

**POLK STATE COLLEGE  
WORKFORCE & ECONOMIC DEVELOPMENT  
COURSE SYLLABUS & INSTRUCTOR INFORMATION**

**Course:** DIG2000

**Term:** Fall 2010

**Withdrawal Deadline:** October 29, 2010

**Course Location:** Lake Region High School Campus

**Final Exam Day/Date/Time:** Week of December 13- 17, 2010

**Instructor:** Steven Chayt

**Instructor email:** <mailto:steven.chayt@polk-fl.net>

**Textbook required and provided:**

Digital Media Primer

Author: Yue-Ling Wong / Publisher: Pearson / Prentice Hall / Copyright 2009 / Pages: 384

ISBN-10: 0-13-223944-2 / ISBN-13: 978-0-13-223944-8

**ATTENDANCE:** Student attendance remains the number one factor affecting the overall achievement of students. Students need to be in the classroom to benefit from the teacher's instruction, and from interaction and exchange of ideas with peers. A student's excessive absences or tardiness can lead to incomplete and unsatisfactory work, a reduced capacity to meet curricular standards, and lower course grades.

**DUE DATES:** All assignments are due by the specified date. The course work will be divided between two nine week periods. The final exam will be at the end of the semester.

**ACADEMIC INTEGRITY:** In the academic community the high value placed on truth implies a corresponding intolerance of scholastic dishonesty. Written or other work which students submit must be the product of their own efforts and must be consistent with appropriate standards of professional ethics. Academic dishonesty, which includes cheating, plagiarism and other forms of dishonest or unethical behavior, is prohibited. Any violation of this policy will result in a failing grade on the specific assignment(s).

**Course:** DIG2000

**Term:** Fall 2010

### **Course Description**

The course explores the avenues of contemporary digital design and highlights the importance of process, innovation, and communication. Students become familiar with design projects including traditional print projects, sophisticated websites, interactive digital media, and motion graphics. The course focuses on developing and refining the design concept and the execution strategy.

### **Course Objectives**

Upon successful completion of this course, students will be able to:

1. Understand the role of digital media in modern society.
2. Know the basic terminology used in digital media production.
3. Understand the workflow strategies associated with digital media production
4. Understand differences among various forms of digital media.
5. Summarize the process of digitization.
6. Use basic software to complete digital media projects.
7. Understand the role of teamwork in digital media production.

### **Course Content**

Introduction to communication concepts and the historic development of digital media.

Introduction to the social functions and impact of digital media.

Basic concepts and terminology associated with digital media.

Overview of a variety of examples of digital media.

Interactivity

Cross-Platform Strategies

### **Methods of Instruction**

Include, but are not limited to, lecture, in class assignments and projects, and oral presentations. Students will work as a team and individually on the school website. Students will complete one extended written assignment.

### **Evaluation Criteria**

Your final grade will be the average of your grades on the exams, term paper, and class assignments and projects given during the semester.

### **GRADING SCALE:**

A = 91 - 100%

B = 81 - 90%

C = 71 - 80%

D = 61 - 70%

F= Below 61%