posting videos on YouTube
   Linking them on Facebook