



IS< 4361 / 7361 - Summer 2008

Introduction to Digital Media (3 Credit Hrs.)

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Course Information

Course Overview

This course focuses on helping students learn to create web-based digital media (images, audio, and video) and to display or showcase digital media on the World Wide Web. The course provides a foundation for more advanced courses in Digital Media and Web Development offered by the Digital Media Zone.

This is an ONLINE course with no regular in-person or classroom meetings. The course is offered via Sakai (<https://sakai.missouri.edu/portal>) and supported by Mentors and Instructors who work in the **Digital Media ZONE**.

Prerequisites

- Basic computer skills
- Basic Web/Internet skills

Course Objectives

Upon the successful completion of this course, a student will be able to:

- Create digital media products for the Web using digital media software
 - Understand digital file formats and file compression techniques
 - Create digital images using Adobe Photoshop
 - Create single and multiple track audio files for delivery via the Web
 - Create digital video that includes still and moving images, audio, titles, transitions and special effects
 - Create simple Web pages that showcase digital images, audio, and video in standard Web browsers
- Understand and apply digital media copyright laws for educational Web content
 - Apply Fair Use copyright standards when publishing digital media on the Web
 - Understand the impact of the Digital Millenium Copyright Act, and the TEACH Act for educational material
 - Explore Creative Commons, open source and other emerging standards for legally sharing digital media on the Web
- Upload and download digital media files to/from Web hosts and servers
 - Use Secure FTP (SFTP) to access University of Missouri Bengal Accounts
 - Prepare web documents and media files for remote Web hosting
- Learn to create & evaluate Web pages using accepted Design and Usability Standards
 - Create Web pages that are designed for readability and usability
 - Conduct simple usability observations and surveys with users

Instructor Information (Krista Galyen & Holly Henry)

Office Hours:

By appointment.

Office Location: Digital Media Zone, Townsend Hall 201D.

We can meet in-person, or virtually via Instant Messaging (IM), videoconference (iChat or Skype), or plain old telephone. To reach us, use the Zone telephone and e-mail address listed above or leave us a private message in the Sakai course discussion board.

Graduate Teaching Assistants: Doctoral students from SISLT are available to help you with your questions, especially about fundamental skills or software use questions via e-mail: zone@missouri.edu.

Digital Media ZONE:

The ZONE is staffed by Mentors (Faculty and PhD students) who are focused on helping you *learn by doing*. The ZONE is a physical and virtual space/place where you can receive help and support from those who have special knowledge and skills, but where you are ultimately responsible for your own learning. Your Instructor and the ZONE Mentors do not teach you in a traditional classroom approach. *They help you learn by providing guidance and support while you learn by doing.*

The ZONE is part of the [School of Information Science & Learning Technologies](#) in the [College of Education](#) at the [University of Missouri-Columbia](#).

The ZONE is located in the upper level of the Reflector in Townsend Hall. [The Reflector](#) is a technology-rich support environment for students in the MU College of Education.

To learn more about the ZONE and the full range of support for online students enrolled in Digital Media Zone courses offered by the ZONE, please visit <http://zone.missouri.edu>

[A map to the Zone](#)

Course Materials and Resources

Books and Required Readings:

Due to the number of technologies included in this course, readings are drawn from five required texts and four additional recommended texts, supplemented by additional reading available either for download from the resources section in our Sakai course or publicly available on the web. You have the option of either purchasing the required texts (Amazon links provided below) OR subscribing to Safari Books Online (<http://safari.oreilly.com/home>) for a monthly or annual fee. All required and recommended texts are available through Safari. You should be able to complete required readings using the least expensive subscription offered (known as Safari "Basic Starter"). Some subscription options will also allow you to download a limited number of chapters each month in PDF format for your own personal use (the least expensive option does not). A subscription will also allow you to purchase texts at a reduced cost and allow you to access a vast array of technical and professional publications online at no additional expense.

Required Texts:

Adobe Photoshop CS3 Classroom in a Book
<http://www.amazon.com/Adobe-Photoshop-CS3-Classroom-Book/dp/0321492021/>

Adobe Premiere Pro CS3 Classroom in a Book
<http://www.amazon.com/Adobe-Premiere-Pro-Classroom-Book/dp/0321499808/>

Web Design in a Nutshell, 3rd Edition
<http://www.amazon.com/Web-Design-Nutshell-Desktop-Reference/dp/0596009879/>

Digital Audio Essentials
<http://www.amazon.com/Digital-Audio-Essentials-Bruce-Fries/dp/0596008562>

The Little Digital Video Book
<http://www.amazon.com/Little-Digital-Video-Book/dp/0201758482/>

Recommended Texts:

Podcasting 101 for Training and Development: Challenges, Opportunities, and Solutions
<http://www.amazon.com/Podcasting-101-Training-Development-Opportunities/dp/0787988499/>

Creating Web Sites: The Missing Manual
<http://www.amazon.com/Creating-Web-Sites-Missing-Manual/dp/0596008422/>

Digital Photography Hacks
<http://www.amazon.com/Digital-Photography-Hacks-Industrial-Strength-Tools/dp/0596006667/>

Digital Video Hacks
<http://www.amazon.com/Digital-Video-Hacks-Shooting-OReillys/dp/0596009461/>

Software for this course:

A Secure File Transfer Protocol (SFTP) program: SecureFX (for PC users) OR MacSFTP (for Mac users). You can download a **FREE** copy of SFTP programs from the University of Missouri IATS [Software Distribution Center](#).
Firefox Browser (<http://www.mozilla.com/>) .

The following software programs are required for accomplishing projects in this course. While you may choose alternative software at your discretion, all instructions and exercises will assume the use of these applications.

Purchasing software is not required to complete the work in this course, though reduced cost, educational licenses of the programs are available via TigerTech. If you prefer not to purchase the programs, you may use computers available in either the Digital Media Zone or the Reflector in Townsend Hall, or you may download a 30 day trial of each commercial software application from the links provided. **If you plan to use trial versions, wait until the start of the unit in which you will be using the software before downloading so that you do not run out of time on your trial!**

Recommended Software By Project*			
	Program	Link to Download	Date Needed
Digital Imaging	Adobe Photoshop CS3 (Commercial; 30 day free trial available)	http://www.adobe.com/go/BONQJ	7/1/2008
Digital Audio	Audacity 1.2.6 (Stable) (Free)	http://audacity.sourceforge.net/download/	6/12/2008
Digital Video	Adobe Premiere CS3 (Commercial; 30 day free trial available)	http://www.adobe.com/go/BONQV	7/11/2008
Web Development	Adobe Dreamweaver CS3 (Commercial; 30 day free trial available)	http://www.adobe.com/go/BONQP	7/21/2008

Grading and Project Due Dates

Brief descriptions of each project are listed in the Project Assignments section below. **More detailed instructions and assessment rubrics for each project will be provided in the Resources/Course Projects folder in Sakai.** Generally, the rubrics will determine whether your project assignments contain the basic requirements and demonstrate you have mastered the digital media concepts covered in the Units of Instruction. ***Note: to receive an "A" for this course you must also participate fully in the weekly online discussions and contribute to peer reviews of your fellow students' work.***

The following assignments must be submitted in order to receive a grade. It is your responsibility to submit these assignments by the due dates in accordance with the guidelines established for each project.

Project Assignments

The course is divided into 8 Units of Instruction focused on the four Digital Media projects described below. *Please consult the detailed project description documents for each assignment for detailed instructions and assessment guidelines/rubrics.*

I. Project One - Digital Imaging

In this project you will create and submit *TWO unique original* before & after digital images (images **YOU** created or are from your family photo collection, not downloaded from the Web) that illustrate you understand how to acquire digital images into your computer (via a digital camera, scanner, video frame grabber or other acquisition technique); edit the original image(s) to improve them for display or printing, alter them using artistic techniques in Adobe Photoshop Elements (or equivalent digital imaging editing software); and produce a high quality/high resolution JPG file, or series of files, that you upload to your online Portfolio folder in the Sakai online course environment we are using for this course AND to your Mizzou Bengal web file storage space.

You will also write a short paper that describes your project and what software and techniques you used to create your image(s).

You have flexibility in this assignment on how you accomplish the above objectives.

Some example projects include:

- Scan old family photographs, remove scratches, color correct , crop and straighten, and create a digital 'frame'.
- Shoot a sequence of images using a digital camera, acquire them into your digital imaging software, and create a collage or layered image, or image sequence.
- Photograph or draw a series of digital images and use them to create a digital slide show that can be displayed on the web.

2. Project Two -- Digital Audio

In this project you will create a digital audio file, or files, that illustrate you understand how to capture and manipulate digital audio information and prepare it for playback on the Web. You will then upload your finished audio file(s) to your personal portfolio folder in Sakai AND to your Mizzou Bengal web file storage space in a standard digital audio format (MP3).

The audio file should be at least one minute long and can include speech, music, sound effects or a combination of all three.

Prepare a short one page paper that describes your project and what software and techniques you used to create your audio file(s).

Some example projects include:

- An edited interview with a friend or relative about some topic of interest to you.
- Original music you created using Apple GarageBand or other music creation program.
- An audio voice over (voice track) set to a piece of music you have captured using iTunes or other audio editing software.
- An audio file that showcases digital sound effects you have created and edited.

3. Project Three -- Digital Video

This project focuses on creating a short (2-3 minute) digital video that can be either video slide show of still images set to music, or a motion video that you shoot and edit using a digital camcorder or another type of video recorder. You will then prepare the edited digital video into a standard compressed digital video file format (mpeg-4) that can be uploaded to your personal Sakai portfolio AND your Bengal web file storage space.

Prepare a short paper that describes your project and what techniques you used to create your digital video file(s).

Some example projects include:

- A video slide show with a music track that has animated transitions between still images.
- A video with simple audio soundtrack(s) .

- A video "sketch" on a favorite pet, person, or place.

4. Project Four -- Web Showcase

In your final project for this course you will create a Web page, or series of Web pages that showcases and explains the media types from your previous 3 projects (images, audio, video).

Using a web page editor of your choice create a HTML page, or series of HTML pages, that can be uploaded via SFTP to your personal University of Missouri Bengal space and viewed in a standard Web Browser. Build hyperlinks in the page(s) which allow viewers to view your images, listen to your audio, and watch your videos. This project is good practice for those of you that will need to build an online portfolio to fulfill your degree requirements. More ambitious students can explore creating simple Macromedia Flash slide shows that showcase your images, audio and video project work. See the detailed instructions for this assignment during Unit 8 for more information and ideas.

Graduate students: In conjunction with the final project, you will also prepare a web evaluation report to further demonstrate your learning in this course.

Peer Review Assignments

For the first three assignments you will be required to review the work of at least 2 other students in the class and provide constructive feedback to each student. Instructions will be provided for each assignment on what groups you are assigned to and how the peer review assignments will work. **Each peer review assignment is worth 2% of your final grade.**

Weekly Course Discussions

There will be weekly questions or challenges posted for class discussion. You are required to review each question or challenge and **post at least one substantial discussion posting each week which contribute to the learning community.** Participation in weekly discussions will be worth 9% of your grade.

Extra Credit

You can earn from 1-5 % of your final grade as Extra credit for exceptional work and contributions to course discussions, posting interesting, useful and relevant web resources or other information which benefits other members of the learning community in this online course). Extra credit points may also be available for optional participation in SISLT research projects. Details of participation opportunities and available points will be provided in announcements as the course progresses.

Project	Due Date(s)	Percentage of Final Grade
1. Digital Images	July 10	20%
2. Digital Audio	June 25	20%
3. Digital Video	July 25	20%
4. Web Showcase	August 1	25%
5. Participation	Weekly	15%
	Total	100%

Grading Scale (Percentage)

A: (100-90), B: (89-80), C: (79-70), D: (Undergraduate only: 69-60), F:(Graduate: 69-0, Undergraduate: 59-0)

How to succeed in this course

Check the Home Page of the course (in Sakai), Announcements and Discussion Forum(s) regularly for any changes or important announcements related to the course. *Major course Announcements will be e-mailed to your Mizzou e-mail address.* You will also receive an automatically generated DAILY e-mail that will keep you posted on what happened in the course on the previous day.

Here are some tips for getting most out of this course:

- Maintain a reasonable pace of work each week of the course. Do not wait until the week an assignment is due to begin engaging in the work. Make a work schedule for yourself indicating when you will focus on the topics of the course.
- Get to know your classmates and the **ZONE mentors**. Take advantage early of opportunities to learn about your classmates and let them know about you. Contribute to the discussions by posting good ideas and also by responding to what others write. Forming a community with your fellow students will make the course more enjoyable and will aid your learning.
- Work collaboratively. How much you learn and how much enjoy this course will depend on the sense of connection you develop with your fellow students. Strive to help your fellow students and try to benefit from what they have to offer. Check the course discussion boards often - at least once a day.
- Check your understanding. Your goal is to understand the theories, principles, and concepts central to the course. Do not stop with the reading only the required course materials. Always review the underlying concepts and interact with your fellow students and instructors to see if you need to strengthen your understanding.
- Contact the Instructor, Graduate Teaching Assistant or a ZONE Mentor when you need help. The ZONE Mentors on duty in the Digital Media Zone are here to help you be successful in this course. You should feel free to contact them anytime you need help with anything related to this course. For additional support see <http://zone.missouri.edu/support.html>

Course Policies

Instructor and Peer Review Feedback on your Projects

You will receive both Instructor and fellow student feedback on your project work in this course. If you wish to receive Instructor feedback on a project **before** an assignment is due, you must request the feedback at least 4 days prior to the due date to allow enough time for either the Instructor or Teaching Assistants to give you feedback and for you to implement our suggestions. If you submit a request for feedback at a later time, we will do our best to give you feedback but we may be too busy to help you by the due date. You should also utilize the knowledge of your fellow classmates when you have a question or need help. Ask for feedback from your fellow students by posting a question to the appropriate project discussion board(s).

Late Work

The due dates for each project are clearly posted above. Some dates listed for assignments may change as the semester progresses. However, it is important to note that late work will be penalized. If you have conflicts, problems, or something unexpected arises, do not hesitate to contact the instructor. Graded assignments will be reviewed and graded within one week after the posted due date. Any assignments posted within 3 days after the due date will receive an automatic 10% reduction in grade. Late work will not be accepted after 3 days past the due date unless prior arrangements have been made with the Instructor in writing.

Re-grading Policies and Procedures

In general, you should consider the grade you receive on any project to be final. If you wish to appeal a grade on a project, you must request the appeal via an e-mail to the Instructor no later than 48 hours after receiving the grade for a project. In the e-mail, include a detailed explanation as to which part of your assignment should be re-graded and why you are requesting a grade review. After re-grading, you may receive a higher grade, the same grade, **or a lower grade**.

Incompletes

Incompletes in this course will be given if, and only if:

- The completed portion of the student's work in the course is of passing quality and
- There is such evidence of hardship as to make it unjust to hold the student to the limits previously fixed for the completion of his/her work.

If you meet the above criteria and you wish an Incomplete in this course, you must immediately send an e-mail to the Instructor (zone@missouri.edu). In some cases, an Incomplete will result in an automatic drop in letter grade. **All requests for Incompletes must be provided two weeks prior to the Final Project due date.**

In any ZONE course in which an INCOMPLETE is requested, all course assignments and projects must be completed and turned in for

grades before the start day of the next semester. Failure to submit remaining assignments prior to the next semester will result in a letter grade of F for the course.

For more information on Incompletes, please visit: http://registrar.missouri.edu/Policies_Rules_and_Regulations/incomplete.htm

Course Withdrawal

Withdrawals will adhere to university policies regarding dates and grades. If request for a withdrawal is submitted after the university due date, a student will only receive a W for a "passing" status in the course. Otherwise, an F will be reported.

For more information on Withdrawals, please visit:
http://registrar.missouri.edu/Records_Transcripts_and_Degree_Audit/Records/Grades/withdraw.htm

Disabilities and Accommodations

If you need accommodations because of a disability, if you have emergency medical information to share, or if you need special arrangements in case the building must be evacuated, please contact the ZONE Manager, Christiana Kumalasari. Please call the ZONE manager, visit the ZONE manager when she is on duty in the ZONE, or use one of the other contact methods identified on the ZONE web site. To request academic accommodations (for example, a note-taker or translator), students must also register with Disability Services, AO38 Brady Commons, 882-4696. This is the campus office responsible for reviewing documentation provided by students requesting academic accommodations, and for accommodations planning in cooperation with students and instructors, as needed and consistent with course requirements. Another resource, MU's Adaptive Computing Technology Center, 884-2828, is available to provide computing assistance to students with disabilities.

The above statement is the standard statement required by the University and may not apply if you are taking this course online. If you have a disability that you feel requires special accommodations specific to this course, please contact the ZONE Manager, Christiana Kumalasari, using the contact methods provided at <http://zone.missouri.edu/support/contact.html>.

Academic Dishonesty

Academic honesty is fundamental to the activities and principles of a university. All members of the academic community must be confident that each person's work has been responsibly and honorably acquired, developed, and presented. Any effort to gain an advantage not given to all students is dishonest whether or not the effort is successful. The academic community regards academic dishonesty as an extremely serious matter, with serious consequences that range from probation to expulsion. When in doubt about plagiarism, paraphrasing, quoting, or collaboration, consult the course instructor.

Intellectual Pluralism

The University community welcomes intellectual diversity and respects student rights. Students who have questions concerning the quality of instruction in this class may address concerns to may address concerns to Dr. Joi Moore (moorejoi@missouri.edu). All students will have the opportunity to submit an anonymous evaluation of the instructor(s) at the end of the course.