

DM77/Art77/CSIS 77: Introduction to Digital Media

Syllabus

INSTRUCTOR: Alixandra Mullins

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Lecture/Lab: Tuesdays 6:00 to 9:10 PM in Studio DM (room Li 128) + 2.2 hours lab

DESCRIPTION: An introduction to the field of digital media, including the profession and its career options, industry trends, technology, and production requirements. Applying learned visual and aural design principles, students will explore the use of computer-based tools in the design and authoring of interactive digital media by creating and editing digital images, sounds, video, text, and motion graphics. Production and management of a comprehensive term project for publishing on the web, CD ROM, or DVD will be required. This course is also listed as ART 77 and in the Digital Media program as DM 77. This course has the option of a letter grade or credit/no credit.

ADVISORY: CSIS 24 (Windows Fundamentals), CSIS 2, or familiarity using the Macintosh or Windows operating system. Transferable: CSU

COURSE OBJECTIVES:

Upon completion of this course you will be able to:

- ◆ Tell a story in a variety of Digital Media Formats including interactive.
- ◆ Understand the field of digital media: its history, career possibilities, technology, production procedures, and basic principals of design and information architecture.
- ◆ Analyze an idea, then develop a concept via writing of a script and drawing a storyboard.
- ◆ Solve problems during the process of producing a small interactive web site using software for web design; editing digital images, video production, animation, and sound.

TEXT: The Web Wizard's Guide to Multimedia, by James G. Lengel, Addison Wesley. Additional Handouts and assignments will also be given out .

ONLINE LEARNING: Online tutorials for software used in class are available at <http://www.atomiclearning.com/home>.

Studio DM: As most professional digital media (including CMAP video) is produced using the Macintosh computer, our lab is equipped that way. On the other hand, much of the software is cross platform and works the same way on the Windows operating system which you may use at home or work.

SUPPLIES: Even though our server keeps your own individual and private data, we cannot guarantee it. To be safe, you will need some sort of storage device such as USB Flash memory key/stick or 5+ blank CD-Rs or DVD-Rs (read DVD dash R) for storing and backing up your work and project files. All the computers are equipped with cross-platform CD-R/DVD-R burners.

* Note that these Macintosh computers will burn cross platform CDs and will accept Windows CD. Burning multiple sessions should be used on a single platform only. In other words Mac cannot read a PC multisession disc and vice versa. Burning a disc on two platforms destroys it.

PROJECT STORAGE: All Portable Flash storage (on a keychain) or other portable memory storage system is highly, highly recommended. (2 Gigs or more). Projects should NEVER be stored on the lab's local computer hard drive. All video and sound projects shall use your computers DAV hard disk or a portable Firewire drive. Under no circumstances shall video or sound be captured to the desktop or another part of a users account.

COURSE EVALUATION: Letter grades will be given for the completion of book assignments (30%), minor projects (20%), quizzes (20%), and a major project (30%). In order to make grading based on the actual learning of digital media design and tools, every consideration will be made to take into account an individual's art and design skills as well as one's differences in aesthetics.

LECTURE POLICY: Use of computers during lectures is prohibited, unless doing in-class demonstration exercise as assigned. Instructor will ask you to put computers on sleep mode during lecture. Checking email, myspace, news and more can only be done on BREAKS and is NOT PERMITTED during work lab time! We have found that this leads to poor student retention of material, thus resulting in poor grades. Students will be asked to leave class lectures early if additional non-class related computer activity occurs during lectures more than once. Grade participation points may be deducted as well.

ATTENDANCE POLICY: Attendance is crucial to student success. Students missing one more class hour than the unit value for a particular course, without making prior arrangements may, at the instructor's option, be dropped without possibility of credit. Two additional hours are to be spent in the Studio DM or an equivalent lab preferably on campus. You will be held accountable for the material assigned for these hours. Please get with another student to get the information for any days you missed.

ADA ACCOMMODATIONS: Students requiring special services or arrangements because of hearing, visual, or other disability should contact their instructor, counselor, or Disabled Students Services Office.

LANGUAGE SKILLS: Occupational/Vocational students - Limited English language skills will not be a barrier to admittance to and participation in Vocational Educational Programs. Please contact the instructor if you need help. we can get a tutor for you.

STUDENTS HONESTY POLICY: Students are expected to exercise academic honesty and integrity. Violations such as cheating and plagiarism will result in disciplinary action which may include recommendation for dismissal.

Remember, this studio and its equipment was built for you. Use it often, respect the equipment, be creative, learn everything you can, and have fun.

DM77/Art77/CSIS 77: Intro to Digital Media Schedule & Syllabus Spring 2009

week1 - February 3 (tuesday) lecture: Course description and requirements. The Digital Media program website. Introduction to hardware/software requirements (usb storage) and the tools available in digital media studio. Introduction to the lab, its operation, and restrictions. Overview of Semester Projects - w/software tools.
Class Lab: turn on computers - Mac Basics (operating systems/storage), (applications we will use), Logging in, send email to instructor (get email accounts), questionnaire, visual introductions, questions students, Atomic Learning.com log in info
Assignment 1: Introduction to Multimedia Concepts.

week2 - February 10 lecture: Digital numbers and terminology. Introduction to history and concepts of multimedia (pp)
Class Lab: Explore the mac & software available - Intro to Photoshop - in class exercise on color adjust, sizing digital images, type tool, saving jpgs to specific location (flash drive), email finished in-class exercise to instructor.
Assignment 2: The history and concepts of Multimedia. .
Assignment 2B: Read the handout Laurie Anderson song & write a 1/2 page paper on how Digital Media affects your own life. Turn in Tues. Sept. 16

week3 - February 17 lecture: The concept of sampling or digitizing of sound and video. Compression and decompression of digital data (pp) . Types of codecs (algorithms for compressing and expanding files). Multimedia file types (garageband, imovie, dreamweaver, html etc.)
Class lab: Intro to Photoshop (continued) {selecting, cut, paste, layers, sizing & creating buttons/banners}, Intro to Dreamweaver, Review a web site - assignment #3
Assignment #3: See handout for questions
Reading: Start reading chapter 2 " Images on the web" (web wizard text)
Online tutorials: watch Photoshop CS3 tutorial movies in sections A, B, on AtomicLearning.com.

week4 - February 24 File types for the web, discussion of root folders, web sites. A look at photo oriented web sites. Picking a topic for photos / digital cameras
Class lab: Intro to Photoshop (color adjust/brightness/etc.) in-class exercise - adjusting imgs (crop, size colors). Intro to Dreamweaver, Finish watching the Photoshop CS3 tutorial movies in sections A, B, C & F on AtomicLearning.com
Assignment 4: Do the Review and Hands-on questions at the end of Chapter 2.
Assignment 4b: At home, photograph 6-10 digital pictures based on your chosen topic. Please photograph new images if possible. Images found on the web are not allowed. bring your original photos to class for next week, on disc, in camera
Online tutorials: watch Photoshop CS3 tutorial movies in sections C, F, on AtomicLearning.com.

week5 - March 3 Image editing. (How to import your images / iphoto), Resolution, Printing an image demonstration, (if time - web photo gallery from PS demo)
Class lab: Scan or import your photos into the computer , ending up in Photoshop. Save these as Photoshop (.PSD) files. Open Photoshop, then under the Help menu, go through "How to Create Images for the Web." Adjust image in Photoshop and save the file to your drive in both .psd, and .jpg files.
Assignment 5: Print one scanned/imported image. (see handout)

week6 - March 10 Instructor Assisted work time for Assignment 5 & 6
Class Lab: Work time / Students prepare images for automated web photo gallery in Assignment #6 & print their favorite image to turn in for assignment 5.
Assignment 6: Preparing images for the web / online photo gallery.
Assignment 6b: HTML intro (see hand out)
Online tutorials: watch Photoshop CS3 tutorials - Do E. Web Graphics, #3 Saving the Picture for Web Use on Atomic Learning.com

week7 - March 17 (Mid-Term Exam) all about HTML, Dreamweaver, & homepages. (designer/code/split views), files all in 1 folder - demon site building
Class lab: Dreamweaver, beginning to build your basic web page. Study the lessons in Assignment #7, the HTML tutorial page and constructing your home page using Dreamweaver. Be prepared to start on Assignment 7: Constructing your webpage
Reading Assignment: Read Chapter 3 in web wizards.
Assignment #7: constructing a basic web site

week8 - March 24 HTML, Dreamweaver review. Show web page layouts. colors/interface design, Web homepage except for banner. Demos: Creating buttons/banners in PS, importing to Dreamweaver
Class lab: work time: Finish your web site Home Page including Gallery and other links to sites that relate to your subject matter.

week9 - March 31 Introduction to Flash Animation Software. Showcase Flash websites, Flash player files vs. document (.fla) file type. Vector graphics and the pen. Flash draw tools. Demo Creating a Flash Banner
Class lab: Create a keyframe animation or animated Flash Banner
Assignment 8: Adding a Flash banner to your web site.
Online tutorials: <http://www.freeflashtutorials.com/lessons.html> and download the Beginner Lesson 1, Watch AtomicLearning.com A. Basics #1 - 8, B. Working with the Flash Interface #1 - 5, and C. Basic Tools #1 - 9.

week10 - April 7 Animating with Flash. The concepts of timelines, keyframes, motion guides, tweening, and shape animation. Adding Sound to flash (intro to Garageband), How to add your flash files to Dreamweaver
Class lab: Add sound to your animation, for your final website project..
Online tutorials: www.atomiclearning.com for assistance. See AtomicLearning.com & watch D. Modifying Shapes #1 - 12, E. Layers and Timeline #1 - 5, F. Symbols Library & Behaviors #1 - 4, & G. Frames & Animation #1 - 12.
Assignment 9: Review a flash website. Take a good look at miniUSA.com or www.zefrank.com. Do Hands-On exercises 1 and 5 on page 71.
spring break April 11 - April 17

week 11 - April 21 Intro to video and digital storytelling. Description of final web project, and podcast project (intro to imovie) (intro to garageband)
Class lab: Finish your adding web banner/site. Work on website, write script
Assignment 10: Read Chapter 4, Sound on the Web. Answer Review Questions and do Hands-On Exercise #1 on page 102.
Assignment 11 : Write a short story related to your topic (script) This will be a web-video for your site page and Podcasting (i.e., digital storytelling).

week12 - April 28 Digitizing, file types for Video and Sound. Video recording tips. Lighting, camera settings, tripods, etc. (more imovie / garageband) demo on recording audio voiceovers in class (checking out cameras)
Class lab: work time in imovie / garage band recording voiceover
Assignment 12: (see handout for details) Create a video story - Gather assets for Video Story. Go to Atomic Learning and study the Video Storytelling Guide found under the Resources menu. (see handout) Study iMovie HD 6 tutorials on Atomic Learning

week13 - May 5 Shooting and capturing video, using photos, effects and transitions Capturing video, using photos, effects and transitions iMovie. Converting (e.g., compressing video for use, on your web site, on YouTube, in iPods, and cell phones.
Class lab: Finish video production, finalize voiceover recordings and iMovie Editing Basics. Render your video for web.
Assignment 13: once Video is finalized, make a link to incorporate into your web site. (upload your finished website to the internet - post it live) (see handout)

week14 - May 12 checking links, de0bugging, finalizing your website with working flash banners, podcast link, and more - progress checks
Class lab: work time for final projects, edit video. Prepare final projects, burn to disc to turn in and bring to Final Class Exam Day.

week15 - May 19 FINAL (date TBA)
turn in completed project burned on disk today!! Final Exam and Project Presentations. Present your web site and video story.

PDFs of homework assignments are available online at <http://alixandramullins.com/digitalmedia/dm77.html>