

Course Outline

ART 130: INTRODUCTION TO DIGITAL MULTIMEDIA FALL 2010

SVHEC Earp Lab, 2nd Floor

630-930PM Wednesdays (Lecture and Demonstration);

9AM-Noon Saturdays (Open Lab)

Instructor:

Ben Capozzi

bencapozzi@mac.com

call or text 540.227.0221

aim/ichat/skype: bencapozzi

Office Hours:

By appointment

In person in SVHEC Business of Art & Design suite, 1st Floor

Via Skype ("bencapozzi")

Course Weblog:

<http://art130fall2010.blogspot.com/>

Important Dates

* Note - Classes do not meet Wednesday 11/3 and Saturday 11/27

- **August 21** - First day of class (*DCC Classes begin August 23*)
- **September 8** - Last day to withdraw with full tuition refund
- **October 9 + 13** - Mid-term Portfolio Presentations
- **October 15** - Mid Term Grades Posted
- **November 1** - Last day to withdraw without mitigating circumstances (** This is different from date published in student handbooks.*)
- **November 3** - Institutional Effectiveness Day, no classes
- **November 24** - Faculty Research Day, no classes
- **November 27** - Holiday, no classes
- **December 8** - Last day of class
- **Final EXAM** - Presentation TBD

About this Course

FROM THE VCCS CATALOG DESCRIPTION: Introduces the student to the basic components of multimedia: text, graphics, animation, sound, and video, and explores how the components combine to create a multimedia product. Emphasizes the design aspects of multimedia projects and teaches the techniques required to develop a presentation.

*Lecture 2 hours. Laboratory 4 hours. Total 6 hours per week.
4 credits*

This course is taught as a survey of digital multimedia technology and techniques. Basic proficiency is established to support upper-level coursework. This is a project-based course that develops career and communication skills with multimedia using the principles of digital art & design. There will be lecture and instructor-lead discussions, though much of your most significant learning will happen through discovery, repetition, and troubleshooting. Emphasis will be given to developing skills using digital multimedia in:

- *project management and collaboration*
- *design and creativity*
- *research and communication*
- *professional presentation and representation*

This is a college-level class. You are expected to take responsibility for your learning.

This course makes extensive use of the internet for research, collaboration, presentation, and communication. Students will need reliable access to email outside of class. A high-speed (DSL or better) internet connection will be helpful, though not required. ***Every effort will be made to help students have access to the technology they need to succeed in this course.***

Course Objectives

Explore multimedia possibilities

Use the computer as a tool for creative visual communication and presentation

Establish basic skills for working with Digital Photography, Audio, Video, the web, and personal computing

Learning Outcomes

- KNOW HOW TO FIND INFORMATION YOU CAN USE TO SOLVE PROBLEMS
- Know why to get things into and out of a digital environment, when to do so, and how
- Understand the basic digital workflow for capturing, editing, and sharing Photography, Audio, and Video
- Understand the basic hardware operations for working with Photography, Audio, Video and the Web
- Understand the basic software operations for working with Photography, Audio, Video and the Web
- Be able to explain the concept of cloud computing and make use of web-based tools
- Know the basics of designing and delivering presentations, and effectively combine text, images, audio and video for a range of slideware
- Operate a digital SLR camera and take above-average photos
- Perform common edits to digital images using Adobe Photoshop and other image editors
- Understand the basics of Copyright, Fair Use, and the Creative Commons

- Establish a web presence, online resume, and portfolio

Text Book

There is no textbook for this class. We'll rely on internet resources, PDF documents, and handouts. If you have an extra \$11.53 though, buying and reading [The Big Switch: Rewiring the World from Edison to Google](#) by Nicholas Carr would be money and time well spent. It's not about technique so much as it's about the big picture for media, computing, and information.

You may be asked to purchase a sketchbook and flash drive. These will be specific and substitutions will not be acceptable.

Instructional Activities

LECTURE & DEMONSTRATION

Lecture and demonstration will be provided most often by the instructor, though student led activities may be incorporated. Discussion, presentation, and critique will be expected of all students as they are fundamental activities for designers, professionals, and active learners.

IN-CLASS EXERCISES & QUIZZES

This may include requests for demonstrations of fundamental techniques, knowledge, or research skills to solve a hardware conundrum; short activities to reinforce in-class lecture and demonstrate understanding; and also quizzes in the form of short answer and essay-style evaluations.

PROJECTS

You will be responsible for individual and collaborative projects throughout the semester. Projects may require a few hours to several weeks to complete. Projects will be introduced in class, but students should be aware that **there is more work to do this semester than can be done in the few hours we meet together. Work done outside of class time will be EXPECTED AND REQUIRED.**

Your portfolio, presented twice this semester, will include selections from your best work in the project categories of Photography, Audio, and Video. The more completed projects you have to choose from, the stronger your portfolio will be. A project list will be distributed by the instructor.

EXAMS

There are no formal exams for this course. Your projects are your constant opportunities to demonstrate knowledge of the material and mastery of technique. Your assembled portfolios and research project, as detailed below, represent the bulk of your achievement.

P2P DEMONSTRATIONS and COLLABORATION

As new techniques are learned, student groups and individuals will be asked to demonstrate to peers, instructors, or external audiences the processes and step-by-step thinking involved in a procedure.

All students will be expected to contribute to [the course Wiki](#). Guidelines will be provided by the instructor.

Course Requirements and Grading

In the art & design world, the portfolio is the key document that opens doors to opportunity; excellent credentials but a poor portfolio are easily (and often) trumped by an unknown applicant with professional work and reliable skills but no advanced degree. For this reason, pre-eminence is given to the development of a body of work and its assembly into a final presentation portfolio over the course of the semester. Quizzes and writing assignments keep you sharp and articulate, while individual projects add up to form the bulk of your portfolio. Nearly 2/3 (two-thirds) of your grade derives from two presentations of your portfolio over the semester (mid-term and final exam). A self-selected and self-directed research project comprises another significant part, while in-class conduct (participation, collaboration, attendance) makes up the remainder.

Course Evaluation

15% Quizzes, Participation, Collaboration, and In-Class Conduct

20% Research Project

30% Mid-Semester Portfolio Presentation

35% Final Portfolio Presentation

Bi-WEEKLY SUMMARY

8 responses summarizing reading and listening from individual PLNs are due over the course of the semester. The first four will be text-based and shared using Google Docs; the last four will be enhanced audio Podcasts with summary notes also submitted via Google Docs. Summaries are due every other Saturday by 1PM, beginning 8/28. Details will be discussed in class and on the [weblog](#).

PORTFOLIOS

A professional portfolio is expected of each student, presented twice during the semester. Instructor will provide more details on portfolio requirements in class.

- Mid-Term Portfolio Review (October 9 + 13) to include:
 - X Photography Projects
 - X Audio Projects
- End of Semester Portfolio Review (TBD) to include:
 - XX Photography Projects
 - XX Audio Projects
 - XX Video Projects
 - Resume
 - Web presence

RESEARCH PROJECT

Each student will pursue a topic of personal or professional interest alongside regular coursework for portfolio development. Students, in

collaboration with instructor, must identify a topic, list of outcomes including scope of work and number of final digital assets, and outline a plan of action to achieve the stated results by **Wednesday, 10/13**. A list of research topics will be supplied by the instructor.

ATTENDANCE & PARTICIPATION

Meaningful contributions to class discussions, blog posts, helpful commentary, peer mentoring and classroom leadership will not only help your grade (and life) significantly, but are expected. You are expected to comply with the DCC attendance policy, in particular: "...Regular attendance is expected of students. Students missing twenty-five percent (25%) or more of the total time allocated for classes and/or labs may be administratively withdrawn from the course upon recommendation of the instructor." Refer to the Attendance section in the DCC College Catalog (pg 23) for more information.

GRADING SCALE

If a student has adequate attendance and is not delinquent in any of the above course requirements, the final grade will be at least as follows as determined by the student's average on graded work:

- A = Superior
- B = Above Average
- C = Average
- D = Below Average
- F = Failure

In-Class Conduct & Policies

The equipment in the Earp Learning Lab represents a substantial investment in education in Southside. Also it is not yours. For both reasons you should treat the room and its contents with respect. Lab rules will be posted.

The provisions of the College Honor Code are in effect for this course. You are encouraged to learn and interact with each other to get projects done, but you may NOT pass off someone else's ideas or work as your own; that cheats both you, the person stolen from, and the instructor. Disruptive behavior is (in general) not allowed.

Additionally:

DO NOT store your backpacks and book bags under your computer station. There are MANY cables under the desks we don't want jostled.

DO NOT bring food or drink into the lab at any time.

DO NOT surf the internet, chat aimlessly, text, or listen to music (w/ or w/o headphones) during the lecture or when your attention is asked for.

DO dress appropriately when we have client interviews, speakers, or other guests scheduled to visit the classroom either in person or virtually.

DO put away headphones, tidy keyboard, and straighten your station before you leave. Other classes use this space.
DO ask questions.
DO contribute.

Addenda

Students Who Are Receiving Financial Aid, please note:

Continuous Alert

If a faculty member submits a continuous alert for a student because of poor attendance, **disbursement of financial aid proceeds by check will be blocked** until each faculty member submitting such an alert has given Admissions permission to remove the alert. In addition to blocking the check request, a continuous alert blocks enrollment for future semesters until the block is removed.

No Shows

If a student never attends a class or only attends one time before the refund deadline, the student will be considered a "no show" and withdrawn from the class. Faculty will report "no shows" to the division office by the refund deadline for all classes they teach.

ADA Services

Danville Community College is committed to meeting the needs of all students and providing access for persons with disabilities. Reasonable accommodations are available to those students with diagnosed disabilities. Students with diagnosed disabilities wishing to receive specific accommodations must be registered with the Disability Services. For more information, please contact Laura Daniel, Counselor and ADA Coordinator, at 797-8572 or ldaniel@dcc.vccs.edu.

SVHEC Policies

Children are not allowed in any classrooms or computer labs, nor should they be left unattended in any part of the building.

Only Southern Virginia Higher Education Center students are allowed to use the computers.

You should not share your computer account access with anyone.