

COURSE # DGM 1110

Digital Media Essentials

*2018 - 2019*

**Instructor**

**Instructor:**

**Phone:**

**Email:**

**Office Hours:**

**Course**

## Course Description

***This is a Concurrent Enrollment Course, offering both high school credit through \_\_\_\_\_\_\_\_\_\_\_\_\_\_ High School and college credit through Utah Valley University. Credit from this course is transferable to all colleges and universities. Contact the receiving institution for how the credits will be applied.***

This course is **required** and designed to introduce students to the basics of digital media and the evolving industry. This is the first course in the Digital Media Associates and Bachelors degree programs in Digital Media as well as a favorite elective for many other degrees and programs. The course is designed to give you an in-depth introduction to digital media tools and production techniques. This course will familiarize you with basic digital media concepts and terms. Programs such as Adobe Photoshop, Illustrator, InDesign, After Effects, Premiere, and Audition are taught to give you hands-on experience. This may be a challenging course for some students; and if you allow your creativity to ignite, it will be fun and one of the best course you can use in both your personal and professional life. You will create an Digital Media Portfolio that will be very valuable for Digital Media majors as well as any other program or degree.

**Catalog Description**

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. May be delivered online.

**Course Prerequisites**

This class is available to all high school students in good academic standing. High school prerequisites apply.

## Course Objectives or Learning Outcomes

Upon successful completion, you should be able to:

1. **Professional Responsibility**
   1. Define digital media terms
   2. Describe environments where digital media might be used
   3. Define professional and social responsibility and how it relates to digital media
   4. Understand intellectual property and copyright laws as it applies to digital media
2. **Photoshop**
   1. Discuss the various factors that apply to the use of images and text
   2. Define attributes of text, such as font, tracking, kerning, leading, styles, typeface, serif, sans serif, and color
   3. Define and describe capabilities and limitations of bitmapped and vector images
   4. Understand the concept resolution and DPI
   5. Create special image and text effects, such as drop shadow, bevel and emboss, layers, opacity, filters, and modes
   6. Acquire images from other sources, such as digital camera, scanner, and other programs
   7. Learn and use color correction techniques to adjust images, such levels, brightness/contrast, hue and saturation, dodge, burn, and using adjustment layers
   8. Create portfolio projects using Photoshop
3. **Illustrator**
   1. Learn the basic tools of a vector drawing program
   2. Learn basic design principles
   3. Create shapes using the Shape Builder tool
   4. Create logos, wireframes and basic art projects
4. **InDesign**
   1. Learn basic tools of InDesign
   2. Use to create design documents for projects in the course
   3. Develop skills InDesign for research papers
5. **After Effects**
   1. Learn how to animate with scale keyframes, motion blur,
   2. Learn how to animate layers, work with masks and adjust timing
   3. Design projects using After Affects
6. **Audio Editing**
   1. Define and understand audio terms, such as sample, sampling rate, and sample size
   2. Use audio in a digital media production
   3. Identify and use sound file formats and compression appropriately
   4. Record, process, and edit digital audio
7. **Video Editing**
   1. Discuss video recording and understand the implications of using video in productions
   2. Prepare digital video and images for YouTube
   3. Create a video production that includes video, still images, and audio that include special effects such as transitions, filters, and superimposed images
8. **Final Portfolio & Presentation**
   1. You will create a web-based portfolio using wix.com, weebly.com etc. with the following links: home, bio, work (all Photoshop, InDesign, Illustrator) media (Audio, Video and After Effects projects). If you are an artist, photography, animator or graphic designer, you may add links to this type of work. You will present to team live or online for careful review and analysis.
9. **Service-Learning Projects**
   1. You will be completing individual Digital Media work for the department.
   2. You should plan on using their own or royalty-free photos or artwork to create these posters.
   3. Please submit a working file as well as a rendered file.
   4. During the semester, you will need to spend a minimum of 20 hours working on your service learning projects. Here is the UVU Marketing style guides: <https://www.uvu.edu/marketing/branding/>

**Required Text and Materials**

1. **Headphones** - All students are required to provide their own (mini-stereo sized) headphones
2. **Storage Device** Students must provide a backup storage device for all course projects using a USB Flash 16 gigabytes or external hard drive as well as online storage drives.
3. **Software** – The Adobe software used in this class can be found on the computers in CS 512 and other labs in the CS building. You will need to purchase the software if you are online and if you are live but need to complete work outside of class. Visit this website to subscribe to the Creative Cloud:--<https://uvu.onthehub.com/WebStore/Welcome.aspx>

  

* Adobe Photoshop (digital imaging)
* Adobe InDesign (publishing)
* Adobe Illustrator (vector drawing)
* Adobe Audition (audio editing)
* Premier Pro (digital audio/video editing)
* Adobe After Effects (animation)

1. **Internet Access** – Necessary for accessing your coursework and for downloading assets. Easy and frequent Internet access is an ABSOLUTE must.

**Lab Access Fee:**

You have paid a lab access fee for this course. This fee is used for resources (networking/servers, printers, paper, toner, upgrade/maintenance of hardware/software, etc.) that apply to this course.

**Department Policies**

**Assessment**

**Course Format:**

The instructor will then demonstrate and explain new skills/techniques. Afterwards, students will repeat the skill set of the demonstration by completing an assignment. Assignments allow students to apply the skill set once again in a more creative fashion.

**Assignments:**

Assignments will be assigned from handouts. The assignments are assigned a certain number of points and should be turned in on time. Assignment will be given in class and the deadlines are listed on the course calendar, but may be modified based on the semester and course needs. Assignments are ***always*** graded on a “modified curve,” meaning that only the best efforts receive the highest number of points. Half points are deducted on assignments that are turned in late, and no credit will be given after the next assignment begins.

**Tests:**

The tests given in this course are the Practice Tests used to certify for Adobe Training.

**Final Portfolio:**

Your final project will be a portfolio that you will create to showcase all the technologies you worked with this semester. You will be creating a sampler of sorts displaying your digital media abilities— “My Final Portfolio.”

You must complete a final portfolio for 20% of your grade, and you must be present in class on the scheduled presentation day or online. You cannot make this up if you miss the assigned day. You will receive a 0 for late or no show on the scheduled day of final portfolio.

**Lab Time:**

You may need to spend 3-5 hours per week outside of class to complete assignments and projects, study for tests, and prepare for class. This may vary from student to student and from week to week during the semester. All software packages required for this course are available at the labs (see instructor for specifics). The hours are posted outside the lab doors.

The College has recently spent many tens of thousands of dollars upgrading and equipping the lab for this and the other computer courses. Immediately report anyone you observe tampering with the equipment, changing computer settings, copying programs, or appearing to have no legitimate purpose in the lab.

**How to Get a Good Grade:**

* Get online every class--arrive on time and complete all in-class assignments and assignments.
* Put in necessary lab time outside of class
* Study the assigned readings *before* class
* Be creative with the assignments
* Ask questions--participate in the discussions live and online
* Complete Assignments on time and present in class or to discussion board
* Please refrain from distasteful projects—avoid violence, pornography and offensive subjects and language.

**Grading Scale**

The final grade for the course will be based on the accumulation of points:

1) Assignments (variable points assigned) 50%

2) Exams 20%

3) Final Portfolio and Presentation 20%

4) Attendance/Participation 10%

**Total** 100%

|  |  |
| --- | --- |
| 94 - 100 = A | 73 - 76 = C |
| 90 - 92 = A- | 70 - 72 = C- |
| 87 - 89 = B+ | 67 - 69 = D+ |
| 83 - 86 = B | 63 - 66 = D |
| 80 - 82 = B- | 60 -62 = D- |
| 77- 79 = C+ | Below 60 = F |

**Grades and Credit**

Your grade for this class will become part of your permanent college transcript and will affect your GPA. A low grade in this course can affect college acceptance and scholarship eligibility.

Grades are determined by instructors, based upon measures determined by the instructor and department and may include: evaluation of responses, written exercises and examinations, performance exercises and examinations, classroom/laboratory contributions, mastery of pertinent skills, etc. The letter grade “A” is an exceptional grade indicating superior achievement; “B” is a grade indicating commendable mastery; “C” indicates satisfactory mastery and is considered an average grade; “D” indicates substandard progress and insufficient evidence of ability to succeed in sequential courses; “E” (failing) indicates inadequate mastery of pertinent skills or repeated absences from class; “UW” indicates unofficial withdrawal from class.

**University Policies**

**Academic Integrity**

Utah Valley University expects all students to maintain integrity and high standards of individual honesty in academic work, to obey the law, and to show respect for others. Students of this class are expected to support an environment of academic integrity, have the right to such an environment, and should avoid all aspects of academic dishonesty. Examples of academic dishonesty include plagiarizing, faking of data, sharing information during an exam, discussing an exam with another student who has not taken the exam, consulting reference material during an exam, submitting a written assignment which was authored by someone other than you, and/or cheating in any form.

In keeping with UVU policy, evidence of academic dishonesty may result in a failing grade in the course and disciplinary review by the college.  Any student caught cheating will receive, at minimum, zero points on that particular assignment for the first offense.  A second offense can result in failing the course and will entail being reported to Student Advising.  Academic dishonesty includes, in part, using materials obtained from another student, published literature, and the Internet without proper acknowledgment of the source.   Additional information on this topic is published in the student handbook and is available on the UVU website.

### **Student Code of Conduct**

All UVU students are expected to conduct themselves in an appropriate manner acceptable at an institution of higher learning. All students are expected to **obey the law**, to **perform contracted obligations**, to **maintain absolute integrity and high standards** of individual honesty in academic work, and to observe a **high standard of conduct for the academic environment**.

The Student Rights and Responsibilities Code, or Code of Conduct, outlines for students what they can expect from the University and what the University expects of them.

Students should review their Rights and Responsibilities. The Code of Conduct also outlines the process for academic appeals, and appeals related to misconduct and sanctions. It can be found at <http://www.uvu.edu/studentconduct/students/>

**Student Responsibilities**

You are expected to take an active role in the learning process by meeting course requirements as specified in written syllabi. Faculty members have the right to establish classroom standards of behavior and attendance requirements. You are expected to meet these requirements and make contact with faculty members when unable to do so.

**Withdrawal Policy**

If you do not wish to take this course or find that you are unable to continue, you should officially withdraw by the deadline stated in the current semester UVU Student Timetable.

You can officially withdraw from a course by dropping it through the online registration system or the campus One Stop desk (BA 106) by the listed date. If you officially withdraw from a course by the "Last Day to Drop and Not Show on Transcript," the course will not appear on your academic transcripts. If you officially withdraw from a course by the "Last Day to Withdraw," a "W" will appear on your transcripts. Although your GPA will not be affected — a "W" will indicate that you chose to withdraw. If you fail to complete the course and do not drop it before the "Last Day to Withdraw," a "UW" or "E" (a failing grade) will appear on your transcripts.

Withdrawing from a course may impact your financial aid status. For more information, see: UVU Financial Aid.

**Cheating and Plagiarism Policy Procedures**

This document was taken from the Utah Valley University Policy 541, The Student Rights and Responsibilities Code

5.4.4 Each student is expected to maintain academic ethics and honesty in all its forms, including, but not limited to, cheating and plagiarism as defined hereafter:

1) Cheating is the act of using or attempting to use or providing others with unauthorized information, materials, or study aids in academic work. Cheating includes, but is not limited to, passing examination answers to or taking examinations for someone else, or preparing or copying another's academic work.

2) Plagiarism is the act of appropriating another person's or group's ideas or work (written, computerized, artistic, etc.) or portions thereof and passing them off as the product of one's own work in any academic exercise or activity.

3) Fabrication is the use of invented information or the falsification of research or other findings. Examples include but are not limited to:

a) Citation of information not taken from the source indicated. This may include the incorrect documentation of secondary source materials.

b) Listing sources in a bibliography not used in the academic exercise.

c) Submission in a paper, thesis, lab report, or other academic exercise of falsified, invented, or fictitious data or evidence, or deliberate and knowing concealment or distortion of the true nature, origin, or function of such data or evidence.

d) Submitting as your own any academic exercise (written work, printing, sculpture, etc.) prepared totally or in part by another.

### **Students with Disabilities**

**Students who need accommodations because of a disability** may contact the UVU Office of Accessibility Services (OAS), located on the Orem Campus in LC 312. To schedule an appointment or to speak with a counselor, call the OAS office at 801-863-8747. Deaf/Hard of Hearing individuals, email [nicole.hemmingsen@uvu.edu](https://owa.uvu.edu/owa/redir.aspx?C=r3xUa4y2bkalWljgIj1VXM3KzYlusNIIESMqIpkF5USfG-H3cUMstYl8DNScKc_quB49PvOQ-l0.&URL=mailto%3anicole.hemmingsen%40uvu.edu) or text 385-208-2677.

**Religious Accommodations**

At the beginning of each semester, you shall promptly review the course syllabus and class schedule and notify faculty to request an accommodation for sincerely held religious beliefs and practices using the *Religious Accommodation Request Form*.

**Dangerous Behavior**

The faculty member has the right to demand and secure the immediate removal of any person from the classroom whenever the faculty member determines, to the best of his or her knowledge or belief, that the person's actions are threatening or dangerous to students or themselves. If the faculty member cannot resolve a disruptive situation, the faculty member may request that the disruptive person(s) leave the classroom. If the disruptive person(s) will not leave voluntarily, the faculty member may call University Police for assistance. The incident shall be reported to the Dean of Students and to the Director of Judicial Affairs in accordance with Policy 541 *Student Rights and Responsibilities Code*.

**Discriminatory, Exclusionary, or Disruptive Behavior**

Faculty members observing discriminatory, exclusionary, or disruptive behavior follow procedures described in UVU Policy 541 *Student Rights and Responsibilities Code.* 5.6

**Attendance**

Attendance in this class is not mandatory due to the different learning preferences with each student. However, class will be held according to the schedule on the top of this syllabus. Chapters will be covered in class as listed in the semester schedule below. Class will consist of chapter reviews, discussion and group activities.

**Policies/References**

1. Policy 541: Student Rights and Responsibilities Code <https://www.uvu.edu/catalog/current/policies-requirements/student-rights-and-responsibilities.html>
2. Policy 601: Classroom Instruction and Management. <https://policy.uvu.edu/getDisplayFile/5750ed2697e4c89872d95664>
3. Policy 635: Faculty Rights and Professional Responsibilities. <https://policy.uvu.edu/getDisplayFile/563a40bc65db23201153c27d>

**Definitions**

* 1. Syllabus: An agreement between faculty and students that communicates course structure, schedule, student expectations, expected course outcomes, and methods of assessment to students.

### **Dropping the Class**

### \_\_\_\_\_\_\_\_\_ is the last day to drop the course without it showing on your transcript.

\_\_\_\_\_\_\_\_\_ is the last day to withdraw from the class.   
If you drop the high school class, you must also withdraw from the UVU class to avoid receiving a failing grade.

Due dates and this syllabus may change at the instructor’s discretion due to the needs of the class members.