# Course Syllabus

**Introduction to Digital Media**  
**IMED 1301**

<table>
<thead>
<tr>
<th>Semester with Course Reference Number (CRN)</th>
<th>Fall 2014</th>
<th>CRN 31551</th>
</tr>
</thead>
<tbody>
<tr>
<td>Instructor contact information (phone number and email address)</td>
<td>Russ Armstrong</td>
<td>713.718.7903</td>
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<td></td>
<td></td>
<td><a href="mailto:russell.armstrong@hccs.edu">russell.armstrong@hccs.edu</a></td>
</tr>
<tr>
<td>Office Location and Hours</td>
<td>WLOP 139B</td>
<td></td>
</tr>
<tr>
<td>Course Location/Times</td>
<td>West Loop Center – Room 131 Wednesday 5:45pm - 9:45PM</td>
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<tr>
<td>Course Semester Credit Hours (SCH) (lecture, lab) If applicable</td>
<td>Credit Hours 3.00</td>
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<tr>
<td></td>
<td>Lecture Hours 2.00</td>
<td></td>
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<tr>
<td></td>
<td>Laboratory Hours 4.00</td>
<td></td>
</tr>
<tr>
<td>Total Course Contact Hours</td>
<td>96</td>
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<tr>
<td>Continuing Education Units (CEU): if applicable</td>
<td>N/A</td>
<td></td>
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<tr>
<td>Course Length (number of weeks)</td>
<td>16</td>
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<tr>
<td>Type of Instruction</td>
<td>Face to Face, Web Enhanced Onsite +32 Electronic Instruction</td>
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<tr>
<td>Course Description:</td>
<td>A survey of theories, elements, and hardware/software components of multimedia. Topics include digital image editing, digital components of</td>
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multimedia, sound and video editing, animation, web development, and interactive presentations. Emphasis on conceptualizing, producing, and development of effective multimedia presentations. Upon completion of this course, the student will be prepared to make choices that suit his/her particular interests. This course introduces many software packages used in multimedia production, but does not attempt to develop mastery of them. (Formerly TECC 1348)

Course Prerequisite(s)

CO-REQUISITE(S):

• ARTC 1325

FREQUENT REQUISITES

• Departmental approval

Academic Discipline/CTE Program Learning Outcomes

1. Demonstrate ability to select and apply industry standard software.
2. Design and demonstrate use of software and techniques in practical applications.
3. Develop a portfolio of work that demonstrates proficiency in skills for employment.

Course Student Learning Outcomes (SLO): 4 to 7

1. Utilize the elements and hardware/software components of digital media.
2. Produce a digital media presentation.
3. Select optimal digital media strategies for various delivery systems.
4. Examine digital media industry career opportunities.

Learning Objectives (Numbering system should be linked to SLO - e.g., 1.1, 1.2, 1.3, etc.)

1.1 Principals involved in animation and video/audio editing
2.1 Major components of multimedia
3.1 Various files types and software applications
4.1 Making an informed decision regarding further areas of study
4.2 Familiarity with the jobs and skills involving multimedia

SCANS and/or Core Curriculum Competencies: If applicable

SCANS

• Managing Resources: Manage time; Manage money
• Working With Information: Acquire/evaluate data; Organize/Maintain information; Interpret/Communicate data; Process information with computers
• Exhibiting Interpersonal Skills: Work with different cultures; Teach others; Negotiate with others
• Applying System Knowledge: Understand systems
• Using Technology: Select equipment and tools; Apply technology to specific tasks
• Demonstrating Basic Skills: Reading; Listening
• Demonstrating Thinking Skills: Creative thinking; Problem solving; Thinking logically
• Exhibiting Personal Qualities: Individual responsibility; Sociability;
Instructional Methods

Lecture/Lab

Student Assignments

- Project presents the study and analysis of operating systems, software and hardware tools used to create the multimedia project.
- Project contains application and creative design techniques including problem solving application using text, graphics, audio, video and animation.
- Final Projects presentations require a final output applying current industry standards of multimedia delivery such as DVD, CD-Video and Web.
- Research project reports contain and present examples of multimedia career opportunities.

Student Assessment(s)

Your work will be evaluated according to the following criteria:

Adherence to the assignment guidelines: Do not rearrange the assignment guidelines. Complete the right assignment. If the assignment is not clear to you, it is your responsibility to ask for clarifications before doing it.

Appropriateness: Follow course policies, attitude—check on how you handle projects and challenges along with working with others in class. Do not have someone do the project or assignment for you. Submit & present projects on time.

Techniques and Concepts: Application of concepts and techniques.

Design Layout: Consider creativity, balance of elements, design techniques, use of white space, fonts, sizes and styles, effects and color.

Quality of Execution: Content information. Strive for excellence. All work should be an attempt at portfolio quality.

Using the above criteria, your work will be assessed on six levels:

90–100% A Exceptionally fine work; superior in presentation, visual observation, comprehension and participation

80–89% B Above average work; superior in one or two areas

70–79% C Average work; good, unexceptional participation

60–69% D Below average work; noticeably weak with minimal participation

Below 60% F Clearly deficient in presentation, style and content with a lack of participation

misc W Excessive absence (more than 12.5% semester absence)

Students who wish to appeal a grade penalty should notify the instructional supervisor within 30 working days of the incident. A standing committee appointed by the College Dean of Instruction (Academic or Workforce) will convene to sustain, reduce, or reverse the grade penalty. The committee will be composed of two students, two faculty members, and one instructional administrator. A majority vote will decide the grade appeal and is final.

Instructor’s Requirements

As your Instructor, it is my responsibility to:

- Provide the grading scale and detailed grading formula explaining how student grades are to be derived

- Facilitate an effective learning environment through class activities, discussions, and lectures

- Description of any special projects or assignments

- Inform students of policies such as attendance, withdrawal, tardiness
• Provide the course outline and class calendar which will include a description of any special projects or assignments

• Arrange to meet with individual students before and after class as required

To be successful in this class, it is your (the student’s) responsibility to:
• Attend class and participate in class discussions and activities
• Read and comprehend the handouts and help files where applicable
• Complete the required assignments and evaluations
• Ask for help when there is a question or problem
• Keep copies of all paperwork, including this syllabus, handouts and all assignments
• Complete all assignments/activities with a 70% passing score
• Adhere to HCC, department and instructor policies

Program/Discipline Requirements: If applicable

• Complete and comprehend the objectives and technologies involved in all graded assignments.
• Demonstrate the ability to apply creative thinking and problem solving to all class projects and assignments.
• Complete all reading assignments pertaining to the subject matter of the course.
• Attend class regularly, missing no more than 12.5% of instruction and lab time (12 hours)
• Arrive at class promptly and be prepared with necessary books, storage media, assignments, and anything else required.
• Exhibit safe and courteous lab habits.
• Develop and share knowledge and information with fellow students.
• Participate in keeping labs clean and organized; shutting down computers when finished; abiding by lab rules; showing respect for instructors, fellow students and lab assistants.
• Participate in class discussions and critiques.
• Demonstrate the ability to communicate in a clear, coherent manner.
• Turn in all assignment on time and in the manner required by the instructor.
• Demonstrate the ability to use computer---based technology and software applications as it applies to be given class.
• Understand and be proficient in computer file management, including saving and retrieving files.
• When possible, demonstrate the ability to use and understand both Macintosh and Window operating systems.
• Demonstrate knowledge and the ability to use applicable peripherals and storage devices.
• Develop a portfolio that illustrates concepts, techniques, and programs used in solving class assignment, including a written statement describing project concepts and processes.
• Demonstrate ability and creativity in using computer--based technology in communicating, solving problems and acquiring information.
• Accept responsibility for personal understanding of course requirements and degree plan.

HCC Grading Scale

<table>
<thead>
<tr>
<th>Grade</th>
<th>Description</th>
<th>Points per Semester Hour</th>
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<tbody>
<tr>
<td>A</td>
<td>100 - 90</td>
<td>4</td>
</tr>
<tr>
<td>B</td>
<td>89 - 80</td>
<td>3</td>
</tr>
<tr>
<td>C</td>
<td>79 - 70</td>
<td>2</td>
</tr>
<tr>
<td>D</td>
<td>69 - 60</td>
<td>1</td>
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<tr>
<td>59 and below</td>
<td>F</td>
<td>0</td>
</tr>
<tr>
<td>IP</td>
<td>(In Progress)</td>
<td>0</td>
</tr>
<tr>
<td>W</td>
<td>(Withdrawn)</td>
<td>0</td>
</tr>
<tr>
<td>I</td>
<td>(Incomplete)</td>
<td>0</td>
</tr>
<tr>
<td>AUD</td>
<td>(Audit)</td>
<td>0</td>
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IP (In Progress) is given only in certain developmental courses. The student must re-enroll to receive credit. COM (Completed) is given in non-credit and continuing education courses. To compute grade point average (GPA), divide the total grade points by the total number of semester hours attempted. The grades "IP," "COM" and "I" do not affect GPA.

Instructor Grading Criteria

See individual assignment/project handouts and/or grade sheets

Tardies

A student is tardy if he/she is 15 minutes late.
3 tardies = 1 absent

Instructional Materials

• External USB Hard drives
• Headphones
• Binder for notes
• One ream 20lb laser paper
• Office Stationery, Pen, Pencil, Paper, Blank CDs etc.
• Highly Recommended, small digital camera capable of taking picture, video and audio.

HCC Policy Statement:

Access Student Services Policies on their Web site:

http://hccs.edu/student-rights

Distance Education and/or Continuing Education Policies

Access DE Policies on their Web site:

http://de.hccs.edu/Distance_Ed/DE_Home/faculty_resources/PDFs/DE_Syllabus.pdf
FALL - TRADITIONAL 16- WEEK SEMESTER

http://www.hccs.edu/district/events-calendar/academic-calendar/fall/fall-reg-term/#d.en.183098

Fall 2013 SCHEDULE OF CLASSES:

Following is a tentative outline of discussion topics and class assignments for the semester. This schedule is subject to change. The instructor reserves the right to change the assignments, projects and dates as deemed necessary. You will be informed of any changes. Updated information will be posted online on Eagle Online.

Week 1-5 What is Multimedia; Introduction to Making Multimedia; Computer Platform Systems

Discussion Topics/Lecture:
- Introduction
- Student Profile Sheets
- Course requirements and grading
- Creating student folder, saving files to zips
- Email and Eagle Online
- Introduction to Computer Platforms & Systems
- The Tools of Multimedia
- File formats
- Apple, Microsoft & Adobe – Leaders in multimedia applications
- Program examples for incorporating multimedia applications
- Conceptual Planning
- Storyboards Flowchart/Web Site Map
- Software to create flowcharts

Introduction to Digital Graphics, Digital Imaging & Illustration Applications

Discussion Topics/Lecture:
- Working with Resources for Digital Text & Images Text Editing & Word Processing Tool
- Screen capture Devices (Print Screen/GrabIt) Tutorial on How to do a Print Screen?
- The Jing Project
- OCR Software
- Digital Camera - Bring in Digital Camera on next class for discussion.
- Scanners
- Monitors and Resolutions
- Digital Imaging Editors (Raster & Vector)- Research Activity

Assignments:
- Get Textbooks, Materials & Software Applications
- Reading: Vaughan – Chapter 1, 2, 3, 7 and 8
- Project 1 Exploration & Application of Digital Imaging Editors – Morph Animation Project
All assignments must be titled with ONLY YOUR Last Name and Assignment/Project/Chapter #. EG. For Mr. John Doe Doe_Assign01 or Doe_Chap01 otherwise you will lose points.

Week 6-7: Animation (Motion Graphics)
Discussion Topics/Lecture:
• History of Animation
• Hand Rendered Animation
• Digital Animation
• Intro to Animation Applications
Adobe Flash
• History of Flash and What is Flash
• Design and Animation in Flash
• Other animation applications
Assignments:
• Reading: Vaughan – Chapter 5
• Project 2 (Adobe Flash mini-projects) Exploration on Basic Animation Concepts, Techniques & Program Applications

Week 8: Mid Term Evaluation
• Mid Term Exam 1 (Chapters 1, 2, 3, 5, 7, 8, and 11)
• Reading: Vaughan Chapter 11 Content and Talent

Week 9: Digital Audio
Discussion Topics/Lecture:
• Digital Audio Applications
• Audio formats and encoding
• Portable audio devices/i-pods
• Digital Millennium Act
• Intro to Digital Sound Editors (Audacity)
• Intro to Audio Production Application (GarageBand)
Assignments:
• Reading: Vaughan – Chapter 4 Sound
• Audacity tutorials (WEA)
• Project 3 Audacity Sound Project

Week 10-11: Digital Video
Discussion Topics/Lecture:
• Concepts of digital video
• Video formats and encoding
• Video Editing Applications
Assignments:
• Reading: Vaughan – Chapter 6 Video
• Project 4 – Video Editing Project

Week 12: 3D Applications
Discussion Topics/Lecture:
• Google Sketch-up
• 3D Max/Maya
• Modeling and Animation in 3D Max/Maya
Assignments:
• Reading: Vaughan Chapter 9 and 10
• Project 5 Exploration & Application of 3D Animation – 3D Animation mini-projects (pending availability of lab.)

Week 13: Web Design
Discussion Topics/Lecture:
• Basic webpages with working navigation
• Basic HTML
• Page Layout

Assignments:
• Reading: Vaughan Chapter 12 and 13
• Project 6 – Create a Basic Web Page
• Start Work on Final Project

Week 14: Multimedia Career & Final Production
Discussion Topics/Lecture:
• Career opportunities in multimedia industry
• Final Production – DVD/CD & Web
Assignments:
• Reading: Vaughan – Chapter 14
• Work on Final Project

Week 15: Work on Final Project
• Final project is Time TBA.

Week 16:
• Final Project Presentations/Critique.
• Final Exam 2 (Chapters 04, 06, 09, 10, 12, 13, and 14).

Instructor’s teaching philosophy & instructional methods:
My main goal as a teacher is to encourage all my students to complete their college education. Within the realm of the classroom, I like to emphasize that every student understands the importance of basic principles of visual communication and design, and employs creative thinking in order to be successful as graphic designers.

There are many different learning styles and as a teacher, I strive to make sure that I can tailor my teaching to ensure success for each student who passes through my class. The students’ interest is highly important to me. I believe that in order for the students to thoroughly understand the concept being taught, they should be able to incorporate their interest in the assigned project; I give a basic idea and let my students nurture and develop it.

I endeavor to create an active learning environment by inviting student participation. Collaborative learning allows students to express individual ideas and also give them the opportunity to learn from each other.

Course Assignments/Assessments:
Assignments, projects and web-enhanced activities have been developed to guide your learning and concept development as an intro level Multimedia designer. To better understand a topic/concept, you will be given assignments on key information that you will need to remember for your success in your career as a Multimedia designer.

As you learn new concepts and application, you will apply the knowledge to your Final Project.

Working on assignments/project is an integral part for the course. Any missed assignments will be considered as missed lab/class time and hence will be counted as ABSENCE. (1 unexcused missed, late or incomplete assignments = 1 ABSENT Session)

All assignments/projects are due on the day noted unless otherwise announced in class. Assignments may be completed in class or lab. Those having their own computer and pertinent software may work on assignments at home as well. However, class participation is still required, and students are advised to attend class regularly. The assignments must be completed on software programs used in class. Do not make substitutions.
Note: Original working files are REQUIRED for ALL projects along with the submission of final compressed files as instructed.
Handouts will be given out for all assignments & projects. Be sure to follow the requirements of each project. Grading weights, assignments, projects, and evaluations subject to change.

- Assignments & Projects (25%)
- Participation & Class Engagement (10%)
- Midterm & Final Project (30%)
- Evaluation (Quizzes/Exams) including Web Enhanced Activities (35%)

NOTE: LATENESS on any assignment/project past the due date WILL receive a 25% off grade for each day late.

Classroom/Lab Policies:
As your instructor and as a student in this class, it is our shared responsibility to develop and maintain a positive learning environment for everyone. Your instructor takes this responsibility very seriously and will inform members of the class if their behavior makes it difficult for him/her to carry out this task. As a fellow learner, you are asked to respect the learning needs of your classmates and assist your instructor achieve this critical goal.

1. Students are responsible for adhering to all guidelines, procedures and requirements indicated in assignments and project handouts for the course.
2. Information covered in class will not be repeated for students who are tardy or absent. Students are responsible on getting lectures and assignments missed from other students. No make-up tests or classroom exercises will be given.
3. All assignments and projects must be completed by the student. Any work completed with the help of external sources such as lab technicians or past students/relatives etc. will result in a zero grade. Details will be given in each project or assignment.
4. Assignment/Project content or theme must NOT contain any inappropriate or offensive material (language, text, images, or multimedia) that relates to any sexual, religious or political orientation.
5. References and credits (such as images, text information, media files, etc) used must be documented in each assignment/project where applicable.
6. Work turned in past the dateline will receive a lowered letter grade or possibly an F.
7. Assignments are to be saved on External disks. You may leave your files on the server or class computers, the department will not be responsible for any deleted files.
8. Student must either call or EMAIL the instructor if they cannot make it for class.
9. No software, hardware, or manuals may be removed from the lab. Software and manuals may not be copied. Lab rules are to be strictly followed. Failure to comply with these rules will mean expulsion from both class and lab.
10. ALL pagers, beepers and cell phones to be switched to silent mode. If you need to take a call, please leave the classroom without disrupting your instructor or classmates.