COMD 1112-D112

Digital Media Foundations

Friday 8:00am - 11:20am, Rm P115
Prof. Mary Brown, mbrown@citytech.cuny.edu; Office Hour: Friday 11:30am-12:30pm, Rm P117
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

- 10% Quizzes
- 25% OpenLab ePortfolio Site
- 10% Research Report
- 20% Design Project
- 10% Video Project
- 25% 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 format.
- **Be sure to backup all homework files on both a USB drive and on a service such as Dropbox or Google Drive.**
- In addition to contributing to class discussions, students can comment on items posted on our class's OpenLab site.

Attendance (College) and Department Policies

Attendance is taken and is important for success in this class. Both absences and arrivals more than 15 minutes after the start of class will be marked. 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.

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

OpenLab and Blackboard Students are required to use OpenLab and Blackboard throughout the semester. Every student must be use their CityTech email to access these sites. We will use 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 (*https://openlab.citytech.cuny.edu/browncomd1112sp2020*). Quizzes and exams will be taken on Blackboard. If you are not familiar with Blackboard, you should attend one of the workshops offered here at the college. **It is your responsibility to check the announcements and review materials posted online between class meetings.**

Required Textbook The required textbook for this class is *Digital Media Primer*, Pearson Education, (2016). It is available for rent or purchase online. We also have this text on reserve in CityTech's library. There will also be weekly reading assignments from industry sources and design publications. 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 Blackboard or to our class's City Tech's OpenLab site at *https://openlab.citytech.cuny.edu*. If you have any questions, please email me at mbrown@citytech.cuny.edu or visit me during my office hours.

Class Policies • Any missed assignments will earn a zero grade.
• During class, phones should be in silent mode. Please refrain from using social media or texting during class. If you must take a call, please step outside the class so you don't disturb or distract the rest of the class.
• 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]**
• If a student finds he/she will not be able to be present to hand in a project on the scheduled day, it is his/her responsibility to notify the instructor PRIOR to the due date and request alternate arrangements. Five points will be deducted from your project grade for missed critiques and deadlines.
• **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 (Topics are subject to change)

1. 01/31 Overview/Orientation to Department Offerings and Library's Research Databases

2. 02/07 The Design Process: Preproduction, production and post-production

3. 02/14 Type and Image Formats/ Distinction between Bitmap vs. Vector File Formats

4. 02/21 Is An Apple Really Red?: Color Theory Basics and Color Spaces Demystified

5. 02/28 Color Management: Workflows, Devices and Software Products used to maintain consistent color across devices

6. 03/06 Capturing and Editing Digital Images

7. 03/13 Print Media: Evolution of print and contemporary print technologies explained

8. 03/20 HTML and XHTML

9. 03/27 Field Trip

10. 04/03 Digital Audio Basics
No class on April 11 - Spring Break

11. 04/17 Digital Video Formats & Standards

12. 04/24 Introduction to Animation

13. 05/01 What Makes a Game or a Design Interactive?/ OpenLab Sites Due

14. 05/08 Final Exam Review
No class on May 15 - Reading Day

15. 05/22 Final Exam/Revisions to OpenLab Sites Due