



COMD 1112-OL15

# Digital Media Foundations

**Tuesday 6:00pm - 9:20pm via ZOOM Video Conferencing**

Prof. Mary Brown, mbrown@citytech.cuny.edu

Office Hour: Tuesday 9:20pm-10:20pm (or appointment) via ZOOM Video Conferencing

Phone: 201-407-9502

## COMD 1112 Digital Media Foundations: Course Overview & Objectives

This course introduces students to core concepts in the graphic communications field including typography, color theory, design and production terminology, reproduction processes, file formats and substrates. During the semester, students will complete three pages of their own ePortfolio website. Lectures will provide students with a historical perspective of the graphic communications field as well as discussing current practices and future trends. This course will enable students to:

- Gain an awareness of the media industry and the design community by exploring industry and association web sites and by attending one field trip
- Describe and explain the differences among key file formats for digital images, digital video, audio and print output
- Demonstrate the ability to apply technical understanding of color space and color management to the production of design project files and the posting of images on the Openlab
- Hone research skills by using the library's electronic databases to find articles and information related to the industry
- Demonstrate descriptive and analytic verbal and writing skills by preparing one field trip report, one research report and participating in classroom critiques/discussions
- Understand the differences between proprietary and open source software tools and formats and understand the importance of using industry standards
- Understand the production stages of a project: pre-production, production and post-production

## General Education Goals

- **Thinking 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 the class, we will be reading industry specific publications
- **Information Literacy:** In the required research report, you will formulate relevant queries using appropriate industry sources

## Grading

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|-------------------------------|--------------------|
| • 10% Quizzes (2 quizzes)     | 20% Design Project |
| • 25% OpenLab ePortfolio Site | 10% Video Project  |
| • 15% Research Report         | 20% Final Exam     |

- **Late homework and assignments will be penalized, so make sure to get all homework and assignments in on the date posted.**
- Homework should be typed, not hand-written, and be submitted with the following information at the top of each page: **Last Name First Initial//Section #/Assignment**. Submit all digital files using the same naming convention.
- Writing assignments should be submitted electronically in PDF or .docx format.
- **Be sure to backup all homework files on both a USB drive and on a service such as Dropbox or Google Drive.**
- Class discussions will take place during the live ZOOM sessions, and students will be required to post comments on class's OpenLab site.

## Attendance (College) and 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 will be marked. If excessive, the instructor will alert the student that they may be in danger of not meeting the course objectives and participation expectations, which could lead to a lower or failing grade.

## 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 citation of 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 is punishable by penalties, including failing grades, suspension and expulsion. More information about the College's policy on Academic Integrity may be found in the College Catalog.



**OpenLab and Blackboard** Students are required to use OpenLab and Blackboard throughout the semester. **Every student must be use their campus email for these online tools.** We will be using Openlab and Blackboard during class to access presentations, web sites and other resources. All homework assignments will be posted on our class's OpenLab site at <https://openlab.citytech.cuny.edu/browncomd1112fa2020>, and quizzes/exams will be taken on Blackboard. If you are not familiar with Blackboard, you should attend one of the workshops offered at the college. It is your responsibility to check the announcements, assignments and review materials posted online on our OpenLab site between our ZOOM class sessions.

**Required Textbook Required Reading** 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>. Please activate the library account on your ID card as we will be researching topics using the library's databases. This class is a writing intensive class so there will be regular writing assignments that will be uploaded to our class's City Tech OpenLab site at <https://openlab.citytech.cuny.edu>.

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. If you have any questions, please email me at [mbrown@citytech.cuny.edu](mailto:mbrown@citytech.cuny.edu) or visit me during my office hours.

- Class Policies**
- Any assignments that are not submitted will earn a zero grade, so please submit all required work.
  - During our ZOOM class sessions, participation will be important. When discussions are posted, everyone is expected to participate, and that includes responding and engaging with at least one other student.
  - Respect your fellow classmates as you want to be respected.
  - When addressing emails to me, to insure that you get my attention, please write the subject line as follows: **COMD1112 [Your Name]**
  - Five points will be deducted from your project grade for missed critiques and deadlines.
  - Please name your files with this format before submitting:  
**COMD1112\_LastNameFirstInitial\_project name; ex. COMD1112\_BrownM\_bio**
  - **You must use your City Tech email for all school business. If you don't check your City Tech email regularly, you risk missing important information and deadlines.**

**COURSE OUTLINE (Subject to change as needed)**

<p><b>1. 09/01:</b> Class Overview/Orientation to College Resources, OpenLab and Blackboard</p> <p><b>2. 09/08:</b> Analog to Digital Media: A Brief History of Communication Design</p> <p><b>3. 09/15:</b> Design Research, Copyright &amp; the Creative Commons</p> <p><b>4. 09/22:</b> Design Principles/Bitmap vs. Vector File Formats <b>09/29</b> is a Monday Schedule</p> <p><b>5. 0/06:</b> Design Production: Resolution, Compression &amp; Image File Formats</p> <p><b>6. 10/13:</b> Is an Apple Really Red?, Color Theory and Color Interactions</p> <p><b>7. 10/20:</b> Color Management: Workflows &amp; Devices for Consistent Color</p> <p><b>8. 10/27:</b> Virtual Field Trip: Blue Exhibit</p> <p><b>9. 11/03:</b> Fundamentals of Digital Audio</p> <p><b>10. 11/10:</b> Digital Audio continued/Digital Video Fundamentals</p> <p><b>11. 11/17:</b> Digital Video Formats &amp; Standards</p>	<p><b>12. 11/24:</b> HTML &amp; XML</p> <p><b>13. 12/01:</b> What Makes a Game or a Design Interactive? OpenLab Sites Due</p> <p><b>14. 12/08:</b> OpenLab Site Feedback and Final Exam Review</p> <p><b>15. 12/15:</b> Final Exam/Revisions to OpenLab Sites Due</p> <p>The required textbook for this class is <i>Digital Foundations, Introduction to Media Design with the Adobe Creative Cloud; (Publisher: Oregon Open Educational Resources, ©2017)</i>. There will also be weekly reading assignments from industry sources and design publications. Please refer to the library's site at <a href="https://library.citytech.cuny.edu">https://library.citytech.cuny.edu</a> as we will be researching topics using the library's databases. This class is a writing intensive class so there will be regular writing assignments that will be uploaded to Blackboard or to our class's Citytech's OpenLab site. If you have any questions, please email me at <a href="mailto:mbrown@citytech.cuny.edu">mbrown@citytech.cuny.edu</a> or visit during my virtual office hours.</p>
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