

FLORIDA STATE COLLEGE AT JACKSONVILLE

COLLEGE CREDIT COURSE OUTLINE

COURSE NUMBER:	DIG 2000
COURSE TITLE:	Introduction to Digital Media
PREREQUISITE(S):	None
COREQUISITE(S):	None
STUDENT ADVISING NOTES:	Suggested Course: CGS 1060 or CGS 1100 or working knowledge of computers
CREDIT HOURS:	3
CONTACT HOURS/WEEK:	4
CONTACT HOUR BREAKDOWN:	
Lecture/Discussion:	3
Laboratory:	1
Other _____:	
FACULTY WORKLOAD POINTS:	3.7
STANDARDIZED CLASS SIZE ALLOCATION:	24

CATALOG COURSE DESCRIPTION:

This course is designed for individuals who would like to learn more about graphics for the Web and Internet development. The course will include digital media design, graphic design software, and animation tools. The emphasis is on both design and development of graphical and interactive/navigational elements, along with interactivity for Web development.

SUGGESTED TEXT(S):	Bhargal, S., Farr, A., & Rey, P. (2000). <u>Foundation Flash 5</u> . Friends of Ed. ISBN: 1903450314.
	Hillman, C. (2001). <u>Flash Web Design: The v5 Remix</u> . New Riders Publishing. ISBN: 0735710988.
	Iuppa, Nicholas V. (2001). <u>Interactive Design for New Media and the Web</u> . Focal Press. ISBN: 0240894147.
	Kinkoph, S.W. & Maran, R. (2000). <u>Teach Yourself Visually Flash 5</u> . Hungry Minds, Inc. ISBN: 0764535404.

SUGGESTED TEXT(S) (cont.):

Reading, E.E. (2000). Adobe Photoshop 6 Introductory-Design Professional. Course Technology. ISBN: 0-619-10955-6.

Willmore, B. (2001). Adobe Photoshop 6 Studio Techniques (with CD-ROM). Adobe Press. ISBN: 0201716127.

IMPLEMENTATION DATE:

Fall Term, 2002 (20031)

REVIEW OR MODIFICATION DATE:

Fall Term, 2005 (20061) (was GRA 2580)

COURSE TOPICS	<u>CONTACT HOURS PER TOPIC</u>
I. PC Operating System File Management	3
II. Scanning/Digitizing Images and Sound Still images, Video, Audio	3
III. File Formats gif, jpg, png, tif, bmp, midi, wav, mp3	3
IV. Digital Media Design Computer Based Training Web Based Training Marketing Programs Advertising Web Pages (e-commerce sites) The business of multimedia production	6
V. Interactive/Digital Design Process Flowcharts Storyboards Interactive design/production considerations Organization of content/Conceptual thinking	9
VI. Introduction to design software Photoshop (Raster Graphics) (9) Illustrator (Vector Graphics) (3)	12
VII. Introduction to Flash assembly/authoring tool Tools and Menus Timelines and Layers 2-D Animation Design of interactivity	24

Recommended Projects for use throughout this Curriculum:

Navigation Bars
Buttons, Rollovers, Mouseovers
Animated .GIFs
Flip book exercises

Total hours: 60

PROGRAM TITLE: Digital Media/Multimedia Technology

COURSE TITLE: Introduction to Digital Media

CIP NUMBER: 1610010202 (AS)

LIST PERFORMANCE STANDARDS ADDRESSED:

NUMBER(S): TITLES(S):

01.0 USE INDUSTRY STANDARD DIGITAL MEDIA/ MULTIMEDIA HARDWARE AND SOFTWARE--The student will be able to:

- 01.01 Demonstrate the proper care and handling of equipment used in digital media/multimedia.
- 01.02 Perform pre and post production routines for proper presentations.
- 01.03 Analyze equipment performance to meet industry standards.

02.0 CREATE PROJECTS AND PRESENTATIONS UTILIZING A VARIETY OF DIGITAL MEDIA/MULTIMEDIA TECHNOLOGIES--The student will be able to:

- 02.01 Analyze the strengths and weaknesses of presentational media.
- 02.02 Appraise production resources to achieve desired outcomes.
- 02.03 Utilize production techniques to create the desired outcomes.
- 02.04 Adapt learned skills and generate new approaches in order to solve unique production problems.

06.0 USE COMPUTER APPLICATIONS FOR DIGITAL MEDIA/MULTIMEDIA PROJECTS--The student will be able to:

- 06.01 Demonstrate a basic proficiency with digital media/multimedia software packages.
- 06.02 Design and produce digital media/multimedia content.
- 06.03 Test, edit and de-bug digital media/multimedia content.
- 06.04 Present digital media/multimedia content.



**Florida State College
At Jacksonville**

**Course Learning Outcomes & Assessment
For All College Credit Courses**

NOTE: Use either the Tab key or mouse click to move from field to field. The box will expand to accommodate your entry.

Section 1	
COURSE PREFIX AND NUMBER: <u>DIG 2000</u>	SEMESTER CREDIT HOURS: <u>3</u>
COURSE TITLE: <u>Introduction to Digital Media</u>	

Section 2

TYPE OF COURSE: (Click on the box to check all that apply)

<input type="checkbox"/> AA Elective	<input checked="" type="checkbox"/> AS Required Professional Course	<input type="checkbox"/> College Prep
<input type="checkbox"/> AS Professional Elective	<input type="checkbox"/> AAS Required Professional Course	<input checked="" type="checkbox"/> Technical Certificate
<input type="checkbox"/> Other _____		
<input type="checkbox"/> General Education: (For General Education courses, you must also complete Section 3 and Section 7)		

Section 3 (If applicable)

INDICATE BELOW THE DISCIPLINE AREA FOR GENERAL EDUCATION COURSES:

<input type="checkbox"/> Communication	<input type="checkbox"/> Social & Behavioral Sciences	<input type="checkbox"/> Mathematics
<input type="checkbox"/> Natural Sciences	<input type="checkbox"/> Humanities	

Section 4

INTELLECTUAL COMPETENCIES:

<input checked="" type="checkbox"/> Reading	<input type="checkbox"/> Speaking	<input checked="" type="checkbox"/> Critical Analysis	<input type="checkbox"/> Quantitative Skills	<input type="checkbox"/> Scientific Method of Inquiry
<input checked="" type="checkbox"/> Writing	<input checked="" type="checkbox"/> Listening	<input type="checkbox"/> Information Literacy	<input type="checkbox"/> Ethical Judgment	<input checked="" type="checkbox"/> Working Collaboratively

Section 5	
LEARNING OUTCOMES	METHOD OF ASSESSMENT
• Identify basic digital media file formats and use	Quizzes and tests
• Identify Digital Media production methods	Quizzes and test, classroom observation
• Develop digital media production software skills	In class and outside class projects, observation
• Perform Digital Media production methods	In class and outside class projects, observation
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Section 6

Name of Person Completing This Form: Troy Johnson