

NMAD112: Introduction to Digital Media

Fall 2010

NMAD 112-02

3 Credit Hours

Section 02: M/W 6:00pm-8:30pm

Pre-Requisites: None

Co-Requisite: None

Instructors: Ethan Bach
Office Hours: By appointment
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COURSE DESCRIPTION

NMAD112 teaches many of the fundamental skills of understanding and working with digital media with the Macintosh computer platform. Through the iLife '09 and iWork '09 software suite, we will introduce students to the "Mac" and the various ways in which we manipulate and repurpose still and moving images, sound and text. NMAD112 is designed to give students a firm grounding in the tools, techniques, and thinking behind digital media and will include (but not limited to) the use of digital cameras, audio recording devices, scanners in the creation of various media. Additionally, there is an underlying theme of self-expression throughout this class for the purpose of exploring these tools in the context of artistic and academic success.

COURSE OBJECTIVES

This course provides a preliminary exposure to the basics of digital media and software suites for students to become comfortable with the Mac as a tool for creative work.

LEARNING OUTCOMES

Upon completion of the course students will be able to:

- ! Proficiently use a Mac and understand the relevant terminology regarding hardware and software.
- ! Identify which programs are best used to achieve a desired result. Understand the requirements and terminology when working with digital media across programs.
- ! Be inspired to use a computer to manipulate, capture and share media and information.
- ! Gain critical computer literacy skills that will enable you to continue to creatively use digital media, regardless of your educational goals, for the purpose of self expression, promotion and creativity.

GRADING/PERFORMANCE/ASSESSMENT

Participation: Students are required to participate in class discussions and exercises inside and outside the class. It is expected that students will read the assigned articles and texts as well as maintain notes of class lectures.

Attendance: Attendance is mandatory. You are allowed 3 absences during the semester. If you reach 4 absences you will risk being dropped from the class. Three instances of tardiness (10 minutes late) will count as one absence.

Grading: Using a point system, the total number of possible points (TNP) is 800 points,

plus total attendance points possible plus total participation points possible over the semester. This number is then divided into your accumulated points from which we derive a percentage that is then compared to this chart:

90—100%	A (+, even,-) B (+,
80—89%	even,-) C (+,
70—79%	even,-) D (+,
60—69%	even,-)
59—Below	F

So for example, let's just say that the TNP for this class is 848 and your total accumulated is 772, based upon the possible figures below. So take 772 and divide the number by 848 and you get .91 (rounded up from .9103) or 91%—a solid A-! Points are accumulated as follows:

Attendance: 1 point per class or outside screening (late to class as defined above, no points)

Participation: graded as "+1", "0", "-1" per class

iWork '09

<i>Pages lesson:</i>	<i>100 points</i>	<i>100</i>
<i>Numbers lesson:</i>	<i>points</i>	<i>100</i>
<i>Keynote lesson:</i>	<i>points</i>	

iLife '09

<i>iPhoto lesson:</i>	<i>100 points</i>	<i>100</i>
<i>iMovie lesson:</i>	<i>points</i>	<i>100</i>
<i>iDVD lesson:</i>	<i>points</i>	<i>100</i>
<i>Garageband lesson:</i>	<i>points</i>	<i>100</i>
<i>iWeb lesson:</i>	<i>points</i>	

Bonus assignment: Can be used to boost your grade by either 50 points or a half-letter grade, depending on system used by instructor.

Incompletes will be given only in the most extreme extenuating circumstances.

REQUIRED TEXTS

There are no required texts for this course as most lessons will be distributed as PDF files. For the iBook project however, you will be required to purchase your book, which typically runs between \$16 to \$17 dollars.

EQUIPMENT POLICY

All equipment belonging to the New Media Arts Department is subject to the following policy:

- Equipment is **only** available to students for the class' project-based assignments as stated in your syllabus or assigned by your teacher and may not be checked out during the semester for any other reason or without the specific consent of the department chair.
- Students always accept the full responsibility of the care and usage of department equipment while in the student's possession and are responsible for replacement or repair costs of any item(s) that is not returned or is returned

- Students are expected to return equipment at the date and time explicitly stated on the Equipment Checkout form. Failure to do so will be reflected in your grading rubric per assignment.
- Students who habitually or egregiously fail to care for equipment or abide by these policies will risk being banned from future equipment access or its use.