Digital Media Foundations/ Syllabus for Online Learning
New York City College of Technology
COMD 1112• Section OL09 Syllabus •Fall 2020
Mondays: 12:00 - 3:20 PM •**Virtual Classroom Using Zoom**
Professor Tanya Goetz, Phone: 718-260-5175
Office hours:**Tuesdays 03:45 PM to 545 PM on Blackboard at::**
https://us.bbcollab.com/guest/68c3c5c0b7ef4e10ae3a265247545f4e
E-mail: tgoetz@citytech.cuny.edu

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 web site. 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 web sites, networking with professional associations 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

• Develop 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 understand the importance of using industry standards

• Comprehend the production stages of a project: pre-production, production and post-production
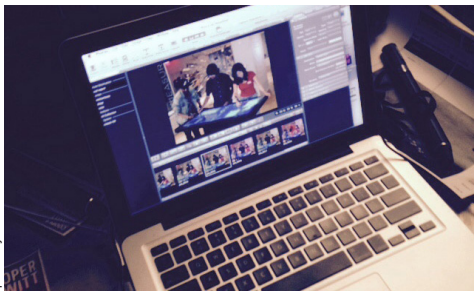
General Education Goals:

• **Thinking Critically:** Through projects in this class, you will improve your ability to analyze and synthesize information.

• **Writing: This is a Writing Intensive class** and you will develop 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.

Grade Allocation:

10% Quizzes	20% Design Project
25% OpenLab ePortfolio Site	10% Video Project
15% Research Report	20% Final Exam

• Homework must be handed in on the date posted on OpenLab. Late homework will adversely affect your grade.

• Homework should be typed, and **be submitted with the following information at the top of each digital 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 submittted electronically in PDF or .docx format. The visual quotation project must be submitted in both PDF and JPEG. Rubrics for the eportfolio project and for other assignments will be availableon OpenLab. **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 our zoom class discussions, students will be posting comments our class's OpenLab site.

Attendance (College) and Department Policies:

Attendance is taken and is important to 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 project expectations, which could lead to a lower grade.

photo:by T. Goetz

Digital Media Foundations/ Revised Syllabus for Online Learning
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COMD 1112• Section D114 Syllabus •Spring 2020
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https://us.bbcollab.com/guest/a3e920a00c284980be64822d006571c2**
E-mail: tgoetz@citytech.cuny.edu

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.

Navigating our OpenLab and Blackboard Classrooms:

Students are required to use OpenLab and Blackboard throughout the semester. **Every student must be using 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/comd1112fa2020goetz/** 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 meetings.**

Dates for our Class Zoom Meetings/Course Outline (Topics subject to change)

1. 08/31: Class Overview/Orientation to College Resources, OpenLab and Blackboard

    *No classes 09/07 for Labor Day

2. 09/14*: Analog to Digital Media: A Brief History of Communication Design

3. 09/21: Design Research, Copyright & the Creative Commons

4. 09/29*: Design Principles/Bitmap vs. Vector File Formats

    *9/29 is Tuesday zoom meeting

5. 10/05:Design Production: Resolution, Compression & Image File Formats

6. 10/14*: Is an Apple Really Red?, Color Theory and Color Interactions

    *10/14 is Tuesday zoom meeting

7. 10/19: Color Management: Workflows & Devices for Consistent Color

8. 10/26: Virtual Field Trip: *Blue* Exhibit

9. 11/02: Fundamentals of Digital Audio

10. 11/09*: Digital Audio continued/Digital Video Fundamentals

11. 11/16: Digital Video Formats & Standards

12. 11/23: HTML & XML

13. 11/30: What Makes a Game or a Design Interactive?/**OpenLab Sites Due**

14. 12/07: OpenLab Site Feedback and Final Exam Review/

15. 12/14: **Final Exam/Revisions to OpenLab Sites Due**

The required textbook for this class is *Digital Foundations, Introduction to Media Design with the Adobe Creative Cloud; (*Publisher*: Oregon Open Educational Resources*, @ 2017). There will also be weekly reading assignments from industry sources and design publications. Please refer to the library's site at https://library.citytech.cuny.edu 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 tgoetz@citytech.cuny.edu or visit during my virtual office hours.