



Phone: 713-688-1361

Website: www.houstonisd.org/waltrip

COURSE SYLLABUS ~ DIGITAL MEDIA
In conjunction with Houston Community College – Dual Credit
Career and Technical Education Department (CTE)
S. P. Waltrip High School
1900 West 34th Street ~ Houston, Texas 77018

Instructor:	Ms. Grimm
Contact information:	jgrimm@houstonisd.org ~ Office Phone (713) 688-1361, Ext 015209 Google Voice 832-930-2879
Room	1115
Office Hours:	Daily 3:25 – 4:10
Prerequisite:	Principles of Information Technology
Dual Credit Hours	6 transferable hours from HCC; ARTC 1325 and ARTC 1305
Certification:	Microsoft Word Expert and Adobe

Course Description

In Digital Media, students will analyze and assess current and emerging technologies, while designing and creating multimedia projects that address customer needs and resolve a problem. Students will implement personal and interpersonal skills to prepare for a rapidly evolving workplace environment. The knowledge and skills acquired and practiced will enable students to successfully perform and interact in a technology-driven society. Students will enhance reading, writing, computing, communication, and critical thinking and apply them to the IT environment. Understanding computer design concepts, terminology, processes, and procedures. Topics include computer graphics hardware, electronic images, electronic publishing, vector-based graphics, and interactive multimedia

Textbook

The Graphic Designer's Digital Toolkit: A Project Based Introduction to Adobe Photoshop CS5, Illustrator CS5 & InDesign CS5

Materials

Pen, Pencil, Paper, External USB/FW Hard drives

Attendance and Participation

Attendance and participation are required; new material is being presented daily as well as collaborative activity projects. It is your responsibility to see me, check the board/HUB or check with a partner if you are absent from class.

Tutorials

Tutorials are offered on Tuesday and Wednesday morning.

Grading System

Participation	20%
Major	40%
Daily	40%

Late Work:

Assignments that are not turned in on-time are considered late work. A late assignment will not receive full credit; 20 points will be deducted.

Instruction Methods, Students Assignments and Assessments

Face to Face and Web-enhanced - A variety of instructional methods are used throughout the semester. Examples may include class discussions, lectures, readings, group projects, internet searches, and presentations. Discussion is the primary way in which students come to understand a concept. Discussion is both large group and small group and is usually student led, but are sometimes conducted online through HUB Discussion threads. Cooperative learning groups are also used extensively in this class. Projects/assignments will be done individually as well. Assignments, projects and web-enhanced activities have been developed to guide your learning and concept development as an intro level programmer. As an instructor, I want my students to be successful. I feel that it is my responsibility to provide you with knowledge and opportunities for critical thinking and applications as appropriate.

Student Expectations

As a student wanting to succeed at your academic and career endeavors, it is your responsibility to do the assigned readings, submit assignments on time, and participate in discussion forums and other activities. Please be respectful of yourself and peers, come to class prepared and on time. Clean up after yourself and remain seated until the bell sounds.

SCHEDULE OF CLASSES:

Following is a tentative outline of discussion topics and class assignments for the semester. This schedule is subject to change. The instructor reserves the right to change the assignments, projects and dates as deemed necessary. You will be informed of any changes. Updated information will be posted online on the HUB.

Fall Semester

First - Six Weeks

- MS Word
 - Microsoft Office Certification Test
 - Manage Documents and Templates
 - Prepare Documents for Review
 - Manage Document Changes
 - Perform Advanced Editing and Formatting
 - Create Styles
 - Create and Manage Indexes
 - Create and Manage References
 - Manage Forms, Fields, and Mail Merge Operations
 - Create and Modify Building Blocks, Marcos, and Controls
 - Create Custom Styles Sets and Templates
 - Prepare a document for Internationalization and Accessibility

Second - Six Weeks

- Photoshop
 - Overview of Design application - elements of design, principles of design, designing for the client, design stages, typography, and imagery.
 - Digital Imaging (Working with Raster Graphics)
 - Copyright Laws and Regulations
 - Working with the program menus, editing using menus & shortcut keys
 - View options – Using rulers and grids
 - File formats & extensions (Working graphics versus exported/optimized/Flattened graphics)
 - Importance of graphic cards and system needs for Digital imaging programs
 - Understanding screen resolutions and unit measurements for print versus web/multimedia
 - Imaging Resources (Public Domain, the e-Library, etc)
 - Importing images into your computer via Scanners and digital cameras
 - Create, Resize, & Edit Images
 - Design basics – Hue, Saturation & Value; Contrast, visual communication via the use of digital graphics
 - Computer Illustration (Working with Vector Graphics)

Third – Six Weeks

- Computer Graphics Industry - Preparing for Jobs & Career options
 - Digital Publishing Applications – Adobe InDesign
 - Program Properties, Tools & Organization • Terminologies & Concepts
 - Exploring the differences between MS Word & InDesign
 - Typographic design basics with font management guidelines

Final Exam Week

Spring Semester

Fourth – Six Weeks

- Importing text from MS Word to InDesign
 - Formatting rules, working with soft returns, hard returns, line space, tracking, kerning, indents, paragraph formatting, styles, and tabs
 - View options – Using Rulers and grids
 - Working with imported graphics
 - Working with the program menus, editing using menus & shortcut keys

Fifth – Six Weeks

- Design basics & organization for page layout enhancements
 - Packaging and exporting final printed documents
 - Adobe Acrobat Professional
 - Program Properties, Tools & Organization
 - Terminologies & Concepts
 - Explore interactive functions

Sixth – Six Weeks

- Creating PDF portfolios with viewing options
 - Setting Print Quality in Acrobat PDF with Export options
 - Importing and organizing pages

Final Exam