



MMED-1050

# DIGITAL MEDIA THEORY & PROJECT MANAGEMENT 1



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# **MMED-1050**

## **COURSE DESCRIPTION**

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This is a preparation course that will expose students to digital photography, new media technologies and time management principles. Self-learning strategies are a key objective in this course.

## **COURSE LEARNING OUTCOMES**

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Upon successful completion of this course, you will be able to reliably demonstrate the following Course Learning Outcomes which will be taught and evaluated:

- 1.) Demonstrate the ability to take photos in a professional manner
- 2.) Be able to edit and enhance digital photos
- 3.) Develop a deeper understanding of time management
- 4.) Understand the core values of web technology

## **GRADE BREAKDOWNS**

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Homework - 30%

Assignment 1 - 15%

Assignment 2 - 10%

Midterm - 15%

FIP - 30%

Prepared by Rob Haaf and Joe Kormendi

All “**\***” represent a week with a submission below.



## COURSE BREAKDOWN

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### MODULE 1 - COURSE INTRODUCTION

#### WEEK 1

- Orientation

### MODULE 1 - PROJECT MANAGEMENT BASICS

#### WEEK 2

- Intro to scheduling and naming conventions
- Assign HW #1 Untitled Folder Organize (7.5% of final mark)

### MODULE 2 – DIGITAL MEDIA TECHNOLOGIES

#### WEEK 3\*

- Overview of current technologies and their uses
- HW #1 - Untitled Folder Organize is due

#### WEEK 4

- Overview of current technologies and their uses continuation
- Media Technologies Research
- Assign Midterm (15% of final mark)

#### WEEK 5

- Data Visualization Overview & Practical

## **MODULE 3 – DIGITAL PHOTOGRAPHY**

### **WEEK 6**

- Intro & Equipment
- Assign HW #2 - Research and Photography (7.5% of final mark)
- Assign Assignment #1 - Exposure & Composition Photo Set (15% of final mark)

### **WEEK 7\***

- Composition, Aperture and Exposure, Lighting and Angles
- Midterm is due
- HW #2 - Research and Photography is due
- Intro to Assignment #2 - Media Technologies Research (10% of final mark)

### **WEEK 8**

- Digital Darkroom

### **WEEK 9\***

- Digital Darkroom Continued
- Assign HW #3 - Four Photo Corrections (7.5% of final mark)

## **MODULE 4 – PROJECT & ASSET MANAGEMENT**

### **Week 10\***

- HW #3 - Four Photo Corrections is due
- HW #4 - In-class Photo Corrections (7.5% of final mark)

### **Week 11\***

- Overview and use in Media projects and formats
- Assignment #2 - Media Technologies Research is due

### **Week 12\***

- Project Asset Management
- Assignment #1 - Exposure & Composition Photo Set is due

### **Week 13**

- Working lab

### **Week 14\***

- Final Integrated Project is due



The background features a complex, abstract design composed of several DNA double helix structures in red and cyan. These helixes are intertwined and overlaid with a grid of fine red and cyan lines, creating a sense of depth and data density. Interspersed among the helixes are various electronic components, specifically red and cyan integrated circuit boards (chips) with circular pads and connecting lines. The overall aesthetic is futuristic and scientific, suggesting themes of genetics, data processing, and information flow.

# BIG DATA

## VISUALISATION

# ADDITIONAL LEARNING

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## Introduction to Photography

It takes more than a camera to be a good photographer. But with today's smart technology and training from lynda.com, it's easier than ever to learn how to take great pictures.

## Become a Photographer

We are living in a golden age of photography. Photographs are used to tell stories, sell products, and capture moments to share with others. Want to join in?

## Project Management Foundations

Project management is a set of techniques that anyone can apply to achieve goals and make projects more successful.

## Digital Media Foundations

This course is for anybody curious about the mechanics behind the media seen on devices. If you're a self-trained designer, photographer, CG artist, audio mixer, video editor, or motion graphics artist, you have a good grounding in the tools you use, and you know the results you want, but you might not know how the technology you're using really works.

*LinkedIn Learning is available for free through <https://fcsnw2.fanshawec.ca/portal/index.htm>. Look for LinkedIn Learning under My Bookmarks and Campus Links on the right side of the page. You will be prompted to login, using your FOL login credentials to access LinkedIn Learning. You will need to login first before you can click or copy and paste the above links.*



Michael Muller

# HOMEWORK BRIEFS

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## HW #1: UNTITLED FOLDER ORGANIZE

This assignment is built to show you how much time you can waste by not organizing your files and properly managing your time.

If at the end of a project, things need to be sorted for handing in and they aren't organized properly to begin with, this will chew up valuable hours at the end of the project.

You must review and understand this assignment before leaving our classroom. No further help will be given via email afterwards.

This is a practice that needs to be developed and mastered early for any level of success in your college career and in our professional industry.

## TIMESHEETS

Timesheets in our industry are used religiously. They are used to track time from the start of a task to the end of the task. This means from when a file is opened until it is closed. You should add entries to your timesheet as you complete project tasks. A single project may have multiple entries on the timesheet. **DO NOT FILL OUT YOUR TIMESHEET A DAY(S) LATER.**

Timesheets, when opened on a computer, should appear in landscape view, not portrait view.

## ORGANIZE THE PROVIDED FOLDER

Create folders and name them accurately to the content you put inside. Once you have organized all your files neatly into folders, create a document (Word, TextEdit or equivalent software) and list the names of all files with a title. The title being the folder name the files are inside.

## HERE'S HOW IT WORKS

1. Create a Main Folder: lastname\_firstname\_assignmentname
2. Create folders inside the main folder to sort the file types provided and name the folders as follows: **images, audio, web, documents, assets**
3. Re-name each file provided for easy referencing. So, you don't have file names like: image-1 or 5324ghd. These names make no sense and can not be easily figured out without opening the file.  
  
DO NOT leave spaces or add weird characters (~,\$,>) to your folder or file names. MAKE ALL FOLDER AND FILE NAMES lowercase. To separate words in a file name use a dash (-) or an underscore (\_).
4. Use your provided timesheet to track your time to complete this homework assignment.
5. Create the document (Word,TextEdit or equivalent software) listing out a title (folder name) and the files within it for each folder and file.

Sample document layout:

folder name: **documents**  
time-sheet.pdf  
Document-list.pdf

folder name: **images**  
(list of all files in that folder)

folder name: **audio**  
(list of all files in that folder)

folder name: **web**  
(list of all files in that folder)

folder name: **assets**  
(list of all files in that folder)

6. Save time sheet and document list as pdf files, and put them in the documents folder

7. Zip entire main folder

8. Project is due start of class Week 3

## **GRADING**

Proper Folder Naming Convention - 5 marks

5 Folders named properly, files properly placed within - 5 marks

All files renamed properly as requested - 10 marks

Time sheet & Document List in PDF format - 5 marks

Total Marks = 25

## **SUBMISSION REQUIREMENTS & DUE DATE**

Submit your zip folder with proper naming conventions

(Lastname\_Firstname\_Assignmentname.zip) to the FOL's Submissions Dropbox.

Rar files will not be accepted.

Due start of class Week 3 in the appropriate FOL Dropbox  
(7.5% of final grade)

A deduction of 30% will be applied to projects that are submitted late.

## **HW #2: RESEARCH & PHOTOGRAPHY**



### **PART ONE: RESEARCH**

Find a professional photographer whose work you especially like. Provide a name and a link to their work and a description (1 paragraph) on why you like their work. Submit the research in PDF format.

### **PART TWO: SHOOTING ASSIGNMENT**

Use a camera already available to you (phone, point and shoot camera, not a DSLR camera) to take and upload 10 photos. Shoot the images in a small group if you like.

### **THEME: “PEOPLE” or “PORTRAITS”**

Be as creative as possible with the equipment you have! But ONLY with the shooting and choice of subject, NO filters or image processing allowed for these photos. Think angles, close ups, distance, colour, shadows and lighting. Be creative and think outside the box for your photos. Use the photographer you researched as inspiration in your photos. Try to mimic his

or her style, lighting, angles etc. to get the best, most creative photos possible.

## GRADES

Proper Folder Naming Convention - 2 mark

Photographer research - 3 marks

Overall quality and creativity of 10 photos - 20 marks

Total marks: 25 marks

## SUBMISSION REQUIREMENTS & DUE DATE

Submit the highest quality size photos. Zip folder with proper naming conventions (Lastname\_Firstname\_Assignmentname.zip) to the FOL's Submissions Dropbox.

Rar files will not be accepted.

Due start of class Week 7 in HW #2 FOL Dropbox - (7.5% of final grade)  
A deduction of 30% will be applied to projects that are submitted late.

## HW #3: FOUR PHOTO CORRECTIONS

Using Photoshop, enhance the colours, remove dust and scratches, blemishes etc. from each provided 4 photos. Use techniques learned in class to enhance the photos and make them look better. All while using non-destructive photo editing. Name all Photoshop Layers or marks will be deducted for that photo correction. Once you are finished submit your Photoshop files with all Layers named for all 4 files.

### PHOTO1-FAMILY-BW.JPG NEEDS:

- Canvas rotation
- Blemishes removed
- Colour to be Black and White
- Overall lightness of picture improved

### **PHOTO2-TRAIN.JPG NEEDS:**

- Blemishes removed
- Colour enhancements
- Overall lightness of picture improved

### **PHOTO3-COUPLE-SEPIA.JPG NEEDS:**

- Canvas rotation
- White border reconstructed
- Blemishes removed
- Overall lightness of picture improved

### **PHOTO4-FAMILY-COLOUR.JPG NEEDS:**

- Blemishes (dust and scratches) removed
- Sharpened
- Overall lightness of picture improved

### **GRADES**

Proper Folder Naming Convention - 2 marks

Layer Naming - 3 marks

Photo1-Family-BW - 5 marks

Photo2-Train - 5 marks

Photo3-Couple-Sepia - 5 marks

Photo4-Family-Colour - 5 marks

Total Marks = 25 marks

### **SUBMISSION REQUIREMENTS & DUE DATE**

Submit your zip folder with proper naming conventions

(Lastname\_Firstname\_Assignmentname.zip) to the FOL's Submissions Dropbox.

Rar files will not be accepted.

Due start of class Week 10 in HW #3 FOL Dropbox - (7.5% of final grade)  
A deduction of 30% will be applied to projects that are submitted late.

### SAMPLE FINISHED PHOTO CORRECTIONS





#### HW #4: IN-CLASS PHOTO CORRECTIONS

Due: By end of class on Week 10 in HW #4 FOL Dropbox -  
(7.5% of final grade)

Details will be given in class for this homework

# ASSIGNMENT BRIEFS

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## ASSIGNMENT #2 - MEDIA TECHNOLOGIES RESEARCH



In class we have discussed the core media technologies and programming languages that are used in developing Web sites. This individual research assignment requires you to apply this information to specific Web sites that you select to analyze and discuss.

The sites you select can be sites you use regularly, or sites you find through searching that are feature-rich, with a lot of interactivity. (NOTE: A site with a lot of information, features and things going on, such as animation and more complex interactivity, can often give you far more things to talk about than a simpler, more static site!)

Please keep in mind that you are expected to discuss the technologies in a broad, introductory way, *to the best of your current knowledge and at the level we have discussed them in class*. You are **NOT** expected to analyze specific code usage, or HTML markup, styles, etc.! What we are looking for is more:

*'What is it about the features of this site that indicate to you that a database is present, that JavaScript is being used, etc.?' These are the points we have talked about specifically, so you are not expected to dive deeper into the details of code or markup for this assignment.*

The goal is to begin to encourage you to be more *analytical* about Web sites and applications you encounter and use, in terms of the different technologies used in their creation, how the different technologies can work together, and how they relate to the concepts and examples presented in class.

You are required to select **three(3) sites minimum** for this assignment. The sites you select should provide you with the opportunity to answer the following questions:

With the image assets used in each site, are bitmap and vector images being used? Discuss which graphics might have been designed as vector graphics, and why. If there are bitmap graphics, can you tell if they are being used at appropriate dimensions for the layout?

For each site, discuss the overall HTML/CSS structure: Is the site responsive? Are there features in the site that you feel show specific uses of CSS (animation, etc.)?

Is JavaScript implemented in each site? What features do you think JavaScript is responsible for?

Is a database being used? Why do you feel it is or isn't, i.e., what features of each site inform you one way or the other?

## TECHNICAL REQUIREMENTS

PDF write-up, including links to each site and a written discussion for each based on the questions above and any other relevant elements you choose to discuss.

\*Additional information will be given in class, you are encouraged and expected to ask questions. If you are absent it is your responsibility to check with other students.

## **GRADING SCHEME**

All questions thoroughly discussed for each chosen site: 7 marks

Well organized write-up with titles for each site, consistent sections for each question, in PDF format: 3 marks

Total mark: 10 marks

## **SUBMISSION REQUIREMENTS & DUE DATE**

Submit your PDF file with proper naming conventions

(Lastname\_Firstname\_Assignmentname.zip) to the FOL's Submissions Dropbox.

Rar files will not be accepted.

Due start of class Week 11 in Assignment #2 Submission FOL Dropbox -  
(10% of final grade)

A deduction of 30% will be applied to projects that are submitted late.

## **ASSIGNMENT #1 - EXPOSURE & COMPOSITION PHOTO SET**



This assignment requires you to use a DSLR camera or use the [Lightroom app](#) in professional mode on your phone to produce the following:

### **PART 1 - FULL SET OF PHOTOS, ONE THEME, APERTURE PRIORITY**

Submit a SET of images (10 highest-quality JPG images) that focus on the same subject (a single theme of your choice), where we can see the effects of exposure control and your experimentation with exposure settings while shooting. Using aperture priority on your camera, where depth of field is the emphasis. Photograph human portraits or object studies.

### **PART 2 - FULL SET OF PHOTOS, ONE THEME, SHUTTER PRIORITY**

Submit a SET of images with a common theme (10 highest-quality JPG images), where we can see the effects of exposure control and your experimentation with exposure settings while shooting.

Using shutter speed where motion is the central exposure effect priority on your camera, photograph subject matter that involves motion, night or low light or bright light.

### **COMPOSITIONS**

In addition to exposure variation, ALL images should demonstrate some experimentation with different angles, framing and thought about the general compositional 'rules' we discussed in class. Be creative in your shot choices!

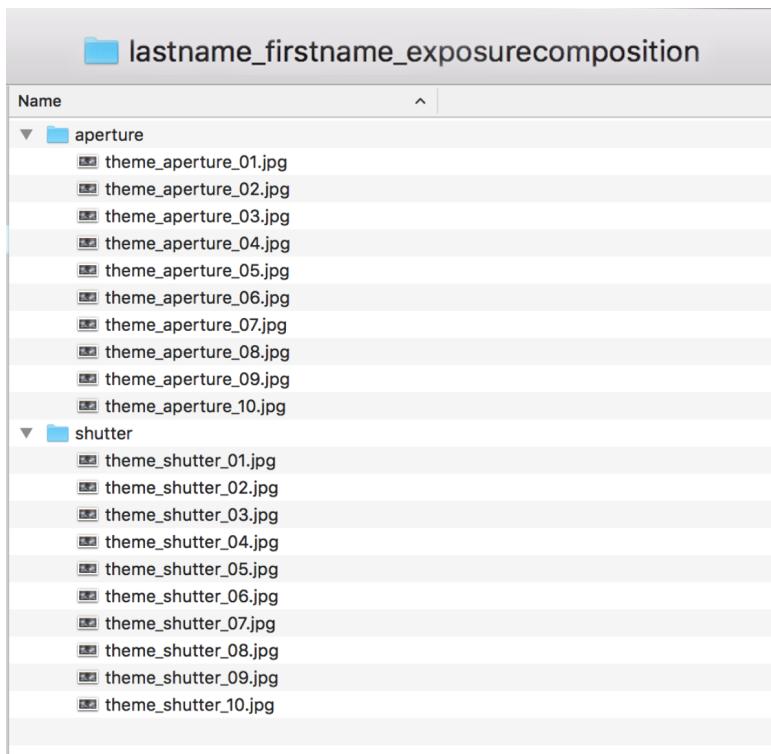
## PHOTO EDITING/ENHANCEMENTS

Please resize the photos canvas to be 6 inches wide by 9 inches high (portrait size) or 9 inches wide by 6 inches high (landscape size). You can also enhance the colours and composition in Photoshop. You can also rework the composition using Photoshop. You cannot 'photo manipulate' your photos in Photoshop.

## PART 3 - FOLDER STRUCTURE AND NAMING CONVENTIONS

Use the below screenshot as your guide to setting up your folder structure and photo file naming convention for submission of all your high quality jpg images.

Make sure you clearly identify each image in the set with appropriate naming convention and numbering to demonstrate good file management.



## CAMERA RENTALS

Media Services is located at D1025 on the main campus. Media Services now requires Reservations for all checkouts. Please use the Online Reservation portal or email [mediaservices@fanshawec.ca](mailto:mediaservices@fanshawec.ca). Media Services will have specific details on equipment rentals that will need to be adhered to. Please make sure you are fully aware of the details when renting the equipment.

General Inquiries / Reservations (519) 452-4238

Equipment / Laptop Requests (519) 452-4241

## GRADES

Following directions: 5 marks

Resizing images, colour enhancements etc. - 10 marks

Aperture Priority, composition/exposure/quality of image - 20 marks

Shutter Priority, composition/exposure/quality of image - 20 marks

Total Marks = 55

## SUBMISSION REQUIREMENTS & DUE DATE

Submit your zip file with proper naming conventions

(Lastname\_Firstname\_Assignmentname.zip) to the FOL's Submissions

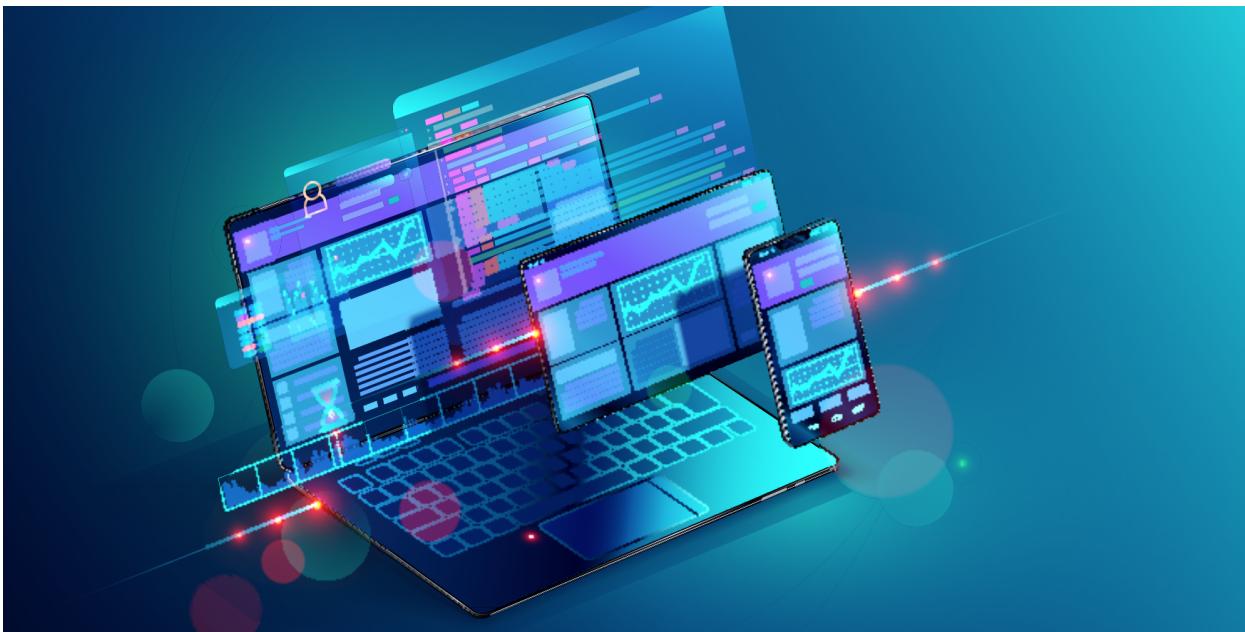
Dropbox.

Rar files will not be accepted.

Due start of class Week 12 in Assignment #1 - Exposure & Composition FOL Dropbox - (15% of final grade)

A deduction of 30% will be applied to projects that are submitted late.

# MIDTERM



## ASSIGNMENT DESCRIPTION

The midterm assignment's goal is to have students prepared for the submission of the final integrated project (FIP). This midterm is specifically designed to aid in the pre-planning of the FIP for a successful final project delivery.

Research is a significant part of any project's process and it will set the foundation of a well-throughout project.

## ASSIGNMENT REQUIREMENTS

1. Website Research: Each student is responsible for researching 3 websites that are the same/similar in the subject manner that students have chosen for their own FIP. Reviewing how these sites utilize photography on their website to create interesting and engaging visuals.
  - Create a document that includes screenshots of the websites researched. Explaining in detail how the photography is being used effectively in the layout of the website researched.
  - Explain in detail how your research findings can aid in your FIP photography.

2. Picture Research: Each student is responsible for researching 10 sample images that are similar in the subject matter that students have chosen for their own FIP. Using the 10 sample images as a guide, students will write about their FIP photos describing in detail what they envision their photos will look like when photographed. Talk about lighting, background, camera angles and colours for instance.
- Create a document that includes the 10 photos researched. Write in detail describing how you envision your photo will be photographed when taken.

## **GRADING SCHEME**

Website Research: 25 marks

Picture Research: 25 marks

Following Instructions: 5 marks

Total mark: 55 marks

## **SUBMISSION REQUIREMENTS & DUE DATE**

- Website Research: PDF file
- Picture Research: PDF file

Create a folder named 'lastname\_firstname\_midterm', add your files to this folder. Zip up your entire 'lastname\_firstname\_midterm' folder and upload it to the appropriate FOL's Submission Dropbox.

Due start of class on Week 7 - (15% of final grade)

A deduction of 30% will be applied to projects that are submitted late.

# FIP - FINAL INTEGRATED PROJECT

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## MMED-1050 DIGITAL MEDIA THEORY & PROJECT MANAGEMENT 1 - REQUIREMENTS



### ORIGINAL PHOTOGRAPHY AND STRUCTURE

Take 10 original photos that will be in your final website design layout. Make Photoshop adjustments to enhance colour and composition using techniques from class exercises. Using proper layer structure/naming and adjustment layers within the file. You are permitted to use additional royalty free imagery, but 10 images must be taken by individual students and are required to be in the final website.

### IMAGE OPTIMIZATION

Export your website images to appropriate format for use on the web. Trying to achieve the best quality image for the smallest file size.

### GRADING SCHEME

PSD Images & Adjustments, Composition/Good Photos, Layer Naming:  
35 marks

Image Optimization/Right Format: 10 marks

Following Instructions: 5 marks

Total mark: 50 marks

## SUBMISSION

- Submit your layered 10 high resolution Photoshop files with adjustments and your images folder from your website folder structure.
- Submit your images folder from your website folder structure.

Create a folder named 'lastname\_firstname\_fip', add your Photoshop files and the images folder to this folder. Zip up your entire 'lastname\_firstname\_fip' folder and upload it to the appropriate FOL Submission Dropbox.

Due Monday, December 5th, 5:00 pm EST on Week 14 (30% of final grade)  
A deduction of 30% will be applied to projects that are submitted late.