



COURSE SYLLABUS: Spring 2020
Introduction to Digital Media (IDM)

Class: PHO 2356 .001
Credit Hours: 3.000
Class Days and Time: On-Line
Class Dates: 01/13 - 05/8
Classroom: Zoom

Instructor: Ginger Sisco Cook

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COURSE INFORMATION

Course Description:

Digital multimedia is an emerging form of literacy and a powerful tool of creative expression. This course is designed to explore the quickly evolving digital media world. Students will be introduced to the technical and conceptual tools required to understand the basics of producing digital media as well as begin to learn the language of visual imagery. In addition to producing digital media, we also examine the cultural and historical context of such work.

Preparation and planning is essential to creating dynamic, user-friendly projects and crucial to the over-all design. Everyone has a story to tell no matter what their major and this class allows for it to be discovered. Students will be introduced to conceptual and visual problem-solving skills, art theory related to the creative organization of space, representation of information and formal qualities of digital art.

Materials – Textbooks, Readings, Supplementary Readings:

Due to the rising cost of photo textbooks that are outdated by the time of publication in the field of photography, there is no mandatory text. Instead of a textbook, it is recommended that students get a Lynda.com account, an online tutorial for software and photographic information.

Class Resources Optional (Not Required):

Telling Tales, Contemporary Narrative Photography, Rene Barilleaux, McNay Art Museum, San Antonio, TX.

Narrative across Media, The Languages of Storytelling, Marie-Laure Ryan, Editor.

The Art of the Photograph, Essential Habits for Stronger Compositions, Art Wolfe and Rob Sheppard

Learning to See Creatively, Design, Color & Composition in Photography, Bryan Peterson

The Photographer's Eye, Michael Freeman

Design Basics, David Lauer and Stephen Pentak

Photography, The Essential Way, Upton, Stone, London

Perfect Digital Photography, Jay Dickman, Jay Kinghorn

Photography, A Cultural History, Mary Warner Marien

Additional resources for learning software:

Adobe Video Training Links: You can use the Adobe Video Workshop to start learning about any application you're interested in, whether you own it or not. The Video Workshop shares expertise from across Adobe and the Adobe community—you'll learn tasks, tips, and tricks from leading designers, developers, and Adobe experts. There are introductory videos for new users, and more experienced users can find videos on new features and key techniques. Many videos show you how to use Adobe applications together. Adobe Video Training <http://tv.adobe.com>

Another great site for tutorials: Creative Cow <http://library.creativecow.net/>

The Texas A&M University - Commerce Gee Library has free resources for art/photography students. <http://www.tamuc.edu/library/>

Introduction to Digital Media Student Learning Outcomes

1. Students will have a basic knowledge of multiple forms of digital media design software.
2. Students will have a basic knowledge of digital media language and terminology.
3. Students will begin to develop basic compositional and digital design skills.
4. Students will gain confidence in their ability to manipulate and create digitally oriented imagery.
5. Students will develop a basic knowledge of computing skills necessary for image design in a fast paced digital media world.

COURSE REQUIREMENTS

Instructional / Methods / Activities Assessments

This course consists of a series of digital media assignments and exercises to assist you in achieving course objectives. Each week you will work on various combinations of image creation and participate in critiques and discussions. You will also be asked to submit a digital image visual story at mid-term and finals. You will be graded on the quality and content of the work, as well as the quality and execution of the presentation.

Grading: “Grades are not given, they are earned”.

Students will receive a numerical grade that will be determined by quality of the visual story, participation in formal and informal critiques, Learning Journals, class and lab participation.

Grade: A = 100-90%	B = 89-80%	C = 79-70%	D = 69-60%	F = 59-0%.
Points: 90-100	80-89	70-79	60-69	0-59

Your final grade will be derived from the following sources: Please note that points per source may change based on the Coronavirus situation from March 16th to the end of the Spring semester. Our assignment situation will remain fluid depending on resources available on-line versus face-to-face instruction.

1. Readings, Quizzes and Responses: 30 points

It is important to show up to lecture and stay for the self directed lab time. This class is fast paced and there is no recourse to recapture 3 hours of missed lecture and lab time.

- After March 16, 2020, the Discussion Forum and Quiz function on Bright Space and/or Zoom will be used for attendance and participation assessment.

2. Learning Journal: 10 points

The Learning Journal documents your level of learning, how you are advancing in knowledge and challenges you are experiencing. Journal assignments are not graded, except for submission and completeness. Minimum requirements is 250 words per entry. It is important that you submit your journal assignment via email to the instructor on or before the date and time assigned. Your submission informs and assists the instructor for the lecture for that particular assignment.

3. Class Digital Media Assignments: 20 points

Each digital media assignment will be graded on how well the specific assignment moves your visual story forward toward the mid-term and/or final critique. Each assignment will have a rubric provided

4. Mid-Term Critique: 20 points

Students will submit for critique a midterm project that consists of 5 polished digital media items from various processes of their choice that tells a cohesive visual story.

5. Final Critique: 20 points

Students will submit for critique a final project that consists of 20 final digital media items from various processes of their choice that tells a cohesive visual story.

Total possible points for semester:

100 points

TECHNOLOGY REQUIREMENTS

Basic computer literacy is required.

Students will have access to a Macintosh computer and print lab equipment with all the software needed to complete digital media assignments.

Students will need to provide the following:

- Cell phone with camera, apps and filters and/or

Digital camera with a minimum of 10 mega pixels and media card i.e. Cameras are available from 2nd Floor Wathena Check-Out for student's use. It is not required or recommended for a student to purchase a camera.

Note: If a student uses their own digital camera, they will need to read the instruction manual and make sure the camera is in good working order. 500GB external hard drive / *two hard drives would be better* or access to the Cloud.

- Printing and Matting costs from print lab.

Learning Software:

While we will spend time understanding how to structure our work in programs from Adobe Cloud, this is not primarily a software training class. *Our focus is on designing what to do with software.* It is the responsibility of the student to master the applications presented in class and to show initiative in using available resources (online Peachpit book, Lynda.com, online tutorials, software Help, etc.).

COMMUNICATION AND SUPPORT

Interaction with Instructor Statement:

Please contact me through email to make an appointment. Appointments are encouraged and appreciated.

Email: Ginger.Cook@tamuc.edu

Office Hours: by appointment

COURSE AND UNIVERSITY PROCEDURES/POLICIES

Course Specific Procedures:

Procedures & Policies for Submission of assignments

A. *Due Date:* All assignments and projects are due on the date and time given by the instructor.

B. *Project Submission:* All work must be from files that were produced during this semester in this class.

C. Attendance: Attendance is required and is recorded at all class and lab meetings.

Note: A total of 4 absences from any class meetings (lecture or lab) will result in a failing grade ("F") for the course and you will be dropped from the class. Excused absences are listed under Class Attendance (A13.02) in the A&M-Commerce Procedures. Verifiable excuses for absences must be turned in to the instructor.

Academic Dishonesty:

Academic dishonesty comprises a broad range of forbidden and punishable practices that includes plagiarism, collusion with other people, cheating on exams and assignments, and misrepresenting one's work. Students should especially guard against plagiarism, which is the use of others' words, ideas, and phrases without proper citation. Instances of academic dishonesty will be treated seriously and will result in a failing grade in the course, as well as the possibility of disciplinary action on the part of the university. Remember that

academic dishonesty is not only a violation of trust but an unlawful act in many cases. Codes of conduct and information about student life at Texas A&M University-Commerce are detailed online in the Student Guide. (Search Student Guide at www.tamuc.edu)

It is the policy of the University and your instructor that no form of plagiarism, cheating, collusion, or any other form of academic dishonesty will be tolerated. Any student found guilty of academic dishonesty will automatically fail the assignment in question, and will be subject to disciplinary action by the University (See Texas A&M University-Commerce Code of Student Conduct 5.b[1,2,3]). **Plagiarism, in any form, but particularly cutting and pasting from internet sources will result in a grade of zero on any written assignment.** Cheating on any quiz will result in a 0 for the class.

Non-Discrimination Statement:

A&M-Commerce will comply in the classroom, and in online courses, with all federal and state laws prohibiting discrimination and related retaliation on the basis of race, color, religion, sex, national origin, disability, age, genetic identity, or veteran status. Further, an environment free from discrimination on the basis of sexual orientation, gender identity, or gender expression will be maintained.

Students with Disabilities:

The Americans with Disabilities Act (ADA) is a federal anti-discrimination statute that provides comprehensive civil rights protection for persons with disabilities. Among other things, this legislation requires that all students with disabilities be guaranteed a learning environment that provides for reasonable accommodation of their disabilities. If you have a disability requiring an accommodation, please contact: Office of Student Disability Resources and Services, Texas A&M University-Commerce, Gee Library, Room 132, Phone (903) 886-5150 or (903) 886-5835, Fax (903) 468-8148, Rebecca.Tuerk@tamuc.edu

University Concealed Handgun Policy

Texas Senate Bill - 11 (Government Code 411.2031, et al.) authorizes the carrying of a concealed handgun in Texas A&M University-Commerce buildings only by persons who have been issued and are in possession of a Texas License to Carry a Handgun. Qualified law enforcement officers or those who are otherwise authorized to carry a concealed handgun in the State of Texas are also permitted to do so. Pursuant to Penal Code (PC) 46.035 and A&M-Commerce Rule 34.06.02.R1, license holders may not carry a concealed handgun in restricted locations. For a list of locations, please refer to (<http://www.tamuc.edu/aboutUs/policiesProceduresStandardsStatements/rulesProcedures/34SafetyOfEmployeesAndStudents/34.06.02.R1.pdf>) and/or consult your event organizer). Pursuant to PC 46.035, the open carrying of handguns is prohibited on all A&M-Commerce campuses. Report violations to the University Police Department at 903-886-5868 or 9-1-1.