Disclaimer Reserving Right to Change Syllabus:
The instructor reserves the right to amend this syllabus as necessary.

Course and Section Number:
IMED-1301-81428: Introduction to New Media

Semester:
Fall 2019 Online Flex Term Classes: September 3, 2019 – December 12, 2019

Credit Hours:
3 credit hours

Class Meeting Days and Times:
Class is held online using eCampus.

Room:
Class is held online using eCampus.

Instructor Information:
Instructor's name: Jennifer Curtiss
E-mail address: JdCurtiss@dccc.edu
Phone, Mail Box and Office Location: 972-238-6140; ACCESS Office, A110

Prerequisite:
None

Official WECM Course Description (cannot be altered in any way):
A survey of the theories, elements, and hardware/software components of digital media. Emphasis on conceptualizing and producing digital media presentations.

Official WECM End-of-Course Outcomes (cannot be altered in any way):
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.

Official SCANS Skills:
The Secretary’s Commission on Achieving Necessary Skills (SCANS) was appointed by the Secretary of Labor to determine the skills people need to succeed in the world of work. Richland College is determined to prepare you with the knowledge and skills you need to succeed in today’s dynamic work environment. Towards this goal, these workplace competencies and foundation skills have been designed into the curriculum for this course:

- Listening - receives, attends to, interprets, and responds to verbal messages and other cues
- Problem Solving - recognize problems and devise and implement plan of action
• Knowing How to Learn - use efficient learning techniques to acquire and apply new knowledge and skills
• Self-Management - assess one’s self accurately, set personal goals, monitor progress, and exhibit self control
• Teach Others New Skills
• Use Computers to Process Information
• Select Technology - choose procedures, tools or equipment including computers and related technologies
• Maintain and Troubleshoot Equipment - Prevent, identify, or solve problems with equipment, including computers and other technologies

**Required Lab Hours:**
Should a student taking an online class need a computer, the Multimedia lab, T246, has computers available for accessing the on-line Class system, Blackboard.

**Multimedia Learning Center Lab Information and Hours of Operation:**
The Multimedia Learning Center (972-238-6001) is located in Thunderduck Hall, T246 and is for all currently enrolled Multimedia and Game students to use for Multimedia and Game class work and projects.

Lab assistants and faculty are usually in the lab to answer questions, however multimedia tutoring is not available in the lab.

**LAB HOURS**
Mon-Thurs, 9 a.m.-9:45 p.m.; Fri, 9 a.m.-4:45 p.m.;
Sat (Spring & Fall), 12 p.m.-4:45 p.m.; Sat (Summer), closed;
Sun: closed

Lab is closed for the same Holidays as the College.
The Lab may close between semesters.
The Lab may be used as a Classroom at various times during the year and will not be available to drop-in students.

The other campus computer lab for credit student use is Del Rio, D229, which has longer lab hours.

All Multimedia (credit and continuing education) students must show a Student ID Card to use the lab and check out any equipment. IDs are available at the Office of Student Life in El Paso Hall, E040.

**Textbooks:**

*Optional Textbook:*  
Digital Media Primer (2nd Edition)  
Yue-Ling Wong  
Prentice Hall  
978-0132893503

**Supplies:**

*Required for Course:* Access to Adobe Photoshop, Illustrator, Indesign, Premiere and After Effects (all included in Adobe cloud subscription or available at Richland Multimedia Lab)

*Required Supplies for all Courses:* headphones and some kind of external storage: jump drives, external hard drives, blank CD-Rs/DVDs or cloud storage like Dropbox.

**Course Outline:**

<table>
<thead>
<tr>
<th>UNIT</th>
<th>SUBJECT</th>
<th>CONTENT</th>
</tr>
</thead>
<tbody>
<tr>
<td>Unit 1</td>
<td>Photoshop</td>
<td>Wordpress (setup &amp; customize)</td>
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<tr>
<td>UNIT</td>
<td>SUBJECT</td>
<td>CONTENT</td>
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<tr>
<td>Calendar – Project Rubric – Web Concepts</td>
<td>HTML exercise</td>
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<tr>
<td>Week 2 – Digital Basics – Copyright and Graphic Design Resources – Intro to Photoshop</td>
<td>Photoshop: Document setup – Tools &amp; Interface- Import graphics Create collage</td>
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<tr>
<td>Week 3 - Photoshop – Layers &amp; Masks – Text - Filters</td>
<td>Working with masks, text and layers, blends and filters</td>
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<tr>
<td>Week 4 – Color Correcting – Digital Surgery – Resolution</td>
<td>Practice Photoshop and use skills to complete Project 1. Poster must be approved before requesting 18x24 print at multimedia lab.</td>
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<tr>
<td><strong>Project 1 Due</strong> – Create Fine Arts or Promotional Poster</td>
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<tr>
<td><strong>Unit 2</strong></td>
<td>Illustrator</td>
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<tr>
<td>Week 5 – Introduction to Illustrator Create art in a vector environment – Text Tools</td>
<td>Illustrator Document setup – workspace interface – working with basic shapes -Design a room interior</td>
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<tr>
<td>Week 6 – Working with Pen and Pencil Tool- Transform Tools</td>
<td>Tracing a basic shape/silouhette, Deck of Cards with Transform Tools</td>
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<tr>
<td>Week 7 – Importing and converting graphics to vector and working with templates and symbols and blends</td>
<td>Design a purse/tote or shoe advertising using imported graphics, symbols and text (template provided)</td>
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<tr>
<td>Week 8 – Color Replacement and Scatter Brushes</td>
<td>Midterm quiz &amp; Project 2 Due (template provided)</td>
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<tr>
<td><strong>Project 2 – Package Design</strong> (template provided)</td>
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<tr>
<td><strong>Unit 3</strong></td>
<td>InDesign</td>
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<tr>
<td>Week 9 – Introduction to Digital Publishing –</td>
<td>Indesign Document setup – Workspace and tools. Create a magazine cover</td>
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<tr>
<td>Week 10 – Working QR Codes, aligning multiple objects, replacing/updating images</td>
<td>Non-traditional brochure with QR code and hyperlinks</td>
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<tr>
<td>Week 11 – Working with columns and styles in multi-page document</td>
<td>Design a Menu or Merchandise flyer.</td>
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<tr>
<td><strong>Project 3 Due</strong> –</td>
<td>Project 3 – Create a 6-8 page catalog with images and columns</td>
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<tr>
<td><strong>Unit 4</strong></td>
<td>Premiere and After Effects</td>
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<tr>
<td>Week 13 – Animation and Stop Motion</td>
<td>Create a gif and stop motion animation</td>
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<tr>
<td>Week 14 – Introduction to Video – Video production basics with Adobe Premiere</td>
<td>Premiere Overview – importing footage and stills – transitions -titles</td>
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<tr>
<td>Week 15 – Adding FX, removing/adding audio</td>
<td>Editing your video, adding fx and audio, uploading to Vimeo</td>
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</tr>
<tr>
<td><strong>FINAL QUIZ and PROJECT Due</strong></td>
<td>Create video portfolio of class works or optional idea with prior</td>
<td></td>
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</tbody>
</table>
Grading Procedure:

### Grading Legend

<table>
<thead>
<tr>
<th>Grade</th>
<th>Points Breakdown</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>Class Assignments – 12 @ 10 points/ea</td>
</tr>
<tr>
<td></td>
<td>Tests/Quizzes – 2 @ 10 points/ea</td>
</tr>
<tr>
<td>B</td>
<td>Unit Projects 4 @ 25 points/ea</td>
</tr>
<tr>
<td>C</td>
<td>TOTAL - 250 points</td>
</tr>
</tbody>
</table>

### Points Breakdown

- **Class Assignments** – 12 @ 10 points/ea
- **Tests/Quizzes** – 2 @ 10 points/ea
- **Unit Projects** – 4 @ 25 points/ea
- **TOTAL** - 250 points

### Grade Reports:

Final grade reports are not mailed to students. You may view your final grades via eConnect. From the Current Credit Student menu, select “My Grades” under “My Personal Information.” If you are not already logged in, you will be prompted to do so. Select the grade type you wish to review. Press the submit button, and all grades for the selected grade type will be shown.

### Academic Calendar:

**2019 Fall Online Flex Term Classes Multimedia/Game Calendar**

September 3, 2019 – December 12, 2019

Online Flex Term only.

Regular classes, Evening Flex Term courses and Saturday only courses have different calendars.

<table>
<thead>
<tr>
<th>CALENDAR DATE</th>
<th>CALENDAR DATE DESCRIPTION</th>
</tr>
</thead>
<tbody>
<tr>
<td>September 2 (M)</td>
<td>Labor Day Holiday - campus closed, including lab.</td>
</tr>
<tr>
<td>September 3 (T)</td>
<td>Online Flex Term Classes Begin</td>
</tr>
<tr>
<td>September 14 (Sa)</td>
<td>12th Class Day / Census Day for Online Flex Term classes</td>
</tr>
<tr>
<td></td>
<td>Last day to drop a course without receiving a &quot;W&quot; grade on transcript.</td>
</tr>
<tr>
<td>November 16 (Sa)</td>
<td>Final Withdraw Date: Last Day for Online Flex Term classes to withdraw with a</td>
</tr>
<tr>
<td></td>
<td>grade of &quot;W&quot;</td>
</tr>
<tr>
<td>November 28 –</td>
<td>Thanksgiving Holiday: College buildings &amp; offices (including the lab) will be closed</td>
</tr>
<tr>
<td>December 1 (R-Su)</td>
<td>for the holiday.</td>
</tr>
<tr>
<td>December 12 (R)</td>
<td>Final Exam Day for Online Flex Term courses</td>
</tr>
<tr>
<td>December 12 (R)</td>
<td>Semester Ends.</td>
</tr>
<tr>
<td></td>
<td>Last day lab is open for the semester.</td>
</tr>
</tbody>
</table>

### Drop Date:

**September 14 (Sa)** is the last day to drop from this course without receiving an automatic "W" and without the course reflecting on your transcript.

### Withdrawal Date:

**November 16 (Sa)** is the last day to withdraw from this course with an automatic "W".

### Institutional Policies:

Available at: [Syllabus Institutional Policy Statements](#)

### Classroom Policies:

Please read the following classroom policies listed below.
Attendance Policy:
In order to be successful, students must attend and participate in enrolled courses.

While Richland College does not have a formal attendance policy, students are expected to attend class regularly. If you know you will be missing classes this semester, please speak to your instructor about days you will be missing so you can receive information on the missed lessons and assignments.

If you are unable to attend class, please email the instructor or leave a message for the instructor at the ACCESS Office at (972) 238-6140 BEFORE THE CLASS BEGINS.

It is imperative students arrive to class on time and remain in class the entire session each week.

Food and Drink Policy:
Except where otherwise determined by a faculty member, no eating or drinking is allowed in the classroom.

Web Server Posting Policy:
The Richland Student Web Server is open to all users of the World Wide Web. Any information students or instructors place in their files is readable by any user of the World Wide Web.

Computer/Internet Use Policy:
Currently enrolled Richland College Multimedia, Game, and Photography students have access to the Multimedia Lab and classroom computers for Multimedia/Game/Photography educational and instructional purposes only.

Please use the Del Rio Computer Lab (D229) for other school-related assignments and non-Multimedia/Game/Photography activities.

Students using their own laptops must use the wireless connection in the Thunderduck Hall building and cannot use the Multimedia lab and classroom computer data lines to access the Internet.

You are required to show your Richland Student ID when requested by lab personnel. You are expected to follow lab policies as well as the Student Code of Conduct specified in the catalog. If the link does not work for you (ie: you have a hard copy of the syllabus), copy/type this url into your browser window: http://www.richlandcollege.edu/conduct/

Safety Policy:
Students should participate in this class in a safe, appropriate manner. We occasionally have to step over cords for the multimedia cart and/or computer equipment. We also need to watch out for boxes and paper, students’ backpacks, etc. Students should begin to build good computing habits, designed to prevent eyestrain, carpal tunnel syndrome, etc.

Handheld Devices Policy:
Please turn OFF all electronic devices during class.

Participation Policy:
Course participation is required. Ask questions and be involved with the lesson.

Students should not surf the Net, play games, send emails or work on unrelated homework/projects during class. Students should not disturb your neighbors during lectures and demos.

End of Each Class Policy (for face-to-face classes):
When you leave class for the day, please...

1. Delete all your files from your workstation and empty the trash.
2. Shut down your computer using Windows Shut Down.
3. Turn off your monitor after computer has COMPLETELY shut down.
4. Pick up and throw away any trash around your seat.

**Attention Continuing Education Students:**

To receive a certificate for this course, you must make a grade of "C" or higher as a final grade. A grade average of 69% or lower is failing.

Continuing Education will not mail your certificate to you. If you do not receive your certificate the last day of class you will have to pick up your certificate at the Continuing Education Front Desk, T160.

**The Multimedia Learning Center Department’s Web Sites:**

- Multimedia
- Photography
- Game

The Multimedia Learning Center is part of the Richland College School of Engineering and Technology.
Office: Wichita Hall, WH-101 • Phone: 972-238-6210.

**Student Acknowledgement:**

Please download, read and sign this [Student Acknowledgement](#) and turn it in to your instructor.