

Perris Union High School District

Course of Study

A. COURSE INFORMATION		
Course Title: <div style="border: 1px solid black; padding: 2px; margin-bottom: 5px;">Introduction to Digital Media</div> <input checked="" type="checkbox"/> New <input type="checkbox"/> Revised	Subject Area: <input type="checkbox"/> Social Science <input type="checkbox"/> English <input type="checkbox"/> Mathematics <input type="checkbox"/> Laboratory Science <input type="checkbox"/> World Languages <input type="checkbox"/> Visual or Performing Arts <input checked="" type="checkbox"/> College Prep Elective <input type="checkbox"/> Other	Grade Level <input type="checkbox"/> MS <input checked="" type="checkbox"/> HS <input type="checkbox"/> 5 <input type="checkbox"/> 6 <input type="checkbox"/> 7 <input type="checkbox"/> 8 <input checked="" type="checkbox"/> 9 <input checked="" type="checkbox"/> 10 <input checked="" type="checkbox"/> 11 <input checked="" type="checkbox"/> 12
If revised previous course name if changed <div style="border: 1px solid black; height: 20px; width: 100%;"></div>	Is this classified as a Career Technical Education course? <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No	
Transcript Course Code/Number: <div style="border: 1px solid black; height: 20px; width: 100%;"></div> (To be assigned by Educational Services)	Required for Graduation: <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	
Meets UC/CSU Requirements? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No Was this course <i>previously approved by UC</i> for PUHSD? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No (Will be verified by Ed Services)	Credential Required to teach this course: <div style="border: 1px solid black; height: 20px; width: 100%;"></div> <p style="text-align: center; margin: 5px 0;"><i>To be completed by Human Resources only.</i></p> <div style="border: 1px solid black; height: 20px; width: 100%;"></div> <p style="text-align: center; margin: 5px 0;">Signature Date</p>	
Meets "AP" Requirements? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	Meets "Honors" Requirements? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	
Submitted by: Dian Martin/Mark Synnott Site: Educational Services Date: 11/6/17	Unit Value/Length of Course: <input type="checkbox"/> 0.5 (half year or semester equivalent) <input checked="" type="checkbox"/> 1.0 (one year equivalent) <input type="checkbox"/> 2.0 (two year equivalent) <input type="checkbox"/> Other:	
Approvals	Name/Signature	Date
Director of Curriculum & Instruction		11/27/17
Asst. Superintendent of Educational Services		11/27/17
Governing Board		

**Mt. San Jacinto College
Integrated Course Outline of Record**

Form B

Submitted by: **Date:**

Department	Subject	Course Number	Title
Digital Media	Digital Media DIG	110	Introduction to Digital Media (formerly MUL-110 Introduction to Multimedia)

Units/Hours

Each lecture unit requires 1 hour per week of class time, and 2 hours per week of study outside of class.
Each laboratory unit requires 3 hours per week of class time.

Lecture Units	Total Units
<input type="text" value="3.00"/>	<input type="text" value="3.00"/>
Lecture Hours	Total Hours
<input type="text" value="48.00 - 54.00"/>	<input type="text" value="48.00 - 54.00"/>

Stand Alone:

AA/AS Degree General Ed Breadth Area(s):

General Education Justification:

Maximum Enrollment:

Maximum Enrollment Justification:

Course requires significant individualized instruction or assessment – check all that apply:
* Course requires graded class discussion and graded class participation.

Justification: Student teams collaborate to create digital media products. Student roles within the team and the end product are assessed.

Grading Method:

TOP code:

Can be Taken

time(s) for credit (max 4)

- Visual or Performing Arts course that is required to meet major requirements for UC/CSU
- Intercollegiate athletics course
- Academic/vocational competition course

Catalog Description:

(Please do not refer to transferability or degree, certificate, or employment concentration applicability. Please only describe the course). (75 words or less in gray box below).

This course explores digital media in design and communication. Students create and combine images, text, animation, and video to produce digital media projects designed to inform, educate, or entertain.

Schedule Description:

(Please do not refer to transferability or degree, certificate, or employment concentration applicability. Please only describe the course). (25 words or less in gray box below).

This course explores digital media in design and communication.

Need for the course:

This course meets the need of the digital media professional seeking a career in any visual design based field. The course fulfills one of the core requirements for the Multimedia A.S. Degree and/or for the Multimedia Certificate and/or Employment Concentrations. The course provides the foundation knowledge for nearly all of the certificate sequence of courses.

Prerequisite(s):

Prerequisites go through a separate approval process. See Forms E1-E6 for details.
(For further clarification, contact the Prerequisite Subcommittee)

-none-

Corequisite(s):

Corequisites go through a separate approval process. See Forms E1-E6 for details.

-none-

Recommend Preparation:

Recommended Preparation goes through a separate approval process. See Forms E1-E6 for details.

- Knowledge of general technology/computer use

Other Enrollment Criteria:

-none-

Learning Objectives:

(please number each objective and express in behavioral terms)

Upon the completion of the course the student will be able to do the following:

1. Develop digital media communication techniques that support multiple media devices, address audience demographics, and adhere to copyright law.
2. Apply design and typography principles to digital media.
3. Evaluate the communication of typographical elements in digital media production.
4. Produce digital storyboards evidencing storytelling, typographical elements and image production techniques.
5. Create a responsive web page that communicates through typography, text, images, audio, and video.
6. Combine vector typography with raster images to communicate products or services.
7. Assemble voice recording, audio effects and music and output to a digital media device.
8. Develop a video from a timeline animation and export the resultant video to a digital media device.

Course Content:

(please number the outline of main topics and subtopics)

- I: Digital Media
 - a. History
 - b. Industry
 - c. Communication

- d. Asset organization
- II. Storytelling
 - a. Beginning, middle, end
 - b. Purposes/applications of story
 - c. Appreciation
- III. Storyboards
 - a. Purpose/Industry function
 - b. Character design
 - c. Backgrounds
 - d. Custom elements
 - e. Custom images
 - f. Layout
- IV. Pre Production
 - a. Assets
 - b. Documents
 - c. Mindmaps
 - d. Storyboard
- V. Post Production
 - a. Portfolio
 - i. Critique/feedback
 - ii. Submission
- VI. Design Principles
 - a. Composition
 - b. Light/Contrast
 - c. Balance
 - d. Proportion
 - e. Negative Space
 - f. Color Aesthetics
- VII. Writing for Digital Media
 - a. Imagery
 - b. Paragraph control
 - c. Persuasion
 - d. Objectivity
 - e. Visibility
 - f. Navigability
 - g. Scripts
- VIII. Typography
 - a. Anti-aliasing
 - b. Vector
 - c. Emotion and typography
 - d. Typography principles
 - i. Proximity
 - ii. Alignment
 - iii. Repetition
 - iv. Contrast
 - e. Design Elements
 - i. Type face, style, size
 - ii. Type spacing, color, personality
- IX. Images
 - a. Resolution and image/file size
 - b. Image file formats, compression and uses
 - c. Image acquisition resources
 - d. Raster and vector images
 - e. Copyright/Creative Commons
- X. Image Production
 - a. Create, save and open files
 - b. File formats

- c. Selection tools
 - d. Painting tools
 - e. Drawing tools
 - f. Magnification
 - g. Filtering
 - h. Masking
 - i. Transformation
 - j. Layer effects
 - k. Text tools and aliasing
 - l. Cropping
 - m. Layering
 - n. 2D/3D
- XI. Video and Animation
- a. Animation principles
 - b. Terminology
 - c. File formats and compression
 - d. Asset control
 - e. 2D vs 3D
 - f. Frame animation
 - g. Timeline animation
 - h. Tweening and keyframes
 - i. Rendering
 - j. Video import
 - k. Import and export
- XII. Audio
- a. File formats and compression
 - b. Plugins and players
 - c. Voice recording
 - d. Record, cut and combine audio clips
 - e. Apply effects
- XIII. Web Design
- a. Output interfaces and devices
 - b. Flavors of HTML
 - c. HTML 5
 - d. Responsive design
 - e. Accessible design
 - f. File naming and saving
 - g. Browsers

Methods of Instruction:

Methods of instruction may include, but are not limited to the following:

- **Method:** Lecture presentation
Integration: Presentations will illustrate the process for telling a story using storyboard software. Topics may include story application, appreciation, storyboard elements and layout.
- **Method:** Guided practice
Integration: Instructor-supported practice will result in responsive website containing digital media elements including video, animated slideshows, effective typography and color aesthetics.
- **Method:** Observation and Demonstration
Integration: Demonstration will identify the construction and use of an online portfolio. The areas covered are media formats and upload, layout and design, distribution, and employment value.
- **Method:** Group Projects
Integration: Small group poster production will elicit student and instructor feedback addressing design, communication, typographical elements, and image creation.

Methods of Evaluation:

A student's grade shall be determined by the instructor using multiple measures of performance related to the course objectives.

Methods of evaluation may include but are not limited to the following:

- **Method:** Exams/Tests
Integration: Exam essay that correctly identifies digital writing considerations when creating website. Those considerations include bullet use, imagery supporting the site's purpose, use of headings and limited paragraphs.
- **Method:** Portfolios
Integration: Portfolio generation exhibiting artifacts communicating digital media skills and knowledge. The portfolio may evidence image, video, and animation production, script writing, storyboards, mindmaps, websites, and/or self reflections and is assembled according to a checklist and rubric.
- **Method:** Projects
Integration: Storytelling web page project evidencing digital writing and containing a beginning, middle and end communicating copyright infringement issues. The project will be evaluated on accuracy, communication techniques, length, and technology use.

Examples of Assignments:

Students will be expected to understand and critique college level texts or the equivalent. Reading and writing, as well as out of class assignments are required. These assignments may include but are not limited to the following:

Production Assignment

Combine vector typography with a raster image to create a logo for a product or service. This logo will communicate the product or service's style and/or function. Make sure you read the instructions carefully:

Directions

Logo must be original.

Type must be created in Illustrator.

Image must be edited in PhotoShop

Use of the pen tool must be evident.

Logo must incorporate lines, curves and shapes.

Logo must be submitted in .ai and .png format.

Logo communicates the product or service style and function.

Submit the .ai and the .png image to the discussion board. Tell me which part of the logo was designed using the pen tool.

Copyright Evaluation Assignment

In this digital day - copyright infringement, a.k.a. stealing of other's work is rampant. It is easy to do and when you do it in the comfort of your own home - who will know?

But try to move into the commercial realm and you will find your business if not your integrity under suspicion. It is hard enough to build a solid reputation in the digital arena without shooting yourself in the foot! Read these two articles,

Copyright Explained and The True Cost of Copyright Piracy, then answer the following two questions:

Q1: Do you think copyright laws provide sufficient protections? Why or why not.

Q2: How does copyright infringement affect you? If yes, what are those losses? If no, explain why not. Use examples to illustrate your point.

Textbooks:

- Faulkner, Andrew (2017). *Adobe Photoshop CC Classroom in a Book* Adobe Press. ISBN: 0134663454

Other Resources:

Minimum Qualification

- Multimedia