IM110
Principles of Digital Media

Tue/Thu 9:00 – 10:20 am
Kepple Hall Room 114
3 Credits

instructor: Ryan Gibboney
office: Kepple Hall 207
email: gibboney@juniata.edu
phone: 814-641-3575
office hours: Tue 10:30am-1:00pm
　　　　　　　Thu 1:00pm-3:30pm

COURSE DESCRIPTION

An introduction to the concepts of digital media. Students will develop an understanding of the basics of digital media, the technology surrounding the creation and use of digital media, and its association with art, communication, and information technology. Through a laboratory context of experimentation and discussion the course explores the use of various creative software programs used to create artistic and expressive media content. The course provides an overview of media formats, media creation, the fundamental properties of the tools required for media manipulation, and insight into the artistic, social, psychological, and legal aspects of digital media. Prerequisites: Freshman or Sophomore standing or by instructor permission.

LEARNING OUTCOMES

The overall goal of this course is to provide students with the opportunity to produce projects that demonstrate personal artistic expression while meeting technology and software learning objectives. Students are examined and critiqued in a formal presentation setting. Students are evaluated on presentation, peer critique, and proper file formats for submitted work. The student is expected to gain a strong foundation in digital images, audio, video, and other forms of multimedia including:

- Capturing, authoring, editing, and proper file storage formats

- Proper file formats for working and exported files for various forms of media

- Fundamental properties of the tools required to manipulate forms of media

- Professional presentation skills in addition to personal/peer critiquing skills

COURSE FORMAT

The course will consist of lectures and training labs, in and outside of class exercises and project assignments. Students are held responsible for participation in both class discussions and individual projects. Students are evaluated on professional presentation, peer critique, and proper professional file formatting and organization. This is a heavy content and discussion based course, thus the use of cell phones is not permitted in class.

ATTENDANCE POLICY

We will be covering a great deal of highly technical ground and moving quickly, it is imperative that students attend each class. Attendance to class is mandatory. There are **2 allowed absences** to be used in the case of illness, transportation problems, family emergencies, etc. After 2 absences the student's grade will be lowered one letter grade and lowered another lettered grade for each following absence. On the **5th absence student will receive a failing grade for the course**. Attendance will be taken only once during the class period. A student may enter class late, but will be marked absent if 15 minutes late. Being late 3 times equals one absence. Students are held responsible for all information presented during class and are responsible to get caught up if a class has been missed.

COURSE WORK

5 Projects: Projects range in content and information but are focused primarily on content creation while learning software, proper file saving and exporting techniques.
Additional assignments or exercises may be given without written notice or announcement.

- Late assignments are due by the start of the next class meeting and will automatically be reduced by one full letter grade.
- Good grades result from attending class, participation, hard work and diligence. Thus, there is no extra credit.
- Following the instructor's guidelines for projects is key as they have the potential to affect your grade. If you have questions, ask in class or feel free to e-mail your instructor directly to schedule a meeting.

GRADING

94-100	A
90-93	A-
87-89	B+
83-86	B
80-82	B-
75-79	C+
70-74	C
65-69	C-
60-64	D+
55-59	D
50-54	D-
0-50	F

GRADING GUIDE

Projects	**50 points**
Photoshop Project	10 pts
Illustrator Project	10 pts
Premiere Project	10 pts
InDesign Project	10 pts
Campaign Planning Project	10 pts
Portfolio Presentation	**30 points**
Class Participation	**20 points**
	100 total points

REPRODUCTION OF STUDENT WORK

Juniata College retains a non-exclusive right to reproduce all Integrated Media Arts (IMA) student projects for the purpose of education, publication, promotion, illustration, advertising, and trade in any manner or medium now known or later developed in perpetuity.

ADA STATEMENT: STUDENT ACCOMMODATIONS

Juniata College is committed to providing equitable access for learning opportunities to students with documented disabilities (e.g. mental health, attentional, learning, chronic health, sensory, or physical) under the American Disabilities Act. To ensure access to this class, please contact Patty Klug, Coordinator of Disability Services, at klugp@juniata.edu or at 814-641-5840 to engage in a confidential conversation about the process for requesting reasonable accommodations in the classroom. Accommodations are not provided retroactively, so students are encouraged to register with the Disability Services preferably by the start of the semester and before the Drop/Add period; however, requests can be made at any time. Note that students must obtain a new letter of reasonable accommodation for every semester and must meet with each faculty member prior to implementation in each class. Students are strongly encouraged to deliver letters of reasonable accommodation during faculty office hours or by appointment. Juniata College encourages students to access all resources available through Academic Support in the office of QUEST for consistent support and access to their classes. More information can be found online at Juniata.edu under Academic Support Services and "Disability Services," or by contacting the office at 814-641-3160.

ACADEMIC INTEGRITY

All members of the Juniata College community share responsibility for establishing and maintaining appropriate standards of academic honesty and integrity. Students oblige themselves to follow these standards and to encourage others to do so. Faculty members also have an obligation to comply with the principles and procedures of academic honesty and integrity as listed here through personal example and the learning environment they create. One of the strongest traditions in higher education is the value the community places upon academic honesty. Academic integrity is an assumption that learning is taken seriously by students and that the academic work that students do to be evaluated is a direct result of the commitment of the student toward learning as well as the personal knowledge gained Academic dishonesty, therefore, is an attempt by a student to present knowledge in any aspect as personal when in fact it is knowledge gained by others. The associated penalty will be based on the nature and seriousness of the offense, ranging from an official warning, a reduced or failing grade for the assignment, to a reduced or failing grade for the course.

COURSE WITHDRAWAL POLICY

A withdrawal grade of WF or WP is recorded when a student drops a course after the official drop/add period at the beginning of the semester and before the withdrawal deadline. WP signifies that at the time of the withdrawal the student was passing the course. While a WF signifies that at the time of the withdrawal the student was failing the course; WP and WF grades are not calculated into the GPA.

The deadline to withdrawal from this course is March 9th, 2018 by 12:00 noon.
Unofficial withdrawals from all courses are recorded as F. Withdrawals from class are considered unofficial if the student fails to make satisfactory arrangements at the Office of the Registrar.

NAMES AND PRONOUNS

Many people use a name in daily life that is different from their legal name. In this classroom, we seek to use people's preferred names and pronouns. You are invited (if you want to) to share the name and the pronouns you go by. In this classroom, we will respect and refer to people using the names and personal pronouns that they share.

REQUIRED MATERIALS

External Hard Drive

Recommended minimum of 100GB free disc space – It is your responsibility to back up your work and keep all files organized outside of your Juniata drives/desktop computers. Saving work on the computers in the classroom is not a professional option as the files may be lost and unable to be retrieved.

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ASSIGNMENTS *SPRING 2018*

Schedule of Projects   50 points

Week 01-03:   Digital Images (Photoshop)
Photo manipulation   10 pts

Week 04-06:   Illustration / Vector Graphics (Illustrator)
Illustrator Icon Creation   10 pts

Week 07-09:   Digital Video (Premiere Pro)
Mini Movie (group)   10 pts

Week 10-12:   Multi-page Document Design (InDesign)
InDesign Publication Design   10 pts

Week 13-14:   Cross Platform Campaign Development
Campaign Planning Project   10 pts

Portfolio Presentation   30 points
Week 15:   Creative Portfolio/Online Presence
Work in InDesign to create a Portfolio Booklet

Class Participation   20 points