

EMAC 3315: PRINCIPLES OF DIGITAL MEDIA PRODUCTION (Spring 2006)

Instructor: Dr. Ed Youngblood

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Class Meets: Tuesday 9:30-12:20 and Thursday 9:30-11:20 including labs in Studio A (MCOM 002)

Office: MC-218.

Office Hours: Tuesday, Wednesday, and Thursday, 2:00-3:20. Office hours may be used for discussions related to coursework, academic or career advising. Feel free to drop by the office if you have questions. I'm usually around.

COURSE OBJECTIVE: To provide students with the working knowledge required for basic production of digital graphics, video, and audio.

LEARNING OBJECTIVES:

- Be able to successfully communicate a message using a variety of electronic media including still images, moving images, and Web pages.
- Be able to describe basic design and production techniques used in electronic media.
- Be able to identify and discuss major issues in electronic media production including ethics, designing for specific audiences, usability testing, and legal concerns.
- Be able to successfully complete basic digital media production tasks in photo-editing, video editing, and Web design.

ASSESSMENT: Formal: Written and/or interactive projects, portfolios, presentations, exams, quizzes, essays, homework, class discussion. **Informal:** Polling the class, non-graded quizzes, reaction papers, active learning techniques, muddiest point activities.

TEXTS (all required):

Robin Williams, John Tollett, and David Rohr. *Web Design Workshop*, 2002

Michael Rubin. *The Little Digital Video Book*, 2002

Course Pack at Copy Tech in West Hall

SUPPLIES: Each student is to have at least one **128MB or larger USB** memory device to store assignments on, and a film or digital camera—this does not have to be a single lens reflex. Most assignments will be turned in on the course E-Learning site.

ASSIGNMENTS: Assignments are to be turned in to the ELearning site and/or your personal Web site by 5:00 p.m. on the date indicated on the syllabus unless the date or time is changed by the Instructor. Assignment grades will be cut one letter grade for each day the assignment is late. Some assignments may have multiple-parts. The assignment is not complete until all components are turned in. Points will be deducted for not following all instructions and/or if assignment is not complete. The Instructor reserves the right to modify assignments as needed. Consult with the Instructor at any time regarding any of the assignments. Readings for class will be discussed on the day listed on the syllabus. Each assignment should contain your own work. Violators of the policy will be required to leave the course with an "F".

NO FOOD OR DRINKS ARE PERMITTED IN THE LAB. Violations will result in the student being dismissed from class or lab for the day and cause the student to be considered absent for the day. A third violation will result in the student failing the course. If any of the lab equipment malfunctions, get assistance from the computer lab supervisor Mark Mamawal, the lab assistant on duty, or the instructor. Do not attempt to repair the equipment yourself. Under no circumstances are you to install software on the computers in the labs, this includes games and chat software. Do not change the background/fonts/color scheme on the computers. If you have a compelling need to change these settings based on a disability, consult with the instructor before making any changes. Please understand that these are not your computers and that a number of other students will be using them. Please pick up after yourself and do not leave trash around the workstation you are using.

TESTS/EXAMINATIONS: There will be three tests each worth 8% of your grade. There is not a final exam in this course. If you miss an examination, for whatever reason, the instructor reserves the right to change the format/questions on the exam. In addition, the instructor will set the date and time for any makeup test. Academic Integrity standards will be enforced. Each test should contain your work. Violators of the policy will be required to leave the course with an "F".

ACADEMIC INTEGRITY: It is the aim of the faculty of Texas Tech University to foster a spirit of complete honesty and a high standard of integrity. The attempt of students to present as their own any work that they have not honestly performed, whether through cheating or plagiarism, is regarded by the faculty and administration as a serious offense and renders the offenders liable to serious consequences, possibly suspension. See the section on "Academic Conduct" in the *Code of Student Conduct* for details of this policy.

GRADING:

Photoshop:

Assignments
6-Tutorials: (2% each): Basics, Layers, and Touchups
4-Cropping
5-Combining Images
5-Telling a story
Exam: (8%)

Dreamweaver:

Assignments
2-Compass Web Site
2-Flash Basics
5-Evaluating a Web Site
5-Peer Critique
6-Building a Website
Exam: (8%)

Video:

Gunsmoke (4%)
Script (3%)
Storyboard (3%)
Shooting assignment (10%)
Includes final script, storyboard, video, and discussion
Exam (8%)

Portfolio (10%)
Presentation (6%)

COMMUNICATION: Course announcements will frequently be made by email using your eraider email alias (firstname.lastname@ttu.edu). Make sure that your eraider alias goes to the email address you usually use. You can manage your eraider account at <http://eraider.ttu.edu>. Grades and some course material will be distributed using the Texas Tech ELearning module found in the university's web portal, <http://raiderlink.ttu.edu>. Many of the course assignments will be turned in through ELearning as well. We will discuss how system works in class and I will give you an electronic handout on it. Because of the problems posed by spam, please put "EM&C 3315" in the subject line of any email you send me. Be aware that failure to use the correct subject line will mean that your email message will probably not be read.

ATTENDANCE: You are allowed three (3) unexcused absences. Absences beyond that will result in a deduction of ten (10) points from your final grade for each absence. Absences caused by extended illness or hospitalization will be considered as excused absences. The student is responsible for bringing adequate documentation and ensuring that their attendance is properly recorded. Make sure you sign the role sheet everyday. If you do not see the sheet, please ask me for it. If you are more than 15 minutes late for class you are considered absent for that day. That said, it is better to come to class late than not to come class at all. You are required to stay for the entire class to be considered present. If you need to be absent for official Texas Tech business you must notify the instructor and teaching assistant at least one week prior to the absence with (1) a memo on official TTU letterhead (not a photocopy) and (2) an e-mail with contact information from the TTU advisor. If you do not meet these requirements for an "official TTU business absence", you will be counted absent for the day(s) you missed class.

CIVILITY IN THE CLASSROOM: Students are expected to assist in maintaining a classroom environment that is conducive to learning. In order to assure that all students have the opportunity to gain from time spent in class, unless otherwise approved by the instructor, students are prohibited from engaging in any other form of distraction. Inappropriate behavior in the classroom may result in the student being required to leave the classroom. Students asked to leave the classroom will not receive credit for being in class that day, i.e. it will counted as an unexcused absence. Before each class, please turn off or silence all cell phones, beepers, alarms, or any other electronic noise-making device.

SPECIAL ARRANGEMENTS: The University is committed to the principle that in no aspect of its programs shall there be differences in the treatment of persons because of race, creed, national origin, age, sex, or disability, and that equal opportunity and access to facilities shall be available to all. If you require special accommodations in order to participate, please contact the instructor at 742-6500 ext. 229 or in his office, MCOM 218. Students should present appropriate verification from Disabled Student Services, Dean of Students Office. No requirement exists that accommodations be made prior to completion of this approved University process. Before each class, please turn off or silence all cell phones, beepers, alarms, or any other electronic noise-making device.

COURSE SCHEDULE
(Subject to change, Other readings will be added)

<i>Date</i>	<i>Lecture Topic</i>	<i>Lab Topic</i>	<i>Readings (due date listed)</i>	<i>Assignment Due</i>
Week 1				
Jan. 12	Course introduction, introduction to graphics	Photoshop Basics		
Week 2				
Jan. 17	Composing an image	Photoshop Layers	Williams Chapter 1	Photoshop Basics
Jan. 19	Image ethics	Photoshop Touchups	Williams Chapter 3	Photoshop Layers
Week 3				
Jan. 24	Telling a story with images	Combining Images and Scanning		PS Touchups
Jan. 26	Telling a story with images	Equipment: Cameras		Combining Images
Week 4				
Jan. 31	Copyright and stock images	Equipment: Lighting	Williams Chapter 2	Cropping Assignment
Feb. 2	Photoshop and the Web	TBA		
Week 5				
Feb. 7	EXAM			
Feb. 9	Web technology	Critique	Williams Chapter 5-6	Telling a story
Week 6				
Feb. 14	Organizing material and working with a client	HTML/XHTML	Williams Chapter 7-9	
Feb. 16	User-Centered Design	HTML/XHTML	Williams Chapter 10-11 User Centered Design (TBA)	
Week 7				
Feb. 21	Design	HTML/XHTML/CSS/Dreamweaver	Williams in course pack Williams 12-13	
Feb. 23	Design	Dreamweaver	Williams 14-16	
Week 8				
Feb. 28	Design			Compass Travel
Mar. 2	Usability Testing and International Issues	Dreamweaver	Williams 17-19 International Issues	
Week 9				
Mar. 7	Accessibility and special audiences	Critiquing Websites/Dreamweaver	Accessibility Communicating with older audiences	Evaluating a Web Site
Mar. 9	Multimedia and Flash	Flash	Issues with Flash (TBA)	
Week 10				
NO CLASS SPRING BREAK				
Week 11				
Mar. 21	Current Web Trends	Flash		Flash Assignment
Mar. 23	Web and Multimedia Exam			
Week 12				
Mar. 28	Introduction to Video	Website Presentation	Rubin, Chapter 1-2	Building a Website Due
Mar. 30	Composing an Image	Using the Camera	Rubin, Chapter 3	Peer Critique (in class)
Week 13				
Apr. 4	Telling a story with video	Introduction to Avid	Avid Tutorials on CD/Website	
Apr. 6	Scripting	Gunsmoke	Chapter 6 and Script Format	Gunsmoke

Week 14

Apr. 11	Jobs in the industry	Working on scripts	
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Apr. 13	Storyboarding	Review Scripts	Script
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Week 15

Apr. 18	Video Exam		
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Apr. 20	Professionals Panel	Critique Storyboards	Storyboards
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Week 16

Apr. 25	TBA	Portfolio/Shooting	
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Apr. 27	BEA		
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Week 17

May 2	Presentations		Portfolio and Video Project (in class)
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