An overview of digital media technology, development, and delivery. The course focuses on four major themes: foundations of digital media; hardware components; development of software and production of Web distribution. Students will be introduced to design, layout, navigation, and graphical user interface concepts and how they contribute to communication of a central message. Students will develop media components for a final project.

PREREQUISITES
CSIS 110 or CSIS 115

EXPECTED STUDENT OUTCOMES IN THE COURSE (ESO)
Upon completion of this course, the student will be able to:
1. Identify what digital media is and how it is used in education and business.
2. Distinguish the basics of design theory and practice as they relate to digital media.
3. Identify common screen design strategies and navigation techniques.
4. Use the Web to research technical issues surrounding digital media and its implementation as well as evaluate career options in the field.
5. Identify the major hardware components used to create and deliver digital media.
6. Produce simple audio and video segments to include in a larger digital media application using professional development software.
7. Explain the importance of copyright issues related to producing and delivering digital media contents.
8. Work in a group environment to discuss and evaluate digital media hardware, as well as develop a proposal to overhaul an existing installation of digital media content.

GENERAL EDUCATION OUTCOMES (ESO)
Specify which general education outcomes, if any, are substantially addressed by the course. Numbers in parentheses identify the Expected Student Outcomes linked to the specific General Education Outcome.

Outcomes                              ESO
2. Critical Thinking
   B. Define, analyze, and evaluate information, materials and data
   3. Unambiguously define problems with issues (4)

PROGRAM-LEVEL OUTCOMES

Revised 3/14/11
CAREER AND TECHNICAL EDUCATION PROGRAM OUTCOMES
Specify which Career and Technical program outcomes, if any, are substantially addressed by the course by completing the “Career and Technical Education template” to show the relationship between course and program outcomes to assessment measures.

1. Use industry specific software and/or apply troubleshooting skills to solve problems.
2. Create and defend solutions to real life business challenges.

CLASS-LEVEL ASSESSMENT MEASURES
Student accomplishment of expected student outcomes will be assessed using the following measures. (Identify which measures are used to assess which outcomes.)

1. Quizzes/Exams (1-8)
2. Hands-on Exercises (1-8)
3. Class Participation (1-8)
4. Group Projects (2-4, 6-8)

CATALOG NO. CSIS 162

COURSE OUTLINE FORM

DISCIPLINE Computer Science & Information Systems

COURSE TITLE: Introduction to Digital Media

Individual instructors may order this outline as fits the needs of their individual courses. In addition, they may place more emphasis on some areas than on others. What is assured is that this particular list is covered in the course. Other topics may be added to a course as the instructor sees fit, and as time and interest allow. An *asterisk can be used to mark an item as optional.

I. History of Communication – history of media
   A. Oral/visual communication
   B. Computers and information
II. What is Digital Media
   A. Definition of digital media
   B. Advantages and disadvantages of digital media

Revised 3/14/11
C. Common uses and types of digital media

III. Digital Media – the basics
   A. Detailed definition – broken down into several topics
   B. The digital media system – overview
   C. Digital Media hardware and software
   D. Components of a digital media presentation

IV. Digital Media Hardware
   A. Operating system
   B. Basic computer system
   C. CD/DVD
   D. Audio and video components

V. Presentation Technologies
   A. Computer system
   B. Overhead projection systems
   C. Passive and active matrix panel systems
   D. All-in-one projection systems
   E. Audio/video playback capability

VI. Digital Media Software
   A. Text and typography
   B. Animation
   C. Image processing
   D. Presentation graphics software
   E. Digital Media authoring package

VII. The World Wide Web
   A. Introduction to the Internet
   B. Introduction to browser software
   C. Research on the Internet – the basics
   D. Research project using the Internet

VIII. Instructional Design – the basics
   A. Design and development – overview
   B. Screen design strategies
   C. Navigation techniques

IX. Interactive Digital Media Design and Development
   A. Overview
   B. Design team
   C. Interactive digital media design process

X. Developing Digital Media Components
   A. Text and typography
   B. Graphics and animation
   C. Audio and video

XI. Interactive Digital Media Production
   A. Structure and content
   B. Storyboarding
   C. Creating digital media content
   D. Introduction to interactive digital media software

XII. Copyright Issues
   A. General copyright information
   B. Distance education concerns
   C. Digital Media issues
   D. Electronic reserves

XIII. Interactive Digital Media Group Project