



## Master Course Syllabus

For additional course information, including prerequisites, corequisites, and course fees, please refer to the Catalog: <https://catalog.uvu.edu/>

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**Semester:** Summer 2025

**Course Prefix:** DGM 1110

**Year:** 2025

**Course Title:** Digital Media Essentials

**Course and Section #:**

x01

**Credits:** 4

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### ***Course Description***

X01 Beginning course designed to give students an in-depth introduction and well-grounded understanding of the digital media way of thinking, opportunities in the field, various tools, and introduction to development techniques. Topics include audience assessment, digital imaging, compression algorithms, ethical dilemmas, message design through text, audio, images, animation, and digital video.

- Modality: Online
- Credit Hours: 4
- Delivery Semester or Term: Fall, Spring, and Summer
- Prerequisites: None
- Departments Requiring the Course:
  - Business/Marketing Education, B.S.
  - Digital Audio, B.S.
  - Digital Cinema Production, B.S.
  - Information Management, B.S.
  - Technology Management, B.S.
  - Digital Media, Minor
  - Digital Communication Technology, A.A.S.
  - Digital Media, Certificate of Proficiency
  - Web Design and Development, A.A.S.
  - Digital Audio, A.A.S.
  - Computer Science Education, B.S.
  - Digital Literacy Certificate of Proficiency
  - Technology, A.A.S.
  - Animation and Game Development, B.S.

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### ***Course Attributes***

This course has the following attributes:

- ☐ General Education Requirements
- ☐ Global/Intercultural Graduation Requirements

- ☐ Writing Enriched Graduation Requirements
- ☐ Discipline Core Requirements in Program
- ☐ Elective Core Requirements in Program
- ☐ Open Elective

Other: *Click here to enter text.*

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## ***Instructor Information***

**Instructor Name:** Russ Mayo

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## ***Student Learning Outcomes***

Upon successful completion of this course, students will be able to:

1. Gain basic and intermediate skills in Photoshop, Illustrator, InDesign, Audition, Premier Pro, and After Effects
2. Navigate through the work area and tools of basic Photoshop corrections, manipulate selections, resize and crop images, and layer styles and effects, to generate pieces for their portfolio
3. Navigate through the work area and tools of basic Photoshop corrections, manipulate selections, resize and crop images, and layer styles and effects, to generate pieces for their portfolio
4. Use typographic design using InDesign essential tools and features.
5. Use sound file formats and compressions appropriately
6. Create video production that includes still images, video, and audio as well as transitions, filters, and superimposed images
7. Create a web-based portfolio to showcase the completed project

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## ***Course Materials and Texts***

Software fee of \$15 applies. A lab access fee of \$45 applies.

### **Required Software:**

- Adobe Creative Cloud. As a student of UVU, you are entitled to a FREE Adobe Creative Cloud account.

Be sure to review the [Adobe Privacy Policy \(Links to an external site.\)](#) and [Terms of Service \(Links to an external site.\)](#).

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## ***Course Requirements***

**Course Assignments, Assessments, and Grading Policy**

**Course Mode:**

This course is taught online. An instructor will teach each module, and online, you work on your own time and complete a module each week.

## Description of how the course works:

In the course, you will add the new Adobe skillset in the following programs:

- Photoshop (*three weeks*)
- Illustrator (*three weeks*)
- InDesign (*two weeks*)
- Audition (*two weeks*)
- Premiere Pro (*two weeks*)
- After Effects (*two weeks*)
- Final Portfolio (*two weeks*)

The remaining weeks are for production exams as well as the final portfolio.

You will complete assignments and watch videos online and submit for points. After completing a series of in-class lessons, you will meet on your terms using all the tools and tricks you learned in each Adobe software.

Each week begin your new in-class assignments Monday morning -- review first to understand the module's scope, workload, and time commitment. You will always have a new lesson, videos, practice work, and your creative project(s). Practice and creating help solidify the Adobe Creative Suite skills and abilities development.

Every Monday, review the module. Plan for 4-8 hours each week to complete the assignments. All assignments are due Sunday night by Midnight. Upload creative projects to Discussion Boards for review and reflection points. **Do not procrastinate.** Do the assignments diligently each day. You can add your touch to all of the terms. Have fun, explore, learn, and play. Google creative ideas for projects -- do not copy, ever. Just look for inspiration everywhere.

If you are struggling with a concept, please reach out to me. Teams are an excellent way for you to share your screen and Adobe Software layout so I can see your work and help you.

After each learned Adobe software, there is a timed production test to demonstrate your new skillset.

Reach out to each other for ideas and help. It is fun to see what others are doing as well.

For this four (4) credit-hour course, students should expect to spend up to 8-12+ hours a week completing course activities.

The following grading standards will be used in this class:

Grade	Percent
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<b>A</b>	94-100
<b>A-</b>	90-93
<b>B+</b>	87-89
<b>B</b>	83-86
<b>B-</b>	80-82
<b>C+</b>	77-79
<b>C</b>	73-76
<b>C-</b>	70-72
<b>D+</b>	67-69
<b>D</b>	63-66
<b>D-</b>	60-62
<b>E</b>	0-59

### Assignment Categories

<b>Activity</b>	<b>[Percent/Point]</b>
<b>Assignments</b>	50
<b>Discussions</b>	10

Activity	[Percent/Point]
Quizzes	10
Exams	20
Presentations	10

### **Late Work Statement:**

All assignments are due **Sunday** night--an extra *1 point* is awarded for each module submitted on time. I will grade every Monday and strongly suggest having the module completed.

Avoid procrastinating and being LATE. Modules build on one another, and tools are continually added to assignments.

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### **Required or Recommended Reading Assignments**

#### **Assignments:**

Assignments are completed by watching videos online or participating with the instructor to complete new tools and tricks. For every new Adobe software, there will be several practice videos leading up to the opportunity to create your work -- advertisements, announcements, invitations, movie posters, magazine covers, books, newsletters, remakes of cartoon audio, creation of short films, and commercials, and a final portfolio.

#### **Discussions:**

Each creative project will be showcased with opportunities for students to critique and make suggestions for improvement. Reviewing various creative projects influences the class for future ideas and creative works.

#### **Assessments:**

Assessments include a review of each weekly module, on-your-own creations, production tests, and a final portfolio. The software assignments are worth 5 points each for completion, and on-your-own projects are worth 20 points with a matching rubric. Follow the directions and complete the on-your-own project. If there are needed corrections, you will be informed. To begin the creative projects for each software demonstration, a design document will be created outlining the design, fonts, imagery, story, sounds, animations, and project layout. The design document is submitted with each creative project.

Production Exam administration procedures will be timed and conducted at the end of each Adobe software assignment and creative project. This allows you to show your ability to use new software skillsets to create projects.

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### **General Description of the Subject Matter of Each Lecture or Discussion**

- Photoshop (*three weeks*)
- Illustrator (*three weeks*)
- InDesign (*two weeks*)
- Audition (*two weeks*)
- Premiere Pro (*two weeks*)
- After Effects (*two weeks*)
- Final Portfolio (*two weeks*)

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### ***Required Course Syllabus Statements***

#### **Generative AI**

As a student, I will utilize generative AI as a creative tool to enhance my projects across Photoshop, Illustrator, InDesign, Audition, Premiere Pro, and After Effects. By integrating AI-driven techniques, I will explore innovative approaches to image editing, vector design, layout composition, audio refinement, video production, and motion graphics. My final portfolio will demonstrate both technical proficiency and artistic originality, showcasing how AI can be harnessed as a supportive tool for creativity and professional-quality content creation.

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#### **Using Remote Testing Software**

☒ This course does not use remote testing software.

☐ This course uses remote testing software. Remote test-takers may choose their remote testing locations. Please note, however, that the testing software used for this may conduct a brief scan of remote test-takers' immediate surroundings, may require use of a webcam while taking an exam, may require the microphone be on while taking an exam, or may require other practices to confirm academic honesty. Test-takers therefore shall have no expectation of privacy in their test-taking location during, or immediately preceding, remote testing. If a student strongly objects to using test-taking software, the student should contact the instructor at the beginning of the semester to determine whether alternative testing arrangements are feasible. Alternatives are not guaranteed.

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### ***Required University Syllabus Statements***

#### **Accommodations/Students with Disabilities**

Students needing accommodations due to a permanent or temporary disability, pregnancy or pregnancy-related conditions may contact UVU [Accessibility Services](#) at [accessibilityservices@uvu.edu](mailto:accessibilityservices@uvu.edu) or 801-863-8747.

Accessibility Services is located on the Orem Campus in BA 110.

Deaf/Hard of Hearing students requesting ASL interpreters or transcribers can contact Accessibility Services to set up accommodations. Deaf/Hard of Hearing services can be contacted at [DHHservices@uvu.edu](mailto:DHHservices@uvu.edu)

DHH is located on the Orem Campus in BA 112.

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### **Academic Integrity**

At Utah Valley University, faculty and students operate in an atmosphere of mutual trust. Maintaining an atmosphere of academic integrity allows for free exchange of ideas and enables all members of the community to achieve their highest potential. Our goal is to foster an intellectual atmosphere that produces scholars of integrity and imaginative thought. In all academic work, the ideas and contributions of others must be appropriately acknowledged and UVU students are expected to produce their own original academic work.

Faculty and students share the responsibility of ensuring the honesty and fairness of the intellectual environment at UVU. Students have a responsibility to promote academic integrity at the university by not participating in or facilitating others' participation in any act of academic dishonesty. As members of the academic community, students must become familiar with their [rights and responsibilities](#). In each course, they are responsible for knowing the requirements and restrictions regarding research and writing, assessments, collaborative work, the use of study aids, the appropriateness of assistance, and other issues. Likewise, instructors are responsible to clearly state expectations and model best practices.

Further information on what constitutes academic dishonesty is detailed in [UVU Policy 541: Student Code of Conduct](#).

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### **Equity and Title IX**

Utah Valley University does not discriminate on the basis of race, color, religion, national origin, sex, sexual orientation, gender identity, gender expression, age (40 and over), disability, veteran status, pregnancy, childbirth, or pregnancy-related conditions, citizenship, genetic information, or other basis protected by applicable law, including Title IX and 34 C.F.R. Part 106, in employment, treatment, admission, access to educational programs and activities, or other University benefits or services. Inquiries about nondiscrimination at UVU may be directed to the U.S. Department of Education's Office for Civil Rights or UVU's Title IX Coordinator at 801-863-7999 – [TitleIX@uvu.edu](mailto:TitleIX@uvu.edu) – 800 W University Pkwy, Orem, 84058, Suite BA 203.

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### **Religious Accommodation**

UVU values and acknowledges the array of worldviews, faiths, and religions represented in our student body, and as such provides supportive accommodations for students. Religious belief or conscience broadly includes religious, non-religious, theistic, or non-theistic moral or ethical beliefs as well as participation in religious holidays, observances, or activities. Accommodations may include scheduling or due-date modifications or make-up assignments for missed class work.

To seek a religious accommodation, a student must provide written notice to the instructor and the Director of Accessibility Services at [accessibilityservices@uvu.edu](mailto:accessibilityservices@uvu.edu). If the accommodation relates to a scheduling conflict, the notice should include the date, time, and brief description of the difficulty posed by the conflict. Such requests should be made as soon as the student is aware of the prospective scheduling conflict.

While religious expression is welcome throughout campus, UVU also has a [specially dedicated space](#) for meditation, prayer, reflection, or other forms of religious expression.