

DMA 525 Foundation of Digital Media

Section 901; Spring 2016

Location: 14 E. Jackson, Room #513

Day/Time: Thursday, 5:45-9:00 pm

Instructor: B. Rich

E-mail: brich3@cdm.depaul.edu

Office Hours: Refer to Faculty [Page](#) for current schedule

Prerequisites: None

Summary: The goal of this course is to familiarize students with common forms of digital media and some of the applications associated with them. Additionally, students will develop an understanding of the terms and concepts of digital media so that they may better navigate the digital media landscape.

Course Description: This introductory course will provide students with a detailed practical introduction to the technological practices, skills, and tools of digital communication. Students will engage with digital technology with the goals of learning and practicing technical skills across a range of technologies, including video, audio, graphic design, and human-computer interaction. Students work with still images, moving images and sound using integrated digital media applications. The course focuses on the technical, social and cultural competencies required to traverse media in online convergence environments. This class provides students a hands-on approach to digital communication. This course will also prepare students to work with digital technology at future jobs.

Course objectives:

- To understand and express design concepts within 2D visual works
- To learn techniques for capturing and creating high quality audio, video and still images
- To develop creative audial and visual design projects
- To understand the interconnectedness of various digital media

Required/Recommended Texts, Software, Hardware:

- Hand-outs as supplied by instructor
- Course Management System – D2L
- Recommended Textbook:
Multimedia Foundations: Core concepts for digital design
Vic Costello, Focal Press/Elsevier, 2013
ISBN: 978-0240-813943
- Still and Video Camera (available for check-out from Cage)
- High quality microphone, sound recorder (also available from the Cage)
- Software: Various
- CDM [Computer Labs](#) are available for software use outside of class
- CDM labs offer Adobe Creative Cloud on PC and Mac operating systems. Information about acquiring Adobe Creative Cloud and other software is available [here](#).
- Supplemental instruction at LYND.COM is required. It is available at the library and by (free) [subscription](#). Make sure you're logged into Campus Connect before clicking on the Log into Lynda.com link on the page.

Changes to Syllabus: This syllabus is subject to change as necessary during the quarter. If a change occurs, it will be thoroughly addressed during class, posted in D2L and sent via email.

Weekly Schedule (subject to change):

Readings, exercises and projects will be assigned throughout the quarter
Specific Lynda lesson links can be found on D2L

- Class 1** Topic: Introductions, Syllabus, Transmedia Storytelling, Discussion of Big Idea, Skills Survey
Reading: Costello – Ch. 1, 2, 3
Assignment: #1: Wireframe mock-up of your Story Page webpage (pairs)
Lynda: Balsamiq (also tutorials within Balsamiq)
- Class 2** Topic: Project groups; Intro to podcasts, photo essays
Reading: D2L Links and files
Assignment: #2: Write/Design podcast
Lynda: Audio, Audacity
- Class 3** Topic: Sound + Sound Design: mic techniques, recorder, podcasts, audio editing
Reading: Costello – Ch. 11
Assignment: #3: Record/Mix podcast
Bring DSLR (or similar pending instructor approval) to next class if you have one
Lynda: Photography
- Class 4** Topic: Photography: camera overview, exposure triad, depth of field, composition
Reading: Costello – Ch. 10
Assignment: #4: Photo Essay + Bio Pic
Lynda: Photoshop, Lightroom
- Class 5** Topic: Photoshop for photography
Assignment: #5: Photoshop of Photo Essay + Bio Pic
Lynda: Illustrator, Photoshop for design
- Class 6** Topic: Graphic Design, Branding; Illustrator
Reading: Costello – Ch. 4, 5 (6,7 optional)
Assignment: #6: Graphic Design (Page layout, branding)
Lynda: Video
- Class 7** Topic: Video: Interviews, lighting, camera controls
Reading: Costello – Ch. 12
Assignment: #7: Shoot Short Film
Lynda: Adobe Premiere
- Class 8** Topic: Editing; Premiere
Reading: Costello – Ch. 13
Assignment: #8: Edit Short Film
Lynda: After Effects
- Class 9** Topic: Motion Graphics; After Effects
Assignment: #9: Motion Graphics (Title Sequence, Lower Third Titles, Credits); Film Polish
- Class 10** Topic: Final Project: Putting the pieces together; WIP showings, prototyping (TBD)
- Class 11** Topic: FINAL PROJECTS presentations
You must be in attendance to receive credit for the project

Grading: Scale – A: 100-93, A-: 92-90, B+: 89-87, B: 86-83, B-: 82-80, C+: 79-77, C: 76-73, C-: 72-70, D+: 69-67, D: 66-60, F: 59-0

Attendance/Participation	20%
Projects	40%
Final Project	40%

All grading is final. You may resubmit one assignment for a new grade, IF it is turned in on the original due date. All assignments are due the date they are assigned. Late assignments will be penalized 25% per week late. If an assignment is more than two weeks late, it will not be accepted. If you anticipate you will miss class, the assignment must be submitted the day it is due, unless the absence for the class is excused (documented illness, death in the family, etc.). Final Projects will not be accepted late and you must be present for the class viewing to receive credit for them.

Course Policies: In addition to DePaul University course policies (see student handbook), the following special policies will apply to this course:

Email: Email is the primary means of communication between faculty and students enrolled in this course outside of class time. Students should be sure their email listed under "demographic information" at <http://campusconnect.depaul.edu> is correct. **Some guidelines for your emails:**

- Be clear and concise in your subject line; ex: "DMA 525 – question about assignment X"
- Don't reply to class-wide email unless it pertains specifically to the subject of that email
- To that end, begin a new email thread for any new question, notification, etc.
- If you don't get a response within 1 business day, please resend as there may be an email issue

Course Lectures/Reading Assignments: The assigned readings offer an opportunity for independent learning that supplements the lectures. Lectures will introduce material not available in the readings, and the readings will explore concepts not mentioned in class. Exams/Quizzes will cover both lecture and reading materials as specified by the instructor.

Quizzes/Examinations: Students who do not take a quiz/exam during the regularly scheduled time will receive a failing grade for it unless they have contacted the instructor in advance to arrange for a make-up exam. Make-up quizzes/exams will be administered at a time convenient to the instructor.

Attendance: Attendance is mandatory. An absence is defined as not showing up for class, or showing up more than 15 minutes after class has started. All absences will result in a reduction of the attendance/participation grade. Three absences, whether excused or not, may constitute failure for the course.

Class Participation: Student participation will be measured in several ways. Students are encouraged to ask questions and offer comments relevant to the class topics. Questions will be posed to the class; students are encouraged to offer answers, insights and best guesses. Having your files, devices and making the most of class time add towards these points. Productive critiques of your own and everyone else's work is critical. For group projects, each individual is expected to contribute according to the needs of the group/project. Peer evaluations will afford each group the opportunity to measure the contributions of each individual.

Attitude: A professional and academic attitude is expected throughout this course. Measurable examples of non-academic or unprofessional attitude include: talking to others when someone is speaking, mocking another's opinion, cell phones ringing/vibrating, emailing, etc. Out of respect to fellow students and the professor, texting and other forms of technological socializing is not allowable in class. If any issues arise a student may be asked to leave the classroom.

Cell Phones/On Call: If you bring a cell phone to class, it must be off or set to a silent mode. Should you need to answer a call during class, leave the room in an undistruptive manner. If you are required to be on call as part of your job, please advise me at the start of the course.

Civil Discourse: DePaul University is a community that thrives on open discourse that challenges students, both intellectually and personally, to be [Socially Responsible Leaders](#). It is the expectation that all dialogue in this course is civil and respectful of the dignity of each student. Any instances of disrespect or hostility can jeopardize a student's ability to be successful in the course.

DePaul University Policies:

Online Course Evaluations: Evaluations are a way for students to provide valuable feedback regarding their instructor and the course. Detailed feedback will enable the instructor to continuously tailor teaching methods and course content to meet the learning goals of the course and the academic needs of the students. They are a requirement of the course and are key to continue to provide you with the highest quality of teaching. The evaluations are anonymous; the instructor and administration do not track who entered what responses. A program is used to check if the student completed the evaluations, but the evaluation is completely separate from the student's identity. Since 100% participation is our goal, students are sent periodic reminders over three weeks. Students do not receive reminders once they complete the evaluation. Students complete the evaluation online in [CampusConnect](#).

Academic Integrity and Plagiarism: This course will be subject to the university's academic integrity policy. More information can be found at <http://academicintegrity.depaul.edu/>. If you have any questions be sure to consult with your professor.

Academic Policies: All students are required to manage their class schedules each term in accordance with the deadlines for enrolling and withdrawing as indicated in the [University Academic Calendar](#). Information on enrollment, withdrawal, grading and incompletes can be found under [Enrollment Policies](#).

Students with Disabilities: Students who feel they may need an accommodation based on the impact of a disability should contact the instructor privately to discuss their specific needs. All discussions will remain confidential. To ensure that you receive the most appropriate accommodation based on your needs, contact the instructor as early as possible in the quarter (preferably within the first week of class), and make sure that you have contacted the Center for Students with Disabilities (CSD) at: csd@depaul.edu.

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