

[IMM 110-03 Fall 2021](#) — Introduction to Digital Media Course Syllabus ([View on Canvas](#))

Meeting Time: Tuesdays 5:30-9:20 PM, AIMM 222

Instructor: Matthew DiMatteo (dimatte4@tcnj.edu)

Office Hours: By Appointment

Course Description

This course introduces popular tools and techniques for constructing digital media, including still images, sound and video. In addition to producing digital media, we also examine the cultural and historical context of such work. How has the existence and use of these new forms transformed our everyday experience? What are the similarities and differences between the so-called digital media revolution and previous revolutions enabled by the emerging technologies, such as television and film?

Course Materials

Students are strongly encouraged to obtain the following materials:

1. **External Storage** - Highly recommended for storing and transferring files (and not only for this course). Students have unlimited [Google Drive](#) cloud storage with their TCNJ account. Select “Google Apps” on the [TCNJ Today](#) page. [View these instructions on Canvas for information on setting up and using Google Drive](#). A physical external storage device is also recommended. A small 1-2 GB flash drive should suffice for assignments in the first half of the semester, though a larger (16+ GB) device is recommended for audio/video work in the second half of the semester. A 100 GB - 1 TB drive, while pricier, is a good personal investment for storing files beyond the scope of this course. Keep in mind that these drives may need to be formatted; [view these slides on Canvas for detailed instructions on formatting an external hard drive](#).
2. **Sketchbook/Notebook** - Particularly for the first half of the semester, which is focused on visual art and graphic design, a sketchbook is recommended for laying out a design on paper before executing it in a program like Photoshop or Illustrator. You can save a lot of time by only beginning the electronic implementation once a design is finalized.
3. **Headphones/Earbuds** - For audio and video work in the second half of the semester, these are recommended for working in the labs. It would be less than

ideal for everyone in the classroom to be playing back audio in open air simultaneously. Do keep in mind, however, to play back your audio work using speakers when you have the chance, as the sound will differ.

Electronic Course Resources

1. [Canvas](#) - Resources such as assignment instructions, class slides, stock media, and tutorials will be accessible online through Canvas. Students are expected to submit completed [assignments](#) through Canvas.
 2. [Adobe Creative Cloud](#) - Students currently enrolled in any IMM course will have full access to the Adobe Creative Cloud, and can download any software to personal computers by [logging in](#) with their TCNJ username and password [here](#). *Please note, however, that this access is only guaranteed for the duration students are enrolled in the course - be sure to back up any files saved to Creative Cloud storage prior to the end of the semester).*
 3. [LinkedIn Learning \(Formerly Lynda.com\)](#) - Students enrolled in IMM courses also have access to LinkedIn Learning, a great resource for tutorials on digital media, coding, and other skills. [Sign in with your TCNJ credentials here](#).
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AIMM Building Resources

1. **Labs** - Students have access to all AIMM classrooms and labs by swiping in with a valid TCNJ ID. Workstations in these rooms have all necessary software for this course installed on them. Keep in mind not to swipe in while another class is in session. You can see the schedule of classes held in a room posted outside its door. Students also will have access to resources such as scanners, printers, etc. in dedicated labs. The AIMM building itself is open for the majority of the day on weekdays, but locked on weekends. Art/IMM students can swipe in with their TCNJ to enter the building, however. [View the hours of availability for the AIMM building here](#).
2. **Equipment Cage** - Students can check out equipment including digital cameras, camcorders, tripods, lighting kits, and microphones at the “[equipment cage](#)” in room AIMM 204. Drawing tablets may also be available. Once I have submitted a list of student names to the cage administrators, you will be able to use the [CHEQROOM](#) online resource to make reservations. Checkout length is two business days; refer to the cage [policies](#) for more detailed information about the checkout process, including renewals and late penalties.

Course Learning Goals

Students will:

1. Examine the potential of digital arts through readings, screenings, demonstrations, discussions, and assignments.
2. Learn industry standard tools and techniques for digital image editing, audio production and editing, and video production and editing.
3. Become acquainted with current topics and concepts in digital media (image creation and editing, video, sound, media literacy, and more)
4. Consider the digital media “revolution” in relation to previous technology and media advances.
5. Consider the implications of ubiquitous digital media production and consumption on our everyday culture.
6. Consider the ethics of digital manipulation, and the cultural and economic impact of digital reproduction and distribution.
7. Compile a portfolio of a diverse array of digital media projects.

Course Requirements

1. Students will be expected to arrive to class on time, participate in class discussions and workshops, present, discuss, and defend ideas, and complete weekly assignments. In the event of absence, students are responsible for catching up on material covered in class and completing any assignments.
2. Students should expect to spend an average of four to eight hours per week outside of class time in order to complete assignments. Students are strongly encouraged to work consistently throughout the semester. Always take into account the lab hours and possible technical problems when planning out the time you will spend on these assignments.
3. Students are responsible for saving and backing up their work, and are strongly encouraged to utilize multiple backup locations, such as external hard drives, personal computers, and cloud storage services such as Google Drive or Dropbox. Lab machines and network storage drives should never be depended on, and should be treated as temporary, as they are routinely cleaned. Because students are expected to habitually back up all project files, the loss of data is not considered an acceptable excuse for late or missing assignments.

4. Students are expected to abide by TCNJ policy aimed at preventing the spread of COVID-19. As of August 16, 2021, this includes wearing a face covering while indoors, regardless of vaccination status. Because this is a fluid situation, policy and guidelines are subject to change. You can see the latest updates on the [TCNJ Fall 2021 page](#).
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Assignments and Grading

Grades are determined by the following:

- [40%] [Assignments](#) (8 at 5% each)
- [20%] [Midterm Project](#)
- [20%] [Final Project](#)
- [20%] [Class Participation](#)

[Download a schedule with assignment due dates](#)

[View Assignments Page on Canvas](#)

The Assignments category is comprised of projects that students will complete from week to week. These projects will be targeted exercises intended to reinforce techniques and skills related to the topic(s) covered in class. Students will have class time to begin working on these projects and are expected to complete and or/refine their work over the course of the following week (or until the due date specified).

All assignments are to be submitted electronically to [Canvas](#) by 11:59 PM on the date due. Assignments handed in late, without a proper excuse, will receive a grade penalty every day they are late. Assignments not handed in at all will receive a grade of 0.

Assignment submissions are to include working (project) files in addition to the final exported files. By doing so, students' ownership of the work is established, and the techniques used can be demonstrated. Students will be instructed as to specific file format requirements in the instructions for each assignment.

Students are encouraged to have their assignments submitted prior to class time so that their work may be included in a peer review. Projects will be displayed for the class to see and offer constructive comments. Students are encouraged to briefly discuss their

ideas, techniques, and experience, though these discussions are intended to be informal and are not included in grading.

Course Schedule (subject to change)

Week 01	(08/31)	Course Overview
	(09/07)	No Class (Follow Monday Schedule due to Labor Day)
Week 02	(09/14)	Introduction to Adobe Photoshop
Week 03	(09/21)	Image Processing, Digital Rights Management
Week 04	(09/28)	Vector Graphics - Adobe Illustrator
Week 05	(10/05)	User Interfaces, Compositions, Adobe XD
	(10/12)	No Class (Fall Break)
Week 06	(10/19)	Midterm Project Workshop
Week 07	(10/26)	Midterm Project Presentations
Week 08	(11/02)	Video Production - Adobe Premiere Pro
Week 09	(11/09)	Storyboarding, Cinematography
Week 10	(11/16)	Audio Editing Tools and Techniques
Week 11	(11/23)	Sound Design
Week 12	(11/30)	Video Publishing
Week 13	(12/07)	Rough Cut Screening

[Final Project](#) due 12/14

Final Exam Period TBA via [PAWS](#)

[Download a detailed schedule](#) with agendas and assignment due dates

TCNJ Policies

Browse all TCNJ Policies here: <https://policies.tcnj.edu/policies/digest.php/?docId=9136>

Attendance

Every student is expected to participate in each of his/her courses through regular attendance at lecture and laboratory sessions. It is further expected that every student will be present, on time, and prepared to participate when scheduled class sessions begin. At the first class meeting of a semester, instructors are expected to distribute in writing the attendance policies which apply to their courses. While attendance itself is not used as a criterion for academic evaluations, grading is frequently based on participation in class discussion, laboratory work, performance, studio practice, field experience, or other activities which may take place during class sessions. If these areas

for evaluation make class attendance essential, the student may be penalized for failure to perform satisfactorily in the required activities. Students who must miss classes due to participation in a field trip, athletic event, or other official college function should arrange with their instructors for such class absences well in advance. The Office of Academic Affairs will verify, upon request, the dates of and participation in such college functions. In every instance, however, the student has the responsibility to initiate arrangements for make-up work.

Students are expected to attend class and complete assignments as scheduled, to avoid outside conflicts (if possible), and to enroll only in those classes that they can expect to attend on a regular basis. Absences from class are handled between students and instructors. The instructor may require documentation to substantiate the reason for the absence. The instructor should provide make-up opportunities for student absences caused by illness, injury, death in the family, observance of religious holidays, and similarly compelling personal reasons including physical disabilities. For lengthy absences, make-up opportunities might not be feasible and are at the discretion of the instructor. The Office of Academic Affairs will notify the faculty of the dates of religious holidays on which large numbers of students are likely to be absent and are, therefore, unsuitable for the scheduling of examinations. Students have the responsibility of notifying the instructors in advance of expected absences. In cases of absence for a week or more, students are to notify their instructors immediately. If they are unable to do so they may contact the Office of Records and Registration. The Office of Records and Registration will notify the instructor of the student's absence. The notification is not an excuse but simply a service provided by the Office of Records and Registration. Notifications cannot be acted upon if received after an absence. In every instance the student has the responsibility to initiate arrangements for make-up work. View this policy online: <https://policies.tcnj.edu/?p=77> (PDF)

Academic Integrity

Academic dishonesty is any attempt by the student to gain academic advantage through dishonest means, to submit, as his or her own, work which has not been done by him/her or to give improper aid to another student in the completion of an assignment. Such dishonesty would include, but is not limited to: submitting as his/her own a project, paper, report, test, or speech copied from, partially copied, or paraphrased from the work of another (whether the source is printed, under copyright, or in manuscript form).

Credit must be given for words quoted or paraphrased. The rules apply to any academic dishonesty, whether the work is graded or ungraded, group or individual, written or oral. View this policy online: <https://policies.tcnj.edu/?p=130> (PDF)

[Americans with Disabilities Act \(ADA\)](#)

Any student who has a documented disability and is in need of academic accommodations should notify the professor of this course and contact the Office of Differing Abilities Services (609-771-2571). Accommodations are individualized and in accordance with Section 504 of the Rehabilitation Act of 1973 and the Americans with Disabilities Act of 1992. View this policy online: <https://policies.tcnj.edu/?p=145> (PDF)

[Final Examinations](#) (PDF)

Accessibility and Accommodations

Students who experience barriers in this course are encouraged to contact the instructor as early in the semester as possible. The Accessibility Resource Center (ARC) is available to facilitate the removal of barriers and to ensure reasonable accommodations. For more information about ARC, please visit: <https://arc.tcnj.edu/>.

Access to IT support

If you have technology issues or needs during the semester, please contact the IT Helpdesk at 609-771-2660 or helpdesk@tcnj.edu.

[View Syllabus on Canvas](#)

[Download Detailed Schedule](#)

[View Assignments Page on Canvas](#)