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Course Outline for CIS 81

DIGITAL MEDIA-WORKPLACE I

Effective: Fall 2010

I. CATALOG DESCRIPTION:

CIS 81 — DIGITAL MEDIA-WORKPLACE I — 2.00 units

Increased workplace demand for digital media skills – planning, designing, creating, maintaining and managing effective communications using different forms of digital media: photo imaging capture and manipulation, video/audio production, web site/blog/podcast publishing. Via instructor-led tutorials and media-intensive projects, students will learn introductory hands-on techniques for producing beginning-level self-running presentations, multimedia web sites, digital images, and streaming audio and video.

1.50 Units Lecture 0.50 Units Lab

Grading Methods:

Discipline:

	MIN
Lecture Hours:	27.00
Lab Hours:	27.00
Total Hours:	54.00

II. NUMBER OF TIMES COURSE MAY BE TAKEN FOR CREDIT: 4

III. PREREQUISITE AND/OR ADVISORY SKILLS:

IV. MEASURABLE OBJECTIVES:

Upon completion of this course, the student should be able to:

- A. Identify the components of effective digital business communication;
- B. Examine emerging digital communication technologies;
- C. Demonstrate the ability to create enhanced presentations;
- D. Demonstrate the ability to capture, edit, and manipulate graphic images;
- E. Demonstrate the ability to create multimedia websites;
- F. Demonstrate the ability to capture edit and manipulate audio clips;
- G. Demonstrate the ability to capture edit and manipulate video clips;
- H. Evaluate and analyze client information to effectively solve workplace communication problems.

V. CONTENT:

- A. Multimedia Presentations (using Microsoft PowerPoint)
 1. Working with presentations
 2. Enhancing a Presentation
 3. Working with Graphic Objects
 4. Working with Movies, Animation, and Sound
 5. Creating Support Materials
 6. Prepare and Deliver a Presentation
 7. Using colors, fonts and images
 8. Designing with cross-platform fonts
 9. Making sure your are using compatible file formats
 10. Using digital audio, video and images
 11. Adding motion and animation
 12. Embedding versus linking
 13. Representing information visually via graphs and charts
 14. Incorporating interactivity and hyperlinks
 15. Adding narration and soundtracks
 16. Distribution options: Live vs. Internet vs. CD/DVD vs. Videotape
- B. Digital imaging (using Adobe Photoshop Elements)
 1. Creating Graphics
 2. Importing and Exporting Graphics
 3. Modifying Graphics
 4. Adding Text to Graphics
 5. Creating Special Effects
 6. Image acquisition via scanners, digital cameras, stock libraries and the Internet
 7. Color depth, resolution, dimensions and size

8. Layers and layer options
9. Bitmap vs. vector images
10. Cropping, colorizing and applying effects
11. Dithering, interlacing and transparency
12. Using text and anti-aliasing
13. Image formats for printing versus screen display
- C. Digital Video (using Windows MovieMaker)
 1. Creating Animations
 2. Enhancing animations
 3. Publishing an Animation
 4. Working with Video
 5. Enhancing Video
 6. Publishing Video
 7. Digitizing analog footage via capture cards
 8. Transferring digital footage via FireWire
 9. Editing, mixing, scrubbing, and applying transitions and effects
 10. Titles and overlays
 11. Adding narration and soundtracks
 12. Frame rates, resolution, image size and color depth
 13. Video file formats, codecs and compression options
- D. Digital Audio
 1. Sound card configuration
 2. Audio recording, sample rates and bit-depth
 3. Audio editing, dubbing and mixing
 4. Audio file formats, codecs and compression options
 5. Cross-platform compatibility
 6. Distribution options: Internet vs. CD/DVD/SCD
- E. Digital Media and the Web
 1. Web Site Development
 - a. Creating a Web Page
 - b. Formatting and Linking Web Site Pages
 - c. Enhancing Web Pages
 - d. Working in a Web Site Design Program
 - e. Polishing and Publishing Your Web Site
 2. Usability, Accessibility and Section 508 Compliance
 3. Speed vs. Aesthetics
 4. Cross-platform fonts
 5. Web-compatible file formats
 6. Navigation via Text, images and image maps
 7. Image compression and optimization
 8. Dithering, interlacing and transparency
 9. Color Depth and using Web-Safe colors
 10. Hexadecimal and RGB color values
 11. Incorporation animation, and when not to use it
 12. Video and the Web
 13. Audio and the Web
 14. Browser compatibility and plug-ins
 15. Designing for varying display resolutions
 16. Using CSS vs. designing with tables
 17. Keywords and search engine optimization
 18. Current trends in web-based digital media
- F. Desktop Publishing
 1. Working with Documents
 2. Working with Text
 3. Formatting Pages
 4. Enhancing Publications
 5. Publishing a Document

VI. METHODS OF INSTRUCTION:

- A. Interactive assessment programs
- B. Lectures utilizing Power Point, overhead transparencies, digital media, handouts, whiteboard and/or blackboard
- C. Interactive web-based tutorials
- D. Hands-on assignments using software application
- E. Instructor demonstration of software

VII. TYPICAL ASSIGNMENTS:

- A. Access textbook companion website for interactive, autograded lesson
- B. Complete hands-on assignment using software
- C. Contextualized and scenario based learning projects

VIII. EVALUATION:

A. Methods

1. Exams/Tests
2. Quizzes
3. Projects
4. Other:
 - a. Methods:
 1. Regular hands-on assignments
 2. Discussion board
 3. Exams and/or Quizzes
 4. Final examination

B. Frequency

1. Frequency – regular assessment of learning using assignments, activities, projects or quizzes and final evaluation
 - a. Recommend at least 1 hands-on assignment each week.
 - b. Recommend 3 or 4 quizzes, plus final examination.

IX. TYPICAL TEXTS:

1. Weixel, Suzanne *Multimedia BASICS*. 2nd ed., Course Technology, 2009.

2. Coorough, Calleen *Multimedia for the Web: Creating Digital Excitement Revealed, Education Edition*. 1st ed., Course Technology, 2009.

X. OTHER MATERIALS REQUIRED OF STUDENTS:

- A. Computer and printer access
- B. Internet access