

Course Outline

COURSE: DM 107 **DIVISION:** 50 **ALSO LISTED AS:** CSIS 107

TERM EFFECTIVE: Spring 2021 **CURRICULUM APPROVAL DATE:** 3/9/2021

SHORT TITLE: DM DESIGN

LONG TITLE: Digital Media Design

<u>Units</u>	<u>Number of Weeks</u>	<u>Type</u>	<u>Contact Hours/Week</u>	<u>Total Contact Hours</u>
3	18	Lecture:	2	36
		Lab:	3	54
		Other:	0	0
		Total:	5	90

COURSE DESCRIPTION:

This course explores the application of design principles and concepts across current digital design tools. Students will explore visual design for time- based, digital, and print media. The course seeks to develop students' competencies with the industry standard design tools of the Adobe Suite, yet recognizes the value of emerging, consumer-based design tools that may allow students to further their understanding, skills and experience. Thus, some current mobile apps may be introduced as examples of the fast paced and ever changing digital 'toolbox' of today's designers. This course has the option of a letter grade or pass/no pass. Also listed as CSIS 107.

PREREQUISITES:

COREQUISITES:

CREDIT STATUS: D - Credit - Degree Applicable

GRADING MODES

- L - Standard Letter Grade
- P - Pass/No Pass

REPEATABILITY: N - Course may not be repeated

SCHEDULE TYPES:

- 02 - Lecture and/or discussion
- 03 - Lecture/Laboratory
- 04 - Laboratory/Studio/Activity
- 047 - Laboratory - LEH 0.7
- 05 - Hybrid
- 71 - Dist. Ed Internet Simultaneous
- 72 - Dist. Ed Internet Delayed
- 73 - Dist. Ed Internet Delayed LAB
- 737 - Dist. Ed Internet LAB-LEH 0.7

STUDENT LEARNING OUTCOMES:

By the end of this course, a student should:

1. Demonstrate industry standards digital media skills using Adobe Creative Suite.
2. Critically analyze graphic layouts in terms of design principles, then synthesize their own example.
3. Critically analyze digital media from a story perspective and discuss the connection between design principles and story development.
4. Using a topic, synthesize a cohesive visual story across multiple digital media pieces by implementing design principles.

CONTENT, STUDENT PERFORMANCE OBJECTIVES, OUT-OF-CLASS ASSIGNMENTS

Curriculum Approval Date: 3/9/2021

LECTURE CONTENT:

4 HOURS

Content: Introduction to the class. Define outcomes, grading, assignments, and lecture hours. Explanation of design. The importance of using good design principles for visual, motion, and sound. Discuss applicability: print, multimedia, film/video, animation. Targeting an audience and conveying a message. The aesthetics of layout and photos.

Student Performance Objectives: Explain what visual, motion, and sound designs means and describe its importance in digital media. Explain the concept of design with the target audience in mind. Discuss the very basic aesthetics principles of graphic designs and photos.

4 HOURS

Content: Alignment of elements and simple rules. Difference between lines and shapes. Shapes as filled or thickened lines. Designing with color. The notion of alignment, repetition, proximity, and contrast in visual design.

Student Performance Objectives: Explain the concepts of alignment, repetition, and proximity.

4 HOURS

Content: Introduction to color theory, text and typography rules. Applying the principles of visual design to special cases such as print, web, icons, and screen display. Design refinement.

Student Performance Objectives: Discuss color theory and how to use the general rules for text formatting and typography.

4 HOURS

Content: Discussion of moving images and motion graphics. The concept of spatial and temporal design and quality. Discuss the notion of focus and rhythm. Show transitions used for video and animation. Explain story forms, scripting, and storyboarding and their application to digital media design and production.

Student Performance Objectives: Explain the concept of spatial and temporal design. Discuss focus and rhythm.

3 HOURS

Content: Mid-term exam: Present a campaign pitch, including complete pre-production (planning) and research for their final project.

Student Performance Objectives: Prepare a campaign pitch, including complete pre-production (planning).

4 HOURS

Content: The integration of visuals and sound. The timing of sound effects. Setting a mood with background music. Highlighting the visual impact using the musical elements of timbre, rhythm, pitch, and loudness. Show various examples.

Student Performance Objectives: Discuss the importance of sound effects and music to enhance emotional impact in film, animation, and video.

4 HOURS

Content: Introduction to information design and interactivity. Concept of linear and nonlinear presentation. Types of hierarchy. The use of definition, specification, and flowcharts. Cognition in interactive design.

Student Performance Objectives: Describe information design and its importance in interactive digital media. Analyze and describe interactive multimedia in terms of linear, nonlinear, and hierarchy. Understand cognition and explain its importance in digital media design.

7 HOURS

Content: The use of various media (e.g., visual, motion graphics, sound, animation) to convey semantic and aesthetic information. Advanced interface design. Use of cognitive walkthroughs. Product usability testing. Preparation for the final exam.

Student Performance Objectives: Describe the use of various media to convey semantic and aesthetic information. Discuss product usability testing.

2 HOURS

Take final exam.

LAB CONTENT:

6 HOURS

Content: Introduction to the class. Define outcomes, grading, assignments, and lab hours. Review using good design principles for visual, motion, and sound. Show examples. Presentation on lines.

Student Performance Objectives: Design a visual with a message using just lines.

6 HOURS

Content: Presentation on lines and shapes and designing with color.

Student Performance Objectives: Arrange lines and shapes in an interesting and artistic way. Draw a piece of art with 3 lines. Extend the lines into a shape to create another piece. Add color to this assignment.

6 HOURS

Content: Review color theory, text and typography rules. Presentation on applying the principles of visual design to special cases such as print, web, icons, and screen display.

Student Performance Objectives: Format given text according to good design principles. Sketch a design of a page for web, print, and screen with provided text and graphic elements. Choose fonts that adhere to design rules. Design a page for computer screen, Phone devices, and print using good graphic design principles. Use general rules for text formatting and typography.

6 HOURS

Content: Review moving images and motion graphics. Review the concept of spatial and temporal design and quality. Review focus and rhythm. Review story forms, scripting, and storyboarding and their application to digital media design and production.

Student Performance Objectives: Design a 2D animated splash screen using given text and graphic elements. Arrange video clips according to given storyboard and note transitions. Construct a video sequence with good rhythm from a storyboard. Describe key points in a script and construct a storyboard of their own. Design a splash screen using given text and graphic elements.

10 HOURS

Content: Mid-term exam. Review sound design.

Student Performance Objectives: Using the computer, record found sounds and gather music clips. Arrange the clips in an order that tells a story and leads a listener through an emotional experience. Construct an audio story from found music and sound

effects. Understand anticipation, surprise, and resolve and be able to use these concepts in sound designing.

6 HOURS

Content: Review the integration of visuals and sound and the timing of sound effects.

Student Performance Objectives: Add a sound track to the previous visual clip exercise to enhance its emotional impact. Notate storyboards to describe sounds. Understand and be able to use the elements of pitch, loudness, rhythm, and timbre to enhance the visual experience.

6 HOURS

Content: Review information design and interactivity; the concept of linear and nonlinear presentation; types of hierarchy; the use of definition, specification, and flowcharts; and cognition in interactive design.

Student Performance Objectives: Given a set of information, arrange it on pages for display in order of importance, design a storyboard, and flow chart the hierarchy to use for presentation.

6 HOURS

Content: Work on final project.

Student Performance Objectives: Complete project for final review.

2 HOURS

Present final project.

METHODS OF INSTRUCTION:

Lecture, Demonstration, Guided Practice

OUT OF CLASS ASSIGNMENTS:

Required Outside Hours: 8

Assignment Description:

Bring in a print advertisement that looks good to you and another that touches you in some way, so that they can be discussed in class. Read chapters on visual design.

Required Outside Hours: 8

Assignment Description:

Read chapters on the use of lines and shapes in art. Research and bring in good examples of alignment, repetition, contrast, and proximity.

Required Outside Hours: 8

Assignment Description:

Read chapters on color theory, 3D form, typography and text layout/formatting. Design a layout in color using provided shape.

Required Outside Hours: 8

Assignment Description:

Read handouts and chapter on time-based art. Conceive and write a little story, note key points of the script, and construct a simple storyboard. Prepare for mid term exam.

Required Outside Hours: 12

Assignment Description:

Read chapter or handouts on sound design. Bring 3 pieces of music that convey different emotions. Capture or be able to describe 3 sounds representative of startle, fright, and relief or relaxation.

Required Outside Hours: 8

Assignment Description:

Read chapter or handouts on sound design in animation and film/video. Add music and sound effect notations to storyboard constructed earlier.

Required Outside Hours: 8

Assignment Description:

Read and study handouts on visual display.

Required Outside Hours: 12

Assignment Description:

Read information on the use of various media (e.g., visual, motion graphics, sound, animation) to convey semantic and aesthetic information. Complete work on final project and prepare for the final exam.

METHODS OF EVALUATION:

Writing assignments

Percent of total grade: 10.00 %

Percent range of total grade: 10% to 20% Weekly writing response and discussion.

Problem-solving assignments

Percent of total grade: 20.00 %

Percent range of total grade: 10% to 30% Final Project Planning

Skill demonstrations

Percent of total grade: 10.00 %

Percent range of total grade: 10% to 30% Design Activities/Skill Demonstration

Other methods of evaluation

Percent of total grade: 40.00 %

Percent range of total grade: 30% to 50% Final Project, Final Project Presentation

Other methods of evaluation

Percent of total grade: 10.00 %

Percent range of total grade: 10% to 20% Weekly participation.

Objective examinations

Percent of total grade: 0.00 %

Percent range of total grade: 0% to 10% Multiple Choice, True/False, Completion

REPRESENTATIVE TEXTBOOKS:

Adobe Create Suite . Adobe,2020.

Recommended Representative Textbooks

Adobe Training and Tutorials/Lynda.com. Adobe,2021.

ARTICULATION and CERTIFICATE INFORMATION

Associate Degree:

CSU GE:

IGETC:

CSU TRANSFER:

Transferable CSU, effective 200570

UC TRANSFER:

Not Transferable

SUPPLEMENTAL DATA:

Basic Skills: N

Classification: Y

Noncredit Category: Y

Cooperative Education:

Program Status: 1 Program Applicable

Special Class Status: N

CAN:

CAN Sequence:

CSU Crosswalk Course Department:

CSU Crosswalk Course Number:

Prior to College Level: Y

Non Credit Enhanced Funding: N

Funding Agency Code: Y

In-Service: N

Occupational Course: D

Maximum Hours:

Minimum Hours:

Course Control Number: CCC000558733

Sports/Physical Education Course: N

Taxonomy of Program: 061400