DES M121: INTRODUCTION TO DIGITAL MEDIA

Originator
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College
Moorpark College

Attach Support Documentation (as needed)
DRAFT DMGR-100X.docx

Discipline (CB01A)
DES - Design

Course Number (CB01B)
M121

Course Title (CB02)
Introduction to Digital Media

Banner/Short Title
Introduction to Digital Media

Credit Type
Credit

Start Term
Fall 2022

Formerly
MM M10 - Introduction to Digital Media

Catalog Course Description
Introduces the tools and techniques, as well as the concepts, and principles of design and production in Digital Media. Includes basic computer skills, digital image capture, image manipulation, illustration, layout, time-based media, 3D, web design, and emerging technologies. Investigates the historical and conceptual relationship between art, media, and technology.

Taxonomy of Programs (TOP) Code (CB03)
0614.00 - *Digital Media

Course Credit Status (CB04)
D (Credit - Degree Applicable)

Course Transfer Status (CB05) (select one only)
A (Transferable to both UC and CSU)

Course Basic Skills Status (CB08)
N - The Course is Not a Basic Skills Course

SAM Priority Code (CB09)
C - Clearly Occupational

Course Cooperative Work Experience Education Status (CB10)
N - Is Not Part of a Cooperative Work Experience Education Program

Course Classification Status (CB11)
Y - Credit Course

Educational Assistance Class Instruction (Approved Special Class) (CB13)
N - The Course is Not an Approved Special Class

Course Prior to Transfer Level (CB21)
Y - Not Applicable

Course Noncredit Category (CB22)
Y - Credit Course

Funding Agency Category (CB23)
Y - Not Applicable (Funding Not Used)

Course Program Status (CB24)
1 - Program Applicable

General Education Status (CB25)
Y - Not Applicable

Support Course Status (CB26)
N - Course is not a support course

Field trips
Will not be required

Grading method
(L) Letter Graded

Alternate grading methods
(O) Student Option- Letter/Pass
(E) Credit by exam, license, etc.
(P) Pass/No Pass Grading

Does this course require an instructional materials fee?
No

Repeatable for Credit
No

Is this course part of a family?
No

Units and Hours

Carnegie Unit Override
No

In-Class

Lecture
Minimum Contact/In-Class Lecture Hours
35
Maximum Contact/In-Class Lecture Hours
35

Activity

Laboratory
Minimum Contact/In-Class Laboratory Hours
52.5
Maximum Contact/In-Class Laboratory Hours
52.5

Total in-Class

Total in-Class
Total Minimum Contact/In-Class Hours
87.5
Total Maximum Contact/In-Class Hours
87.5

Outside-of-Class

Internship/Cooperative Work Experience

Paid

Unpaid

Total Outside-of-Class

Total Outside-of-Class
Minimum Outside-of-Class Hours
70
Maximum Outside-of-Class Hours
70

Total Student Learning

Total Student Learning
Total Minimum Student Learning Hours
157.5
Total Maximum Student Learning Hours
157.5

Minimum Units (CB07)
3
Maximum Units (CB06)
3

Student Learning Outcomes (CSLOs)

	Upon satisfactory completion of the course, students will be able to:
1	demonstrate knowledge of the current tools and techniques in digital media.
2	create, edit, and display various digital assets in text, graphics, animation, web, video, and/or audio.
3	produce a time based media presentation using type, photo, and illustration.

Course Objectives

	Upon satisfactory completion of the course, students will be able to:
1	discuss the artistic and technological aspects of digital media in both historical and contemporary contexts.
2	demonstrate the ability to present and discuss work in a professional manner, using appropriate digital media vocabulary.
3	apply pre-visualization techniques to communicate design concepts for print and screen.

4	create and edit media using industry-standard software applications.
5	identify and explore career and educational paths in digital media.
6	apply professional workflows for designing and producing digital media from conception to completion.
7	identify aesthetic, technological, and social criteria, as well as professional ethics, in evaluating digital media.

Course Content

Lecture/Course Content

(5%) 1. Working with files and folders
- Operating system
- Mac OS, Windows, Linux
- Design software
- Launching the application
- Working with files and folders
- Creating and defining a new file
- Saving a file
- Native file format for master files
- Closing and quitting

(5%) 2. Copyright, fair use, and appropriation
- Searching and sampling
- Advanced searching
- Searching in the public domain
- Licensing your work
- Fair use and appropriation

(5%) 3. Design basics
- Symmetry and asymmetry
- Gestalt principles of proximity, continuity, and similarity
- Positive and negative space
- Focal point
- Visual hierarchy
- Using the grid in design
- Basic principles of typography
- Typographic hierarchy

(5%) 4. Color theory
- Color theory basics
- CMYK and RGB color modes
- Hue, saturation, and brightness
- Shades and tints
- Analogous and complementary colors

(15%) 5. Digital illustration creation and manipulation
- Line arts and flat graphics
- The pen tool
- Creating straight lines with the Pen tool
- Creating curves with the pen tool
- Tracing an image and creating a clipping mask
- Layering closed paths to create complex shapes.
- Creating, editing and applying color themes
- Gradients, blends and gradient mesh

(15%) 6. Digital image creation and manipulation
- File formats, image size, file size, and resolution
- Ethical considerations for digital image manipulators
- Scanning
- Non-destructive editing
- Global and local image adjustment tools

- Understanding and adjusting the histogram
- Creating and manipulating layers
- Adding adjustment layers
- Layering and compositing
- Layer masks
- From digital input to web-ready

(10%) 7. Layout and typography

- Creating unity
- Unity through repetition - master pages
- Creating b-master
- Linking text frames
- Creating shapes
- Exporting a pdf
- Multiple pages: tension, chaos, disarray
- Using images, text boxes, and type to create tension
- Placing text and using frame breaks
- Working with styles

(15%) 8. Interaction design

- A brief history of the web
- UI/UX
- Hyperlinks
- Images on the web
- Formatting type
- Files and servers
- Defining a site in Dreamweaver
- Html page structure
- File and folder management
- Form and content on the web
- Styling with CSS
- Evaluate the code
- Create a new rule
- Create an external style sheet

(15%) 9. Time-based media

- Basic principles of animation
- Frames and keyframe
- Frame-by-frame animation
- Tweening
- Animating position, size, rotation, opacity
- Easing
- Controlling the timeline
- Audio
- Video
- Publishing

(10%) 10. 3d fundamentals

- Modeling
- Texture mapping
- Lighting
- Animation
- Rendering

Laboratory or Activity Content

(30%) 1. Exercises focusing on tools and techniques

(30%) 3. Image editing, digital illustration and page layout projects

(30%) 1. Media arts projects such as web design and animation projects

(10%) 2. Critiques of design and media arts projects

Methods of Evaluation

Which of these methods will students use to demonstrate proficiency in the subject matter of this course? (Check all that apply):

Written expression
Skills demonstrations

Methods of Evaluation may include, but are not limited to, the following typical classroom assessment techniques/required assignments (check as many as are deemed appropriate):

Graphic/architectural designs
Group projects
Individual projects
Laboratory activities
Portfolios
Reports/papers
Skills demonstrations
Classroom Discussion
Projects
Participation

Instructional Methodology

Specify the methods of instruction that may be employed in this course

Audio-visual presentations
Case studies
Class activities
Class discussions
Demonstrations
Distance Education
Group discussions
Instructor-guided interpretation and analysis
Instructor-guided use of technology
Internet research
Lecture
Other (specify)

Specify other method of instruction

Lectures may include demonstration, video tutorials and pdf handouts.

Describe specific examples of the methods the instructor will use:

1. Computer-aided presentation and lecture about the destructive and non-destructive image editing.
2. Case study and the class discussion about the historical and contemporary examples of destructive image editing
3. Demonstration on creating non-destructive images in Photoshop.
4. Practice creating non-destructive images in Photoshop.

Representative Course Assignments

Writing Assignments

1. Develop and describe an original character that encapsulates a fictional persona, including characteristics that can be visually revealed without dialogue.
2. Construct a story that utilizes character, setting, problem, the sequence of events, solution, main idea or moral, and personal connection.
3. Find an example of appropriated artwork (image, audio, video, etc.) that you like. Describe what the piece is, who created it, and why you like it.

Critical Thinking Assignments

1. Analyze examples of contemporary digital media work in the context of societal and cultural concerns.
2. Compare and contrast students' work with the work of a historical or contemporary designer or media artist.
3. Identify and discuss the effectiveness of the color harmonies used by your peers in their environment design assignment.

Reading Assignments

1. Read Jordan, Ken, and Randall Packer (2002). Multimedia: From Wagner to Virtual Reality (Expanded). in preparation for the class discussions about the evolution of multimedia.

2. Read selected magazine articles, such as Vannaver Bush (1945) As We May Think. The Atlantic in preparation for the class discussions about the future of multimedia

Skills Demonstrations

1. Export an image from RAW format to PSD, JPG, and PNG in the accurate file size and image resolution
2. Create vector-based illustrations using layered closed paths with a minimum number of points
3. Define a site in Dreamweaver and link it to a local environment folder with accurate structure of files and folders.

Outside Assignments

Representative Outside Assignments

1. Explore an environment with a camera; retouch and improve the photographs.
2. Produce a detailed storyboard for the animation project.
3. Produce thumbnail sketches for each print based project.

Articulation

C-ID Descriptor Number
ARTS 250

Status
Approved

Additional C-ID Descriptor(s)

C-ID Descriptor(s)	Status
DMGR 100X?????	Aligned

Equivalent Courses at 4 year institutions

University	Course ID	Course Title	Units
CSU Bakersfield	ART 2220	Digital Foundation	3
CSU Long Beach	ART 149	Foundation of Computer Art	3
CSU Channel Islands	ART 108	Visual Technologies	3
CSU Northridge	ART 200	Art, Media, Visualization	3
CSU Dominguez Hills	ART 160	Introduction to Graphic Applications	3

Comparable Courses within the VCCCD
ART V68 - Introduction to Digital Art

District General Education

A. Natural Sciences

B. Social and Behavioral Sciences

C. Humanities

D. Language and Rationality

E. Health and Physical Education/Kinesiology

F. Ethnic Studies/Gender Studies

Course is CSU transferable
Yes

CSU Baccalaureate List effective term:
F1999

CSU GE-Breadth

Area A: English Language Communication and Critical Thinking

Area B: Scientific Inquiry and Quantitative Reasoning

Area C: Arts and Humanities

Area D: Social Sciences

Area E: Lifelong Learning and Self-Development

Area F: Ethnic Studies

CSU Graduation Requirement in U.S. History, Constitution and American Ideals:

UC TCA

UC TCA
Approved

IGETC

Area 1: English Communication

Area 2A: Mathematical Concepts & Quantitative Reasoning

Area 3: Arts and Humanities

Area 4: Social and Behavioral Sciences

Area 5: Physical and Biological Sciences

Area 6: Languages Other than English (LOTE)

Textbooks and Lab Manuals

Resource Type
Textbook

Description
Burrough, xtine, and Michael Mandiberg. *Digital Foundations: Introduction to Media Design with the Adobe Creative Cloud*. Revised ed., Pressbooks, 2018, https://openoregon.pressbooks.pub/digitalfoundations/.

Resource Type
Textbook

Description
Jordan, Ken, and Randall Packer, editors. *Multimedia: From Wagner to Virtual Reality.* Expanded ed., Norton, 2002.

Resource Type
Textbook

Classic Textbook
Yes

Description
Maivald, James. *Adobe Dreamweaver Classroom in a Book* (2021 release). Adobe Press, 2021.

Resource Type
Websites

Description
Skillshare (https://www.skillshare.com/)
Coursera (https://www.coursera.org/)
Codeacademy (https://www.codecademy.com/)
and other training & tutorial video resources

Library Resources

Assignments requiring library resources
Research using the Library's print and online resources

Sufficient Library Resources exist
Yes

Example of Assignments Requiring Library Resources
Utilizing library resources to research and create a presentation on cultural contributions of a contemporary digital media designer.

Distance Education Addendum

Definitions

Distance Education Modalities
Hybrid (1%–50% online)
Hybrid (51%–99% online)
100% online

Faculty Certifications

Faculty assigned to teach Hybrid or Fully Online sections of this course will receive training in how to satisfy the Federal and state regulations governing regular effective/substantive contact for distance education. The training will include common elements in the district-supported learning management system (LMS), online teaching methods, regular effective/substantive contact, and best practices.
Yes

Faculty assigned to teach Hybrid or Fully Online sections of this course will meet with the EAC Alternate Media Specialist to ensure that the course content meets the required Federal and state accessibility standards for access by students with disabilities. Common areas for discussion include accessibility of PDF files, images, captioning of videos, Power Point presentations, math and scientific notation, and ensuring the use of style mark-up in Word documents.
Yes

Regular Effective/Substantive Contact

Hybrid (1%–50% online) Modality:

Method of Instruction	Document typical activities or assignments for each method of instruction
Asynchronous Dialog (e.g., discussion board)	Discussion Forums will be used to disseminate course-wide information and facilitate ongoing collaborative course work. Students may also use the Discussion Forums to solicit help from the instructor and other students. Discussions may also be graded encouraging students to participate in the class.
E-mail	Email is a tool primarily used for course-wide updates and individual student contact. Students and the instructor can privately contact each other with questions, concerns.
Other DE (e.g., recorded lectures)	The instructor can provide text, presentation slides, audio/visual material, assignment examples, tutorials (which may be live or recorded), and links to supplemental publications, articles, and websites.

Hybrid (51%–99% online) Modality:

Method of Instruction	Document typical activities or assignments for each method of instruction
Asynchronous Dialog (e.g., discussion board)	Discussion Forums will be used to disseminate course-wide information and facilitate ongoing collaborative course work. Students may also use the Discussion Forums to solicit help from the instructor and other students. Discussions may also be graded encouraging students to participate in the class.
E-mail	Email is a tool primarily used for course-wide updates and individual student contact. Students and the instructor can privately contact each other with questions, concerns.
Other DE (e.g., recorded lectures)	The instructor can provide text, presentation slides, audio/visual material, assignment examples, tutorials (which may be live or recorded), and links to supplemental publications, articles, and websites.

100% online Modality:

Method of Instruction	Document typical activities or assignments for each method of instruction
Asynchronous Dialog (e.g., discussion board)	Discussion Forums will be used to disseminate course-wide information and facilitate ongoing collaborative course work. Students may also use the Discussion Forums to solicit help from the instructor and other students. Discussions may also be graded encouraging students to participate in the class.
E-mail	Email is a tool primarily used for course-wide updates and individual student contact. Students and the instructor can privately contact each other with questions, concerns.
Other DE (e.g., recorded lectures)	The instructor can provide text, presentation slides, audio/visual material, assignment examples, tutorials (which may be live or recorded), and links to supplemental publications, articles, and websites.

Examinations

Hybrid (1%–50% online) Modality
Online

Hybrid (51%–99% online) Modality
Online

Primary Minimum Qualification
MULTIMEDIA

Additional Minimum Qualifications

Minimum Qualifications
Graphic Arts

Review and Approval Dates

Department Chair
05/05/2021

Dean
05/07/2021

Technical Review
09/16/2021

Curriculum Committee
10/19/2021

DTRW-I
MM/DD/YYYY

Curriculum Committee
MM/DD/YYYY

Board
MM/DD/YYYY

CCCCO
MM/DD/YYYY

Control Number
CCC000568584

DOE/accreditation approval date
MM/DD/YYYY