EL CENTRO COLLEGE
IMED 1301
INTRODUCTION TO DIGITAL MEDIA
SYLLABUS

COURSE DESCRIPTION

Prerequisites: None

Course Description: A survey of the theories, elements, and hardware/software components of digital media. Emphasis is on conceptualizing and producing digital media presentations.

Topics include digital image editing, digital sound and video editing, animation, web page development, and interactive presentations.

This is a 3 credit hour course. (2 lec., 4 lab.)

WECM END-OF-COURSE OUTCOMES: Utilize the elements and hardware/software components of digital media; produce a digital media presentation; select optimal digital media strategies for various delivery systems; and examine digital media industry career opportunities.

STUDENT LEARNING OUTCOMES:

Upon successful completion of IMED 1301, students will be able to:

- Identify multimedia terms utilized in the industry and communicate professionally.
- Demonstrate proficiency in the use of processes, platforms and common software applications for creating multimedia elements.
- Combine multimedia elements successfully into a single stand-alone product or optionally through an on-line streaming channel.
- Apply critical thinking when solving problems and providing solutions.

COURSE MATERIALS

(ISBN# 978-1-4188-6565-8)

or equivalent text materials provided from the Internet and other sources.

All students will need access to a computer with the Adobe Creative Suite (includes trial) or equivalent multimedia software. In addition, students will need access to a camera for photographs and video for recording and microphone for audio.

Storage: A minimum of 2 GB USB Flash drive or equivalent Cloud storage or an account with Dropbox.com to backup files.
A student of this institution (El Centro College) is not under any obligation to purchase a textbook from a university-affiliated bookstore. The same textbook may also be available from an independent retailer, including an online retailer.

**MAJOR COURSE REQUIREMENTS:**

Students will participate in **Discussions** addressing major topics covered in the course.

Students will practice multimedia concepts using **individual applications** for each of the five major elements; graphics, video, sound, and animation, and text.

Students will be able to successfully combine multimedia elements into a single **stand-alone** project or optionally through an **on-line streaming channel**.

**SUBJECT MATTER:**

Topics covered in this course include:

- **An exploration of the Graphics** (Skills include the manipulation of bitmap and vector images using Photoshop and/or other popular image editing software)

- **An exploration of the Sound** (Skills include the manipulation of PCM and other related sound formats using Audacity and/or other popular sound editing software)

- **An exploration of the Animation** (Skills include the design and creation of 2D animated objects that are imported and/or drawn in Adobe Flash and/or other popular animation software)

- **An exploration of the Text** (Skills include the manipulation of text using Microsoft Word, PowerPoint, and Publisher and/or other editing software)

- **An exploration of the Video** (Skills include the layout and design of a medium size video-based project integrating the elements from multiple sources)

**DISCLAIMER**

The provisions contained in this syllabus do not constitute a contract between the student and El Centro College. These provisions may be changed at the discretion of the Coordinator/Instructor. When necessary, appropriate notice of such changes will be given to the student.

The instructor-of-record may provide additional information to enhance the course to meet the needs of the enrolled students, provided that the enhancements do not conflict with the official course syllabus.

**INSTITUTIONAL POLICIES**

All El Centro students are responsible for knowing and adhering to the following institutional and course-related policies:

- [www.elcentrocollege.edu/syllabipolicies](http://www.elcentrocollege.edu/syllabipolicies)
- Course-related Institutional Policies