NEW YORK CITY COLLEGE OF
TECHNOLOGY

OF

THE CITY UNIVERSITY OF NEW YORK

Communication Design

Digital Media Foundations

COMD 1112-Section HD 05

Distant Learning through Blackboard and OpenLab

Tuesday 8:00-11:20 am Hybrid and Online Synchronous Classroom

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and
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Fall 2021
Professor Thelma Bauer

Dear Students, Welcome!

This class is a hybrid and an online class. We have one class where we meet at the college and the rest of the semester is online, starting from August 31st is our first class online and it meets until December 14th, the last class and final exam day. There will be virtual classroom meetings which is synchronous which means we meet every week. There are 14 online meetings and 1in classroom meeting in the Pearl building room 116 on the 3rd class meeting which is Tuesday, September 21st. That will be our only in person meeting to date. Things may change as the summer progresses. After that there are no face-to-face meetings only online line meetings on Tuesdays. You are required to attend all meetings during the semester. The 1st one is Tuesday August 31th at 8:00 am. You are required to attend all meetings during the semester.

We will use Zoom I have sent you the links and have posted them on Blackboard Announcement Page. Here it is again.

Join Zoom Meeting

Thelma Bauer is inviting you to a scheduled Zoom meeting.

Topic: My Meeting
Time: Aug 31, 2021 08:00 AM Eastern Time (US and Canada)
    Every week on Tue, until Dec 14, 2021, 14 occurrence(s)
    Aug 31, 2021 08:00 AM

Join Zoom Meeting
https://us02web.zoom.us/j/88051014829?pwd=N1JEcnQ0SlJxUkhZMHJ0TjlrblhxZz09

Meeting ID: 880 5101 4829
Passcode: 063762
One tap mobile
+16465588656,,88051014829#,,,,*063762# US (New York)

My Office Hour (Student Hour) will be on Zoom on Tuesday from 7:30-8:00 am just before

All meeting dates are on the Syllabus.

Prerequisite: Blackboard Fundamentals or basic knowledge of Blackboard, as well as a City Tech email account. The City Tech email account will be the sole means of email contact within the class. The Blackboard course management system must always be used for all fully online courses at the college. We will have our Blackboard Class connect to OpenLab.

I will have 2 short surveys called Student Information at the beginning of the semester for you to answer and submit.

Blackboard Statement:
The class uses Blackboard (version) and you can log onto Blackboard through cuny.edu. There are separate folders set up for readings, assignments, and projects. You can access them by clicking on the folders and then the file. All of the homework assignments should be submitted via Blackboard. You need to click onto the Assignment and then attach your file to submit your work. We will also have discussions of the readings on Blackboard. I will have threads for you about most of the readings we will do this semester. You are required to respond to the questions on the threads in a critical and creative way. You are also asked to respond to at least one other classmate's posts every week. If you need help with this, then email me with any questions.

Course Load Statement:
A full-time course load for a college student is 4 classes. At forty hours per week, that breaks down to 10 hours per class. You will be in class and online for 3hrs and 20 minutes a week. Plan to spend 5-7 hours on homework (projects and assignments) for each week on average. Some weeks will be more. Some less.

Technology prerequisites, including important **browser** details:

1. You should have Internet access and be able to use the latest versions of **Chrome,** Firefox, Internet Explorer, Safari, or Edge. JavaScript, Java, and Cookies must be enabled. Allow pop-up windows. The latest technical requirements from Blackboard are found at:
   https://help.blackboard.com/Learn/Student/Getting_Started/Browser_Support

2. I use Blackboard Collaborate Ultra occasionally but mostly Zoom, choose the latest versions of Chrome or Firefox. Technical details are found at:
   https://help.blackboard.com/Collaborate/Ultra/Moderator/Get_Started/Browser_Support

3. A link that allows you to run a browser checker and get feedback as to whether you can run Blackboard and Collaborate Ultra can be found at:
   https://help.blackboard.com/Learn/Student/Getting_Started/Browser_Support/Browser_Checker

4. You will need a City Tech email account and should use it regularly. The two platforms Blackboard and OpenLab we use are connect to your school email account.

We will use both **Blackboard and OpenLab.** They will be linked together. Below are the links that will be used. We will become familiar with them in the first class, so you can find everything you need for the course. See links.

Link to Blackboard:

Link to OpenLab:

https://openlab.citytech.cuny.edu/bauercomd1112hd05fall21/2020/10/05/welcome/

These are the menu links on Blackboard. They are found on the left side of the BB page. **ANNOUNCEMENTS** is the entry point. Announcements tell you everything you might expect to hear at the beginning of a class if we were in a classroom. In our virtual classroom, you have to read the announcements each time you enter the course by logging on. I will be posting notices, assignments, and updates on a daily basis, so please check these announcements 3 times a week.

COURSE INFORMATION is where you will find import information about the class such as projects, course polices and documents information. It is where you'll find all the information that is usually given out on the first day of a course (course syllabus, grading policies, browsers, software, surveys and plug ins you will need for the course). It is also a place where you find information about me (phone, email, office location and so on). Our online classroom is open 24 hours a day, 7 days a week. So, if you want to ask me any questions, you can email me at any time and I'll try to respond within 12 hours. You can even call me but please respect weekends and late-night calls. If I don't answer I will call you back. If you want to discuss something with the entire class, please write your message on our Discussion Board.

CONTENT INFORMATION and ASSIGNMENTS is where you will find all assigned readings, "handouts," checklists, slides, lecture notes and information about how to do all the assigned work. It includes **ASSIGNMENTS** where each day's assignments (and due dates) will be posted. You can find this information on OpenLab too.

DISCUSSION BOARD is where you'll be writing questions and comments and replying to your classmates' questions and comments. I will be posting exercises and assignment that your need to answer and comment on with your classmates' entries. I will post the grading system for this below. I expect you to make at least 3 posts a week on information in the assignments that I request you to respond and make entries.
Participation in Class Discussions Rubrics.pdf

TOOLS (COMMUNICATION) and BLACKBOARD COLLABORATE ULTRA is where you'll find the tools for sending emails to other members of the class and for participating in electronic discussions (Blackboard Collaborate Ultra) either with the class as a whole and within a smaller group. **We will be using Zoom must of the time this semester.**

On the menu side (left side of Blackboard is the link to **OpenLab** the e-portfolio site for the which is which is the weeks or sessions of the class.

There are links for **City Teck Library** and **Help.**

Syllabus Content Information

Please follow the days/weeks we meet on Blackboard Content Information for our week's topics and Assignment (homework). I will post the dates due for the project due under Assignments.

We will do a virtual field trip on the date listed on the syllabus. It will be a virtual trip or a webinar. I'll let you know before the date. You are responsible in writing a Field Trip Report to be posted on OpenLab, e-portfolio.

I have listed the due dates (to be determined) for the projects in your project assignments. I will list the projects and due dates below:

1. **Logo Research Paper** - There are two drafts 1ˢᵗ and 2ⁿᵈ draft due at dates spread out. Final draft due as soon as I return your 2ⁿᵈ draft. This is the rubric I follow when marking.
   CDMG1111WritingAssignRubric.pdf

2. **Personal Banner and Logo** – This needs to be worked on and refined, it needs to be on your OpenLab e-portfolio. It is the banner and logo at the top of the page. A written description of why it reflects you accompanies it. I give you draft grades with constructive critiques. Final grade is included in your e-portfolio grade.

3. **Visually Enhanced Quotes**- 3 quotes are needed to be completed by a due date. I also give draft dates to see how you are doing. Remember to include your explanations for each quote. See specification on assignment sheet in Student Information.
   CDMGVisualQuoteRubric.pdf

4. **The Designer Research Paper** – Pick a designer of your choice in your design area. 1ˢᵗ draft is due than a final draft 3 week later. See due dates on project sheet. See rubrics below.
   CDMG1111WritingAssignRubric.pdf

5. **Poster-** A poster of something you are passionate about. It could be about the Coronavirus, the Corona Vaccine or any topic that you would like to illustrate in a poster.

6. **The Video**- We will talk about this project when we discuss the topic of Video. We will come up with a topic that you can video in the confines of your home if we need to do that at the time of this class. There are many ways that we have completed this project in the past.

7. Field Trip-We have on Field Trip which will be initiated online this semester. Usually we visit the UFT Print facility, but that won't happen this semester. It will be an online field trip to be determined. You will provide a Field Trip report to be posted on Blackboard. You need to find three designs or items and write about them in a report.

8. The **e-portfolio project** is completed on OpenLab. It will include all of your projects. We will look at past student e-portfolios, so you understand what is needed to complete yours. It's due the last two weeks of the class. Below is the rubrics to follow. CDMG1111Eportrubric.pdf

Homework Assignments are found in **Content Information** listed by each week.

Tests, there are usually **4 exams** which includes the **Midterm.** The **Final exam** is on the last class of the semester. See below in the syllabus

Office Hour: Student Hour
Tuesday 7:30-8:00 am and Tuesday 11:20-11:50 am will be on Zoom in the same link as our classroom.

COMD 1112 Digital Media Foundations: Course Overview and Objectives

Course Description:
   This course introduces students to core concepts underlying all digital media —graphic design, web, broadcast, animation, illustration and game design—that the COMD department offers in its associate and bachelor's degree program. Weekly lectures explain technical concepts such as resolution, compression, and color space, concepts that allow students to produce creative work across media with more predictable results. Students work with a variety of graphic arts software programs to reveal how the software application's tools and menus incorporate the scientific principles discussed during lecture.
   Because this course is designed as an orientation to various forms of media, lab exercises and assignments require students to explore industry sources, archives and association sites. One field trip is an integral part of the course, so students can witness first-hand professional work in an artistic or commercial setting. Students produce one print design project and one three-minute video, both of which are posted on their Openlab site, along with a written explanation of how their work met the goals of the assignment. Both projects incorporate the technical and aesthetic knowledge discussed in lecture and practiced in laboratory exercises.

1 cl hrs., 2 lab hrs., 3 crs

Prerequisites: ENG 0920W, ENG 0920R or CUNY certification in reading, writing and mathematics

Course Objectives:
For the successful completion of this course, students should be able to:
1) Gain an awareness of the media industry, and the design community by exploring industry, museum and association web sites and by attending one field trip.
2) Describe and explain the differences among key file formats for digital images, digital audio, digital video and print output
3) Demonstrate the ability to apply technical understanding of color space and color management to the production of their design project files and the posting of images on their open lab site.
4) Demonstrate descriptive and analytic verbal and writing skills by preparing one field trip report, one research report and participating in classroom critiques/discussions
5) Demonstrate an ability to use the library's resources to find articles related to topics discussed in class. Develop an awareness of industry resources and publications
6) Understand the differences between proprietary and open source software tools & formats and understand the importance of using industry standards

General Education Goals

Think Critically: Through projects in this class, you will demonstrate your ability to analyze and synthesize information.

Writing: This is a writing intensive class and you will develop the writing skills required of a design professional.

Academic and Professional Reading: throughout this class, we will be reading industry specific publications.

Information Literacy: In the required research report, you will formulate relevant queries using appropriate industry sources.

Teaching/Learning Methods
The lecture section of this class is one hour with a two-hour lab component. The lecture may be taught in segments interspersed with hands-on exercises designed to clarify the lecture. The required text contains a number of hands-on interactive tutorials that may be utilized during lab sessions or may be assigned as homework. A list of vocabulary terms will be given in the homework assignment and will be used on quizzes and other assessments. The laboratory portion of this class will involve a mix of student exploration, research, project work, peer-to-peer interaction and software exercises. This class is not designed to focus on learning any one software program but to illuminate the ideas underlying digital media software. Students will also be visiting several of the college's labs during laboratory period for hands-on demonstrations of principles discussed in lecture. One field trip is also an integral part of this course for students to view the professional field beyond the college's campus.

Quizzes
There will be several quizzes during the semester. They will be at the beginning of the class. Please be on time or you will not be allowed to take the quiz for that day.

Grading:

Research Report	10%	Design Project	15%
Quizzes	10%	Final Exam	25%
Open Lab E-portfolio Site	25%	Video Project	10%
Class Participation	5%	Total	100%

Homework must be handed in on the date posted on Blackboard. Late homework will adversely affect your grade. Homework should be typed, not hand-written, and be submitted with the following information at the top of each page: First Initial/Last Name//Section #/Assignment. Digital Files submitted should follow this naming convention. All assignments should be submitted electronically in Doc, PDF or .rtf format. The Visual Quotation project must be submitted in PDF and JPEG. Rubrics for the e-portfolio project and for other assignments are shown above refer to them as you do your project. Be sure to backup all homework files on both USB and on a service such as Dropbox or Google Drive. In addition to contributing to class discussions, students must comment on items posted on our Blackboard site.

Navigating Our OpenLab and Blackboard Classroom: (See Information above)
Students are required to use OpenLab and Blackboard throughout the semester. Every student must maintain a campus email link for these online applications. We will be using Blackboard during class to access presentations, web sites and other resources it will be connected the my OpenLab account. All homework assignments will also be posted on Blackboard. Your home assignment needs to be uploaded to Blackboard. If you are not familiar with OpenLab or Blackboard, I will supply links below for you to access. It is your responsibility to regularly check the announcements and review materials posted on Blackboard between class meetings.

Required Text
The required textbook for this class is *Digital Foundations, Introduction to Media Design with the Adobe Creative Cloud*, Revised Edison,Edition; (Publisher: Oregon Open Educational Resources , @ 2017). It is available for free in PDF, EPub, online at https://www.openoregon.pressbooks.pub/foundations.

Digital Foundations:
Introduction to Media Design
with the Adobe Creative Cloud

Revised Edition

xtine burrough and Michael Mandiberg

Digital Foundations uses formal exercises of the Bauhaus to teach the Adobe Creative Suite. All students of digital design and production—whether learning in a classroom or on their own—need to understand the basic principles of design in order to implement them using current software. Far too often design is left out of books that teach software for the trade and academic markets. Consequently, the design software training exercise is often a lost opportunity for visual learning. This revised edition updates the original text for use with Adobe Creative Cloud 2017 software. Order a print copy: http://www.lulu.com/content/paperback-book/digital-foundations-introduction-to-media-design-with-the-adobe-creative-cloud-revised-edition/24461332

There will also be other readings from other industry publications and text listing under your assignments for each week. See the Resources section of our site. for references on writing and design research.

Periodicals/Websites: AIGA Design Archives, Society of Illustrators, SiGRRAPH, Computer Graphics World, How Design, Wired, New York Times, Creativity Online, World Wide Web Consortium, The Art Directors Club, CMYK magazine, Print, Printing News. Make Magazine, Whathteythink.com. Interactive Advertising Bureau, Society for Publications Designers, et al. Gamedev.net, Gamasutra

Netiquette
Learning is a group activity. The behavior of each person in class affects the overall learning environment. As a COMD student you are expected to act in a professional manner; to be respectful of the learning process, your instructor, and your fellow students. And hopefully have fun!

- Learning on the OpenLab
- OpenLab Community Guidelines
- Netiquette Guide (CUNY School of Professional Studies)

Attendance (College) and Lateness (Department) Policies

Attendance is taken and is important to success in this class. Both absences and arrival more than 15 minutes after the start of class when we are online will be marked as absent or late. If excessive, the instructor will alert the student that he or she may be in danger of not meeting the course objectives and participation expectations, which could lead to a lower grade Please attend all online classes just as you would do in the classroom. It is necessary to arrive to the virtual classroom on time.

Academic Integrity Standards

Students and all others who work with information, ideas, texts, images, music, inventions, and other intellectual property owe their audience and sources accuracy and honesty in using, crediting, and citing sources. As a community of intellectual and professional workers, the College recognizes its responsibility for providing instruction in information literacy and academic integrity, offering models of good practice, and responding vigilantly and appropriately to infractions of academic integrity. Accordingly, academic dishonesty is prohibited in The City University of New York and at New York City College of Technology and is punishable by penalties, including failing grades, suspension, and expulsion.

Course Outline Topics

Lecture Topic		
1. August 31st Class Overview/Orientation to College Resources, OpenLab and Blackboard	**6. October 12th,** Is an Apple Really Red?, Color Theory and Color Interactions	**11. November 16th,** Digital Video Formats & Standards
2. September 14th Analog to Digital Media: A Brief History of Communication Design	**7. October 19th,** Color Management: Workflows & Devices for Consistent Color	**12. November 23,** HTML & XML
3. September 21st, (Today we meet at the college in the Pearl Building 116) Design Research, Copyright & the Creative Commons	**8. October 26th,** Virtual Field Trip: *Blue* Exhibit	**13. November 30th, What makes a Game or Design Interactive?** Lecture will provide a historical context for interactive and game design.
4. September 28th, Design Principles/Bitmap vs. Vector File Formats	**9. November 2nd,** Fundamentals of Digital Audio	**14. December 7th, 3D Printer** -. desktop 3D print market. OpenLab Site Feedback and Final Exam Review/
5. October 5th, Design Production: Resolution, Compression & Image File Formats	**10. November 9th,** Digital Audio continued/Digital Video Fundamentals	**15. December 14th, Final Exam. All projects due.**

The required textbook for this class is *Digital Foundations, Introduction to Media Design with the Adobe Creative Cloud*, Revised Edison,Edition; (Publisher: Oregon Open Educational Resources , @ 2017). It is available for free in PDF, EPub, online at https://www.openoregon.pressbooks.pub/foundations

Other book resources:

Digital Media Primer, Pearson Education, 2012. Please activate the library account on your ID card as we will be doing research using your library's databases. The class is a writing intensive class so there will be regular writing assignments that will be uploaded to Blackboard. If you have any questions, please email me at tbauer@citytech.cuny.edu or see me before or after class in the Office Hour.

Mid-Semester Possible Grades

P   passing, satisfactory progress
BL   borderline, you could pass or fail depending on your work for the rest of the semester
U   unsatisfactory, you are currently failing and not likely to
        Complete course requirements
W   official withdrawal, no academic penalty

Final Possible Grades

LETTER GRADE	NUMERICAL GRADE RANGES	QUALITY POINTS	
A	93 – 100%	4.0	excellent
A-	90-92.9%	3.7	excellent
B+	87-89.9%	3.3	very good
B	83-86.9%	3.0	very good
B-	80-82.9%	2.7	good
C+	77-79.9%	2.3	good
C	70-76.9%	2.0	average
D	60-69%	1.0	below average, close to failure
F	59%	0.0	unsatisfactory, failure
WF		Withdrew Failing 0.0	
WN		Withdrew Never Attended 0.0	

Resources and Work Cited:

Tanya Goetz – Use of her syllabus and online site in OpenLab
Online text from Wong, Yue-Ling. (2015). **Digital Media Primer,** Pearson Prentice Hall; 3nd Edition developed into PowerPoint Presentations