NEW YORK CITY COLLEGE OF

TECHNOLOGY

OF

THE CITY UNIVERSITY OF NEW YORK

***Communication Design***

**Digital Media Foundations**

**COMD 1112-Section D110**

**Spring 2020**

**Professor Thelma Bauer**

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**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 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 orCUNY 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 15% Final Exam 25%

Open Lab E-portfolio Site 25% Video Project 10%

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. After the 2nd week of class, writing assignments should be submitted electronically in 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 will be distributed during our first class. 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:**

Students are required to use OpenLab and Blackboard throughout the semester. Every student must maintain a campus email link for these online application. We will be using Blackboard during class to access presentations, web sites and other resources. All homework assignments will also be posted on Blackboard. Your home assignment need to be uploaded to Blackboard. If you are not familiar with OpenLab or Blackboard, you should attend one of the workshops offered at the college. It is your responsibility to regularly check the announcements and review materials posted on Blackboard between class meetings.

**Required Text**

Wong, Yue-Ling. (2012). *Digital Media Prime*r, Pearson Prentice Hall; 2nd Edition

**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

**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 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.

**Course Outline Topics**

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| --- | --- | --- | --- |
|  | **Lecture Topic** |  |  |
|  | **1. 1/29 Overview/Orientation** Explanation of different modules the department offers and Library Research Database. | **6. 3/11 Print Media-** Lectures presents the development of Letterpress printing as a turning point in history of western civilization. Evolution of print and contemporary print technologies explained. | **11. 4/22 Digital Audio**: Lecture explains the underlying physics of our sensory experience of sound. |
|  | **2. 2/5 The Design Process-Preproduction, Production and post-production.** Lectures highlights these three phases as key to all media projects.  No Class 2/12 | **7.** **3/18** **Capturing & Editing Digital Images-**  Lecture focuses on explaining the difference technologies in capturing images—scanning and digital photography —used in the industry today | **12. 4/29 HTML 5 Video and Audio & Introduction to Animation**  Lecture identifies the new features of HTML5 and discusses how audio and video tags can be used in web pages. |
|  | **3. 2/19 Type Formats and Bitmap & Vector Image Formats** | **8. 3/25 HTML & XHTML**-Historical context for development of the World Wide Web and HTML. | **13. 5/6 What makes a Game or Design Interactive?** Lecture will provide a historical context for interactive and game design. |
|  | **4. 2/26 Color Theory Basics: Is An Apple Really Red**  Relationship of light to color, colors in the visual spectrum identified. | **9. 4/1 Digital Video** –Underlying principles of producing digital video such as broadcast standards, frame rate, scanning, over scanning and safe zones. | **14. 5/13 3D Printer** -. Covers type of file format, software and materials used in conjunction with the rapidly evolving desktop 3D print market. |
|  | **5. 3/4 Color Management**- class focuses on industry ISO standards and techniques for effectively controlling the subjective experience of color across color spaces. | **10. 4/7 Field Trip**: (It may be scheduled for another week. Will let you know of a change.  Class on 4/7  No Class 4/8  No Class 4/15 | **15. 5/20 Final Exam** |

**The required textbook for this class is Digital Media Primer, Pearson Education, 2012. You can purchase it from Amazon.com or rent it from Coursesmart.com. There will be weekly reading assignment from industry sources, associations and design publications. 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**](mailto:tbauer@citytech.cuny.edu) **or see me before or after class.**

**Department of Communication Design**

**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

**SA** stopped attending or over-cut class

**NS** never attended

**RP** relative progress (used only in developmental courses)

**WA** administrative withdrawal - you failed to meet immunization

and/or Meningococcal Meningitis requirements

**Final Possible Grades**

**LETTER GRADE NUMERICAL QUALITY POINTS**

**GRADE RANGES**

**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