COURSE OUTLINE OF RECORD

Number: DM G200                         TITLE: Applied Digital Media

ORIGINATOR: Renah Wolzinger                          EFF TERM: Fall 2010
FORMERLY KNOWN AS:                                  DATE OF
CROSS LISTED COURSE:                                OUTLINE/REVIEW: 03-03-2010

SEMESTER UNITS: 3.0
HRS LEC: 36.0                                        HRS LAB: 54.0
HRS OTHER: 0.0
CONTACT HRS TOTAL: 90.0
STUDY NON-CONTACT HRS RECOMMENDED: 72.0

CATALOG DESCRIPTION:
This course is a capstone course for students preparing for a career in digital media. Students apply
theory and use concepts to create projects emphasizing professional appearance, visual and audio
quality, and problem-solving techniques in individual and group assignments. This course requires skills
in audio, video, and digital arts that will be combined to create professional level products.

JUSTIFICATION FOR COURSE:

PREREQUISITES:

COREQUISITES:

ADVISORIES:

ASSIGNED DISCIPLINES:
Commercial music
Graphic arts (desktop publishing)
Mass communication
Multimedia

MATERIAL FEE: Yes [ ] No [X] Amount: $7.00

CREDIT STATUS: Noncredit [ ] Credit - Degree Applicable [X] Credit - Not Degree Applicable [ ]

GRADING POLICY: Pass/No Pass [X] Standard Letter [X] Not Graded [ ] Satisfactory Progress [ ]

OPEN ENTRY/OPEN EXIT: Yes [ ] No [X]

TRANSFER STATUS: CSU Transferable[X] UC/CSU Transferable[ ] Not Transferable[ ]

BASIC SKILLS STATUS: Yes [ ] No [X] LEVELS BELOW TRANSFER: Not Applicable

CALIFORNIA CLASSIFICATION CODES: Y - Not Applicable

NON CREDIT COURSE CATEGORY: Y - Not applicable, Credit Course

OCCUPATIONAL (SAM) CODE: B

REPEATABLE ACCORDING TO STATE GUIDELINES: No [X] Yes [ ] NUMBER REPEATS:

REQUIRED FOR DEGREE OR CERTIFICATE: No [ ] Yes [X]
Digital Media(Associate in Arts)
Digital Media(Certificate of Achievement)
Graphic Design Web Site Design Certificate(Certificate of Specialization)

GE AND TRANSFER REQUIREMENTS MET:

COURSE LEVEL STUDENT LEARNING OUTCOME(S) Supported by this course:
DM G200-Applied Digital Media

1. demonstrate preproduction planning from idea to script.
2. demonstrate documentary production techniques.
3. demonstrate digital media applications used in marketing and social networking.
4. collaborate with video media developers in digital media projects.
5. discuss an understanding of digital media applications for a business.

COURSE OBJECTIVES:
1. Demonstrate and discuss an understanding of digital media applications for a business.
2. Demonstrate digital media collaboration with video media developers.
3. Demonstrate digital media applications for use in marketing and social networking.
4. Demonstrate documentary production techniques.
5. Demonstrate preproduction planning from idea to script.

COURSE CONTENT:

LECTURE CONTENT:

Set Theory

A. Scenery and props
   1. Standard sets
   2. Hanging units
   3. Platforms and wagons
   4. Set pieces

B. Properties and Set Dressing
   1. Stage props
   2. Set dressings
   3. Hand properties
   4. Prop list Portfolio projects segment

C. Business training or marketing project
   1. Personnel
      a. Production people
      b. Performers
   2. Create training and marketing material for a local business including
      a. Planning
         i. Apply media theories, concepts and principles to projects
         ii. Legal aspects
            a. Legal permissions
            b. Legal forms and requirements
      b. Writing
         i. Storyboarding
         ii. Research
         iii. Outline
         iv. Treatment
         v. Legal issues
      c. Video production
         i. Camera
            a. Camera placement(s)
            b. Digital video camera
            c. Digital still camera
            d. Camera care
         ii. Lighting and design principles
            a. Lighting instruments
            b. Lighting control and measurement
            c. Set construction
      d. Sound
i. Microphone selection
ii. Microphone placement
iii. Sound-signal control
iv. Sound perspectives

e. Packaging

3. Create media developer project including
   a. Generate original music
   b. Generate original sound effects
   c. Generate original graphics
   d. Generate original video for new games
   e. Collaborate with game developers to simulate real business environment

D. Social media website project

1. Personnel
   a. Production people
   b. Performers

2. Plan, develop and construct a social media website
   a. Legal aspects
      i. Legal permissions
      ii. Legal forms and requirements

3. Maintain content on a socially driven website
   a. Student produced songs
   b. Student produced videos
   c. Student produced news stories

E. Commercial project

1. Personnel
   a. Production people
   b. Performers

2. Produce a business commercial
   a. Legal aspects
      i. Legal permissions
      ii. Legal forms and requirements
   b. Graphic images
      i. Original graphics
      ii. Commercial images
         a. Legal permissions
         b. Legal fees, forms and requirements
   c. Video
      i. Original video
      ii. Commercial video
         a. Legal permissions
         b. Legal fees, forms and requirements
   d. Audio content
      i. Original Audio
      ii. Commercial audio
         a. Legal permissions
         b. Legal fees, forms and requirements
         c. Final product output constructed for
            a. TV
            b. DVD
            c. Internet

F. Music video project: live action video to animation

1. Personnel
   a. Production people
   b. Performers

2. Capt
LABORATORY CONTENT:
Students shall apply the digital media theories, concepts and principles which will allow them to construct video, audio and graphic design elements listed in the course outline including recording and editing of assigned material into projects. Students will use computer editing stations with audio, video and design software provided.

METHODS OF INSTRUCTION:
A. Lecture:
B. Lab:
C. Independent Study:

INSTRUCTIONAL TECHNIQUES:

COURSE ASSIGNMENTS:

Reading Assignments
Text
Websites
Handouts

Out-of-class Assignments

Writing Assignments
Students are expected to complete a project plan for each project in which they participate. This two to five page plan will consist of video needs (equipment needs, storyboarding, lighting, camera positioning plan, etc.), audio needs (soundtrack development, sound acquisition, audio mix, digital signal processing), and post production considerations (web usage, compression for video and audio, editing, motion graphics, and special effects).

METHODS OF STUDENT EVALUATION:
Midterm Exam
Final Exam
Short Quizzes
Written Assignments
Essay Examinations
Objective Examinations
Report
Projects (ind/group)
Problem Solving Exercises
Oral Presentations
Skills Demonstration

Demonstration of Critical Thinking:
Students will be able to make a basic assessment of a digital media project to determine the video needs, audio needs, web needs and special processes/effects needed to complete each project.

Required Writing, Problem Solving, Skills Demonstration:
Students are expected to complete a project plan for each project in which they participate. This two to five page plan will consist of video needs (equipment needs, storyboarding, lighting, camera positioning plan, etc.), audio needs (soundtrack development, sound acquisition, audio mix, digital signal processing), and post production considerations (web usage, compression for video and audio, editing, motion graphics, and special effects).

TEXTS, READINGS, AND RESOURCES:

TextBooks:

**LIBRARY:**
- Adequate library resources include:

**Comments:**

**Attachments:**
- [Attached Files](#)