

# CIS 271: Digital Media

## Course Description

This semester we will learn to develop effective digital content for inclusion into media productions such as web sites or mobile apps. This course focuses on the development of digital materials for incorporation into such projects – but not the production of such large-scale projects themselves. This course will focus primarily upon basic design concepts and the development of graphic images as well as digital video materials.

***Please note that the focus of this course is not solely the development of technical skills.***

Rather, this course is designed to function as an introduction to the theories of digital literacy, visual culture, and media criticism. With these understandings, your production work will be more effective and contain more value.

## Student Outcomes

As a student in this course, you will develop a firm understanding of visual literacy and digital media production. You will also be able to identify the essential concepts of effective design, and articulate effective justifications for various design approaches. Specifically, you will come to understand the basic principles of digital photography and digital video production, as represented through your own projects and writing.

## Reference Materials

The following resources are required or recommended for this course. Several Internet resources will also be provided as additional readings throughout the term. Those can always be found at <http://courses.samfee.net/>.

Williams, R. (2014). The Non-Designer's Design Book (4th Ed.).  
ISBN-13: 978-0133966152 **Required, \$21.** (Kindle \$15)

[Adobe Photoshop CC 2018 Introduction Quick Reference Guide](#)

## Grading and Assignments

Student assessment for this course will take the form of exams, electronic portfolio materials, writing assignments, peer assessment, class participation and attendance. **All materials for this course must be submitted in electronic format.** Specifically, your grade will be determined as follows:

Design Concepts Exam	20%
Photoshop Portfolio	30%
Digital Video Project (group)	30%
Participation	20%

**A note on Participation:** this component of grading can feel subjective and confusing. Simply put - Participation reflects your engagement with the content during class, preparation before class, completion of homework assignments, and availability/contributions to your group outside of class. Do not assume 100% Participation. Assume 75% and work to get your grade to the level you desire.

## Schedule

This course meets at the dates and times as listed in WebAdvisor. There is a small lab available 24/7 via card swipe in room 216 of the Tech Center. Please note that readings should be completed *before class* on the day they are listed.

January 31	Introductions, Logging In, and Mac Basics
February 5	Lecture: What is Design and Why Do I Care? – Read Williams Ch. 1-6
February 7	Lecture: Basic Design Principles – Read Williams Ch. 7-8
February 12	Lecture: Typography and Color Theory – Read Williams Ch. 9-12
February 14	<b>Exam: Design Concepts</b>
February 19	Photography Essentials & Intro to PS – Review <a href="#">Get to know Photoshop</a>
February 21	Photoshop Techniques I – Review <a href="#">Change the Image Size</a>
February 26	Lecture: Making Meaning from Visuals
February 28	Photoshop Techniques II – Review <a href="#">Work with Layers</a>
March 5	Photoshop Techniques III – Review <a href="#">Adjust the Image Quality</a>
March 7	Photoshop Techniques IV – Review <a href="#">Make Selections</a>
March 12	Lab: Photoshop Portfolio
March 14	Lab: Photoshop Portfolio <b>Photoshop Portfolio Due</b>
March 19/21	SPRING BREAK
March 26	NO CLASS

March 28	Lecture: Digital Storytelling & Shooting Video
April 2	Lab: Digital Video Project Creation
April 4	Lab: DV Project Outlining & Storyboarding
April 9	Lab: DV Project Outlining & Storyboarding
April 11	Shooting on Location ( <i>Do not meet in class</i> )
April 16	Shooting on Location ( <i>Do not meet in class</i> )
April 18	Discussion: DV Troubleshooting
April 23	Lab: iMovie Basics – Review <a href="#">Apple Documentation</a>
April 25	Lab: DV Review
April 30	Lab: Video Editing
May 2	Lab: Exporting DV Files
May 7	Presentations: DV Projects <b>DV Project Due</b>

## Final Notes

Final grades will be negatively impacted by more than three absences. You will lose one point from your *final* grade for the course for each absence in excess of three. There are no “excused” absences. There are only these three. Any late work will be docked one full letter grade (i.e. 10 points) each day. There are no exceptions to this rule. You must turn in each assignment to receive a final grade for this class.

I won’t bother to give you information unless you actually need to know it. In return, I ask that you actually read it, and make your best effort to understand and remember the details.

Texting in class is rude and disrespectful to both your peers and the instructor. This includes reading texts as well as sending them. I’m probably not going to call you out on it – this isn’t high school – I’m just going to deduct 5% from your participation grade. Each time.

Please note that you may not record or capture any classroom interactions through any means unless you seek permission of the instructor in advance.

Taking responsibility and ownership for your data will make your experiences in computing much less taxing! I am not the repository of your work. So, make sure you make copies for yourself, as I will not be able to provide them later in the term, or later in your academic career.

Finally, please note that this document represents the minimum that you need to know about the course. For additional details and information, you should consult the online course information at <http://courses.samfee.net/>.