I. COURSE DESCRIPTION

Continued study of current computer terminology and technology. Advanced skill development in computer hardware, software applications, and procedures. Course topics will encompass the following software packages — Word, Excel, PowerPoint, Publisher, Movie Maker, Macromedia Dreamweaver, Audacity, Paint Shop Pro/Photoshop/Adobe and integrating the various software applications.

Digital Interactive Media is exciting technology that is widely used today in business. Information in multimedia presentations combine text, graphics, audio, video, and other information forms in computer presentations. When creating a presentation, Web Pg. or multimedia project, many types of software applications and related tools are used including many accessory devices connected to the computer. Then a multimedia tool is used to coordinate all information/data, graphics, video, audio, etc. into an organized presentation.

II. PREREQUISITE

Suggested prerequisite: Keyboarding proficiency.

III. COURSE MATERIALS

Computer with internet access.

IV. COURSE OBJECTIVES

§130.278. Digital and Interactive Media (One-Half to One Credit).

(a) General requirements. This course is recommended for students in Grades 10-12. Recommended prerequisite: Principles of Information Technology.

(b) Introduction. Through the study of digital and interactive media and its application in information technology, students will analyze and assess current and emerging technologies, while designing and creating multimedia projects that address customer needs and resolve a problem. Students implement personal and interpersonal skills to prepare for a rapidly evolving workplace environment. The knowledge and skills acquired and practiced will enable students to successfully perform and interact in a technology-driven society. Students enhance reading, writing, computing, communication, and critical thinking and apply them to the information technology environment.

(c) Knowledge and skills.

(1) The student demonstrates the necessary skills for career development, maintenance of employability, and successful completion of course outcomes. The student is expected to:
(A) identify and demonstrate positive work behaviors that enhance employability and job advancement such as regular attendance, promptness, attention to proper attire, maintenance of a clean and safe work environment, appropriate voice, and pride in work;
(B) identify and demonstrate positive personal qualities such as flexibility, open-mindedness, initiative, listening attentively to speakers, and willingness to learn new knowledge and skills;
(C) employ effective reading and writing skills;
(D) employ effective verbal and nonverbal communication skills;
(E) solve problems and think critically;
(F) demonstrate leadership skills and function effectively as a team member;
(G) identify and implement proper safety procedures;
(H) demonstrate an understanding of legal and ethical responsibilities in relation to the field of information technology; and
(I) demonstrate planning and time-management skills such as project management and storyboarding.

(2) The student identifies employment opportunities in the information technology field with a focus in the area of interactive media. The student is expected to:
(A) identify job opportunities and accompanying job duties and tasks;
(B) research careers of personal interest along with the education, job skills, and experience required to achieve personal career goals;
(C) examine the role of certifications, resumés, and portfolios in the information technology profession; and
(D) create a portfolio.

(3) The student uses emerging technologies to exchange and gather information and resources. The student is expected to:
(A) collaborate using various electronic technologies such as email, blogs, chat rooms, discussion threads, and wikis;
(B) use Internet resources for research purposes; and
(C) research technologies that have surfaced within the last three years in the area of interactive media.

(4) The student complies with standard practices and behaviors that meet legal and ethical responsibilities. The student is expected to:
(A) examine copyright and fair use guidelines in the digital media industry;
(B) model ethical and legal acquisition of digital information, including the correct citing of sources through the use of established methods; and
(C) demonstrate proper netiquette and acceptable use policies when using networks.

(5) The student analyzes and applies design and layout principles. The student is expected to:
(A) compare and contrast printed and digital communications products that demonstrate appropriate and inappropriate use of design and layout principles;
(B) identify and use perspective such as backgrounds, light, shades, shadows, and scale to capture a focal point and create depth;
(C) identify and use principles of proportion, balance, variety, emphasis, harmony, symmetry, unity, and repetition in type, color, size, line thickness, shape, and space;
(D) identify and use three-dimensional effects such as foreground, middle distance, and background images;
(E) identify and use typography;
(F) identify and use color theory; and
(G) recreate and improve existing multimedia products by applying the appropriate design and layout principles.

(6) The student designs and creates digital graphics. The student is expected to:
(A) compare and contrast the characteristics of raster-based bitmap graphics and vector-based graphics;
(B) demonstrate appropriate file storage and file size management skills;
(C) recognize the various file extensions used in digital and interactive media such as compression, conversion, and use and modification;
(D) identify and choose appropriate software applications for specific digital media types such as photo, graphics, video, audio, and animation editing software; and
(E) differentiate between the color mode selections in determining product output.

(7) The student demonstrates appropriate use of digital photography equipment and techniques. The student is expected to:
(A) demonstrate proper use of safety procedures while using digital photography equipment;
(B) capture still shot images using digital photography equipment incorporating various photo composition techniques such as lighting, perspective, candid versus posed, rule of thirds, and level of horizon;
(C) transfer still shot images from equipment to the computer; and
(D) demonstrate photographic enhancement techniques such as feathering, layering, masking, and color enhancement using appropriate digital manipulation software.

(8) The student demonstrates appropriate use of digital graphics. The student is expected to:
(A) create and modify digital graphics using appropriate vector-based and raster-based software following standard design principles; and
(B) export and set graphics to be used in both print and digital formats.

(9) The student demonstrates appropriate use of video equipment and techniques. The student is expected to:
(A) demonstrate proper use of safety procedures while using digital video equipment;
(B) demonstrate proper use of terminology in relation to video technology;
(C) demonstrate proper use of digital video photography equipment to capture video images;
(D) transfer video images from equipment to the computer;
(E) demonstrate videographic enhancement and editing techniques such as panning, transitions, zooming, content editing, and synchronizing audio and video using appropriate digital manipulation software; and
(F) export video files in digital formats to be used in various delivery systems such as podcasting, downloadable media, and streaming.

(10) The student demonstrates appropriate use of audio equipment and techniques. The student is expected to:
(A) demonstrate proper use of safety procedures while using digital audio equipment;
(B) demonstrate proper use of terminology and concepts in relation to audio technology;
(C) demonstrate proper use of digital audio equipment to capture audio files;
(D) transfer audio files from equipment to the computer;
(E) demonstrate proper use of audio editing software such as adding effects, fading, volume control, and manipulation of waveforms using appropriate digital manipulation software; and
(F) export audio files to be used in digital formats in various delivery systems such as podcasting, downloadable files, and streaming.

(11) The student demonstrates appropriate use of animation. The student is expected to:
(A) use the principles of motion graphics such as frames and key frames, integration of audio into an animation, and user interactive controls;
(B) create and modify a linear and a nonlinear animation using appropriate software following standard design principles;

Adopted to be effective August 23, 2010.

V. SCANS COMPETENCIES
Working with Information—Process information with computers.
Applying Systems Knowledge—Design/improve systems.
Demonstrating Basic Skills—Reading, Listening
Demonstrating Thinking Skills—Decision making, Thinking logically.

VI. EVALUATION
If a student is absent, it will be their responsibility to make up any missed assignments. *(It is your responsibility to notify the instructor immediately if you miss, or know that you are going to miss, a test.)* A zero will be given as the grade for assignments never received or for tests not taken. The student’s final grade will be based on the following:

- Bell Ringers: 10%
- Daily Work: 50%
- Tests & Projects: 40%

Note: Each semester, a student’s average is comprised of an average of the three grading periods (usually 5 or 6 weeks) and the semester exam. The final course average will be an average of the two semester averages.
Grades are assigned based on the following scale:

- **A** = 90-100
- **B** = 80-89
- **C** = 70-79
- **F** = 69 or less

**VII. HOLIDAYS**

There will be no classes on the following dates:

- **Thanksgiving Holiday** November 23-27, 2015
- **Christmas Break** December 21, 2015 – January 4, 2016
- **Martin Luther King Jr. Day** January 18, 2016
- **Student/Staff Holiday** February 15, 2016
- **Spring Break** March 7 – 11, 2016
- **Student/Staff Holiday** March 25, 2016
- **Student/Staff Holiday** April 29, 2016
- **Memorial Day Holiday** May 30, 2016

**VIII. CLASSROOM POLICY**

Food, drink (including water bottles), and smoking are not allowed in classrooms. All food and drinks will be confiscated in the classroom. Children or guests are not permitted in the labs or classrooms at any time. **Please silence and put cell phones away when you are in the classroom.**

**IX. ATTENDANCE POLICY**

Students are expected to attend class regularly. **If a student accumulates more than 6 absences during the semester, the student’s final average will be recorded with a 5 point attendance deduction.**

**X. INSTITUTION POLICIES**


In order to be successful, students must attend and participate in enrolled courses.

Academic Progress: Students are encouraged to discuss academic goals and degree completion with their instructors. Specific advising is available throughout the semester. Check [www.richlandcollege.edu/admissions/process.php](http://www.richlandcollege.edu/admissions/process.php) for more details.

**XI. COURSE OUTLINE/SCHEDULE**

The schedule below is an overview of the topics to be covered. All topics will be covered in self-paced modules. It may be necessary to spend more or less time on some of these topics depending on the level of difficulty. The instructor may assign additional projects if more practice is needed.

*If a student is absent, it is his/her responsibility to make up all missed class activities and assignments, including any not appearing on the following schedule.*
| DIM (POFI 1341) TOPICS |
|------------------------|-----------------------------|
| Class Introductions & Student Profile | Publisher: Create/Edit Greeting Card |
| Syllabus Review | |
| Word: Shading/Textbox, Fill, Graphics, & Autoshapes | Publisher: Create/Edit Brochure |
| Word: Resumes and Calendars | Publisher: Create/Edit Newsletter |
| Word: DTP – Autoshapes, Formatting, & Grouping | Publisher: Create/Edit Resume |

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<th>WORD TEST</th>
<th>PUBLISHER TEST</th>
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<td>Excel: Spreadsheet with Formulas</td>
<td>Movie Maker: Import an Image/Clip</td>
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<td>Excel: Create Charts</td>
<td>Movie Maker: Create a Clip Using a Single Image</td>
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<tr>
<td>Excel: Budget Reports</td>
<td>Movie Maker: Edit a Movie Clip</td>
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<td>Audacity: Sound Editing</td>
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<th>EXCEL TEST</th>
<th>MOVIE MAKER/AUDACITY TEST</th>
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<td>Power Point: Creating a Professional Oral &amp; Visual Presentation</td>
<td>Photoshop: Create a Sequence of Images to Build Animation (Digital Graphics/Photo/Digital Designs)</td>
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<tr>
<td>Power Point: Slide Design, Layouts, Special Effects, &amp; Custom Animation</td>
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<td>Power Point: Import Sounds, Set/Rehearse Timings</td>
<td>Dreamweaver: Create a Publication as a Web Page</td>
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<tr>
<td>Power Point: Import/Edit Graphics</td>
<td>Dreamweaver: Import/Edit Images to Publication</td>
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<tr>
<td>Power Point: College of Choice Project</td>
<td>Dreamweaver: Create Special Effects – Background, Sound, Transitions, Links, &amp; Folders</td>
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<tr>
<td>Power Point: Import Sound</td>
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<th>DREAMWEAVER TEST</th>
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<td>(MOS CERTIFICATION AVAILABLE)</td>
<td>Integration Project: Create Your Own Company Project</td>
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| | FINAL EXAM |