

Department: Computer Science
Course Title: Introduction to Digital Media
Section Name: IMED 1401
Semester: Fall, 2015
Time: Online
Classroom: Online/Hybrid
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Course Description:

A survey of the theories, elements, and hardware/software components of digital media. Emphasis on conceptualizing and producing digital media presentations.

Required Materials:

• **Textbook:**

Introduction to Adobe Photoshop CS6 with ACA Certification
AGI Creative Team January 2013, ©2013

Introduction to Adobe Flash Professional CS6 with ACA
Certification AGI Creative Team January 2013, ©2013X

Software:

- **Microsoft Office 2010 Professional Edition** – includes MS Word, MS Excel, MS Access, and MS PowerPoint (if you plan to work from home, the book package in bookstore comes with a trial version of this software).
- **Creative Suite 5 Design and Web Premium Edition- You must have CS5 or CS6 Design and Web Premium edition within the first week of class or you will not be successful on your course work. Purchase software here**
<http://www.amazon.com/b?ie=UTF8&node=2287442011>

OR

You may purchase a month-to-month subscription to use the software required for this course called Creative Cloud (the subscription cost is \$20.00/month and it will give you access to all the applications you need in this course such as Dreamweaver, Flash & Photoshop). Go to
<https://creative.adobe.com/#join/edu>

What is Creative Cloud?

Creative Cloud brings together everything you need to create your greatest work. One simple membership gives you and your team access to the very latest versions of all the Adobe professional creative desktop applications like Photoshop®, Illustrator®, and more — plus new features and upgrades as soon as they're available. Cloud storage and file syncing capabilities

allow you to reliably access your files wherever you are, even on your mobile device, and you can share concepts with clients or colleagues more easily than ever. Cloud-based services let you build and publish websites, mobile apps, iPad publications, and content for any medium or device. And with Behance® integration, you can publish your customized portfolio on your own URL and plug into the world's largest creative community to get inspired, get feedback, and find new opportunities. With Creative Cloud, your entire creative world gets its own central dashboard to keep your ideas, files, fonts, settings, notifications, desktop applications, and team members in sync.

- **Flashdrive:** At least 4GB in memory. If you are enrolled in a web class, you can save your files to your computer. If you will be using someone else's computer, you will need to purchase one of these.
- **Computer with Internet Access:** Throughout the semester, you will need to have access to a computer and the internet to complete work in this class.

OPTIONAL

Equipment:

Ear buds – purchase these if you would like to be able to listen to the training lectures in class.

Installation Instructions

Installing Creative Suite5 (from disk or electronic download)

<http://helpx.adobe.com/creative-suite/kb/install-creative-suite-5.html>

Description of Institutional Core Objectives (ICO's) 3

Given the rapid evolution of necessary knowledge and skills and the need to take into account global, national, state, and local cultures, the core curriculum must ensure that students will develop the essential knowledge and skills they need to be successful in college, in a career, in their communities, and in life. Therefore, with the assistance of the Undergraduate Education Advisory Committee, the Coordinating Board has approved guidelines for a core curriculum for all undergraduate students in Texas.

Through the application and assessment of objectives within the institution's core curriculum, students will gain a foundation of knowledge of human cultures and the physical and natural world; develop principles of personal and social responsibility for living in a diverse world; and advance intellectual and practical skills that are essential for all learning. Appropriate Odessa College faculty periodically evaluates all of the courses listed in the descriptions on the following pages of this catalog and keys them to Odessa College's Institutional Core Objectives (ICOs), as defined by the Texas Higher Education Coordinating Board (THECB)

Odessa College's Institutional Core Objectives (ICOs):

- 1) *Critical Thinking Skills* - to include creative thinking, innovation, inquiry, and analysis, evaluation and synthesis of information
- 2) *Communication Skills* - to include effective development, interpretation and expression of ideas through written, oral and visual communication
- 3) *Empirical and Quantitative Skills* - to include the manipulation and analysis of numerical data or observable facts resulting in informed conclusions

4) *Teamwork* - to include the ability to consider different points of view and to work effectively with others to support a shared purpose or goal

5) *Personal Responsibility* - to include the ability to connect choices, actions and consequences to ethical decision-making

6) *Social Responsibility* - to include intercultural competence, knowledge of civic responsibility, and the ability to engage effectively in regional, national, and global communities

Learning Outcomes for IMED 1401 (Source: *Odessa College Catalog of Courses*)

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.

Odessa College Policies

Academic Policies Note that the OC Student Handbook states (page 32) that “[i]n cases of academic dishonesty, the instructor has the authority to impose appropriate scholastic penalties. Complaints or appeals of disciplinary sanctions may be filed in accordance with the college due process procedure. Copies of the college due process procedure are available in the office of The Director of Student Life (CC104).” For more information on your rights and responsibilities as a student at Odessa College, please refer to the 4 5 Odessa College affirms that it will provide access to programs, services and activities to qualified individuals with known disabilities as required by

Section 504 of the Rehabilitation Act of 1973 and Title II of the Americans with Disabilities Act of 1990 (ADA), unless doing so poses an undue hardship or fundamentally alters the nature of the program or activity Disabilities may include hearing, mobility or visual impairments as well as hidden disabilities such as chronic medical conditions (arthritis, cancer, diabetes, heart disease, kidney disorders, lupus, seizure disorders, etc.), learning disabilities or psychiatric or emotional disabilities. A student who comes to Odessa College with diagnosed disabilities which may interfere with learning may receive accommodations when the student requests them and submits proper documentation of the diagnosis. A Request for Accommodations form and guidelines for beginning the request process are available in the OC Help Center or on the Odessa College web site at www.odessa.edu/dept/counseling/disabilities.htm. The college strives to provide a complete and appropriate range of services for students with disabilities such as assistance with testing, registration, information on adaptive and assistive equipment, tutoring, assistance with access and accommodations for the classroom where appropriate. For information regarding services, students with disabilities should contact the Office of Disability Services in the OC Help Center located in Room 204 of the Student Union Building or call 432-335-6433.

Dropping a Course or Withdrawing from College Students wishing to drop a non-developmental course may do so online using WebAdvisor, at the Wrangler Express, or Registrar’s Office. A student wishing to drop a developmental course or withdraw from college should obtain a drop or withdrawal form from the Wrangler Express or the Registrar’s Office. Students are encouraged to consult with instructors prior to dropping a class. Students may not completely withdraw from the college by use of the Web. Students must drop a class or withdraw from college before the official withdrawal date stated in the class schedule. Students who are part of the Armed Forces Reserves may withdraw with a full refund if the withdrawal is due to their being ordered into active duty. A copy of the student’s orders must be presented to the Registrar’s Office at the time of the

withdrawal. For details, please contact the Office of the Registrar. **No longer attending class does not automatically constitute withdrawal from that class, nor does a student's notification to an instructor that the student wishes to be dropped. Failure of a student to complete the drop/withdrawal process will result in a grade of "F."**

Learning Resource Center (LRC; Library) The Library, known as the Learning Resources Center, provides research assistance via the LRC's catalog (print books, videos, e-books) and databases (journal and magazine articles). Research guides covering specific subject areas, tutorials, and the "Ask a Librarian " service provide additional help.

Student Success Center (SCC)

Located in the LRC, the Student Success Center (SSC) provides assistance to students in meeting their academic and career goals. We strive to provide new and updated resources and services at no charge to OC students. Academic support services include tutoring, study skills training, workshops, and the mentoring program. Tutoring is available for a variety of subjects including college mathematics, English, government, history, speech, chemistry, biology, and all developmental coursework. Appointments are preferred, but walk-ins will be served as soon as possible. Smarthinking online tutoring is also available. All computers in the 6 (Source: *Odessa College Catalog of Courses*)

Reasonable Expectations of Engagement for Students

1. As a student, I understand that I am responsible for keeping up with the course. To help with this, I will
 - attend the course regularly and line up alternative transportation in case my primary means of transportation is unavailable;
 - recognize that the college provides free wi-fi, computer labs, and library resources during regular campus hours to help me with completing my assignments; and,
 - understand that my instructor does not have to accept my technical issues as a legitimate reason for late or missing work if my personal computer equipment or internet service is unreliable.

2. As a student, I understand that it is my responsibility to communicate quickly with the instructor any issue or emergency that will impact my involvement with or performance in the class. This includes, but is not limited to,
 - missing class when a major test is planned or a major assignment is due;
 - having trouble submitting assignments;
 - dealing with a traumatic personal event; and,
 - having my work or childcare schedule changed so that my classroom attendance is affected.

3. As a student, I understand that it is my responsibility to understand course material and requirements and to keep up with the course calendar. While my instructor is available for help and clarification, I will
 - seek out help from my instructor and/or from tutors;
 - ask questions if I don't understand; and,
 - attend class regularly to keep up with assignments and announcements.

Student Evaluation of Instruction (SEI):

The SEI will be available in Blackboard in your course schedule: *Nov 18-22*

Course Policies

Disclaimer This syllabus is tentative and subject to change in any part at the discretion of the instructor. Any changes will be in accordance with Odessa College policies. Students will be notified of changes, if any, in timely manner.

Original Effort The work submitted for this course must be original work prepared by the student enrolled in this course. Efforts will be recognized and graded in terms of individual participation and in terms of ability to collaborate with other students in this course.

Description of students Students enrolled in this course are fulfilling the institutional option for the core curriculum in a degree program.

Course prerequisites None (Source: *Odessa College Catalog of Courses 2012-2013, page 178*)

Course Alignment with Industry Standards

None

Digital Protocol

Cell phones must be placed on either *vibrate* or *silent* mode and are to be accessed in emergency cases only. The use of laptops or any other digital device is permitted in order to facilitate note-taking relative to instruction. Any written assignments will be submitted electronically on either Blackboard or SAM website. **The electronic recording of the time on Blackboard and SAM will be considered the time of assignment submission. Take necessary steps to ensure that your assignments are submitted on "Blackboard" or "SAM" time.** Back-up and/or additional copies of all assignments submitted is encouraged. **Computers/printers are available to OC students in the LRC (301-303); therefore, not having access to a computer due to technical issues (crash; corrupted files) will not be considered as an acceptable reason for not completing assignments.** If there is a loss of server connection with Odessa College due to maintenance, then an email will be sent to students with pertinent information and status reports.

Attendance Policy Students are expected to attend class regularly. Attendance will be recorded by the instructor. Excessive absences will be grounds for disciplinary action, and will be determined on a case-by-case basis. If you are more than 15 minutes late to class or leave class early without notifying the instructor, this will count as an absence. Students are permitted excused absences with a valid excuse.

This course will emphasize the development of discussion skills, the ability to work responsibly in a group, and enhance critical thinking skills. As a result, participation in class discussions and activities is crucial, and students are expected to participate fully. **Because this class uses Blackboard, participation and class activities will be tracked through the Blackboard Learning Management System.**

In an online class, participation includes (but is not limited to) logging in, posting in discussions, communicating with class members, communicating with instructor, completing items in the online environment.

Response Time: The instructor will respond to all emails within 24-hours Monday – Thursday. Messages sent after noon on Friday’s, over the weekend or during holidays will be responded to the next business day.

AVID

This course has been identified as a course by Career, Technical, and Workforce Education as one in which teaching and learning strategies adopted by AVID will be implemented. As a student in this course, you will be expected to develop an understanding of the strategies, to model the strategies, to maintain fidelity of implementation, and to examine how these strategies may impact your effectiveness as a professional in your chosen area of occupation, either through coursework or practicum experience as outlined by the course instructor. The Class Lecture Activity and Weekly Journal are strategies that will be used each week to engage students in their learning experience.

Grading Policy Quality work and active participation is expected and not to be negotiated. As a general policy, grades will be taken in class. Any written assignments or tests will be graded outside of class. You can expect feedback on assignments within a week’s time.

Grade Inquiry Policy It is the responsibility of the individual taking this course to maintain accurate track of assignment submissions and grades. There will be opportunities during the semester to meet with the instructor to discuss your academic progress. Contact the instructor to schedule an appointment. Class time will not be used for grade inquiries. All grades are final.

Communication Plan

The best way to communicate with the course instructor is via phone or email. Also, check in Blackboard regularly for announcements, including any changes in the course schedule due to instructor illness or conference attendance. Appointments with the instructor may also be scheduled.

General Course Requirements

1. Attend class and participate.
2. Contribute and cooperate with civility.
3. **Submit assignments on time. Late work will not be accepted. Medical and/or family circumstances that warrant an extension on assignments need to be presented to the instructor. Extensions will be allowed at the instructor’s discretion.**

Grading Scale:

“A” = 90-100

“B” = 80-89

“C” = 70-79 “D” = 60-69 “F” = 0-59

Incomplete Policy An ‘Incomplete’ grade may be given only if:

1. The student has passed all completed work
2. If he/she has completed a minimum of 75% of the required coursework. A grade of an “I” will only be assigned when the conditions for completions have been discussed and agreed upon by the instructor and the student.

Overview of assignments

Type of Assignment Percentage

1. Lab Activities/Assignments 25%
2. Semester Project 15%
3. Exams (Exam1, Exam2) 20%
4. Participation/Discussion 10%
5. Final Exam 15%
6. Quizzes 15%

Course Work: Course work is administered and submitted through the Blackboard online classroom and must be submitted in Blackboard. All Course work will have a cutoff date for submission. Work will not be accepted after the cutoff date. You only have 1 submission for each assignment, so make you are satisfied with your work before you submit it.

Tests (major exams): All tests (major exams) are **closed book** unless specifically stated otherwise by the instructor. All tests (major exams) are to be **individually** completed unless specifically stated otherwise by the instructor. You only have 1 submission for each test, so make you are satisfied with your work before you submit it. Test (major exams) will come from your book, notes and/or PowerPoint slides. Test (major exams) may be essay, application-based (you create an application then submit it via Blackboard), multiple choice/true false or matching.

Discussion Questions/Participation: You will several discussion questions this semester. Log onto Blackboard, click on the Discussion Questions Folder to view questions. All other points towards participation/discussion questions will come from class participation and/or discussion questions posted in Blackboard. Most of the discussion questions in this class will come from CourseCast. The online feature, CourseCast, is a library of weekly podcasts designed to keep you up to date with the latest in technology news. Click the link, <http://coursecasts.course.com>, and you can download the most recent CourseCast onto your mp3 players or you may read the articles/scripts.

Quizzes/Exams- Will come from your book notes and/or PowerPoint slides. Quizzes/Exams may be essay, application-based (you create an application then submit it via Blackboard), multiple choice/true false, matching or a combination of them all.

Extenuating circumstances: If you have an extenuating circumstance during the semester please discuss this with your instructor as they **may** make an exception in their no late work policy. **This is not a guarantee of an instructor accepting something late.** Extenuating circumstances are **unexpected and unavoidable situations.** This would be things such as hospitalization or car wreck. Forgetting about the test, a busy work/school schedule, being out of town, your own personal Internet connection, etc. does not qualify as an extenuating circumstance. Students should be prepared to provide documentation for any extension request.

Lab Activity/Assignment: This is an exercise completed in class with the instructor that focuses on the skills that will be need to complete the week's homework assignments.

"Step-by-Step Tutorials": This tutorial should be completed; however, it is not for a grade. It is designed as a component that will help you learn the material in each chapter.

Week	Lessons to Cover
Photoshop	
1	Lesson 1, Lesson 2, Lesson 3
2	Lesson 4 & Lesson 5,
3	Lesson 6 & Lesson 7
4	Lesson 8 & Lesson 9
Flash	
5	Lesson 1, Lesson 2, Lesson 3
6	Lesson 4 & Lesson 5,
7	Lesson 6 & Lesson 7
8	Finalize and Exams