

Spring 2008
COMM 319: DIGITAL IMAGING

Course Information

Course No. 10670; Prerequisite: admitted major/instructor's approval
Instructors: M 2-2:50 pm Tatyana Dumova; O'Kelly Hall 221
W 2-3:50 pm Terry Tollefson; O'Kelly Hall 221
Office hours: Dumova: M 3-5 pm & W 1-2 pm; O'Kelly 223; (701) 777-4726; tatyana.dumova@und.edu
Tollefson: M 9-10 am & W 9-10 am; O'Kelly 220; (701) 777-4785; terrtoll@mac.com

Course Description

The course focuses on the principles and practices of developing, producing, and publishing of digital images online. Emphasis is placed on the communication of meaning through the creation and management of digital images using industry-standard Web authoring software. In this course students will:

- learn principles of Web publishing and usability
- develop digital images for the Web
- create digital image maps
- apply cascading style sheets
- practice digital image compression
- design interactive online forms
- integrate Web animation
- share and distribute digital images over the Web

Course Goals

This course is a Skills/Theory (Level B) course in the School of Communication curriculum. It is part of the level-B listing for the Technology category and is designed to further the following Goals for Student Learning:

- To use communication technologies ethically in conventional, as well as imaginative ways (Technology, goal 2)
- To understand various kinds of messages, stories, images, and texts and how and why they are constructed (Information, goal 6)

Required Textbook

- *Adobe Dreamweaver CS3 Classroom in a Book* (2007). Adobe Press. With CD-ROM for Windows and Mac OS. ISBN: 0-321-49981-6

Recommended:

- Gerantabee, Fred & AGI Creative Team. *Dynamic Learning: Flash CS3 Professional*. (2007). Cambridge, MA: O'Reilly. (DVD included for Windows and Mac OS).
- Gale, Mark & Horvat, Les. (2005). *Digital Imaging: Essential Skills*. Focal Press.
- Perkins, Michelle. (2005). *The Practical Guide to Digital Imaging: Mastering the Terms, Technologies, and Techniques*. Amherst Media.



Methods of Evaluation

Two exams (midterm and final, 15% each)	30%
Digital imaging exercises (in class)	25%
Project 1: Integrating Text	10%
Project 2: Integrating Images	10%
Project 3: Integrating Interactivity	10%
Project 4: Integrating Video/Animation	10%
Class participation	<u>5%</u>
	100%

Grading System

A: 90–100%
B: 80– 89%
C: 70– 79%
D: 60– 69%
F: < 59%

Expectations and Policies

Deadlines: All projects must be submitted on time. For each day an assignment is late two percent of the grade will be deducted. In-class assignments will be submitted at the end of each class period and cannot be made up. Medical or family emergency can be taken into account for missed exams.

Academic Integrity: All students are subject to the UND Code of Student Life, including but not limited to, issues of Scholastic Dishonesty.

Media Storage: Students are responsible for keeping backups of all projects.

Digital Imaging Lab:

The computer laboratory in 221 O’Kelly Hall is open Monday through Friday, 8 am–4:30 pm. In the lab, students have access to Macintosh computers equipped with industry-standard image editing software, flatbed scanners, digital still cameras, and a color printer. Students have to provide their own printer paper. Other classes utilize the lab; therefore, check the schedule for times.

Disability Accommodations: If you have a disability, you may be entitled to receive individualized accommodations intended to assure you an equal opportunity to participate in and benefit from the course. To request disability accommodations; please make an appointment to see one of the instructors. All students will be accommodated to meet their needs. For more information and assistance, please call Disability Services at (701) 777-3245.

Grievance Policy: The School of Communication Studies follows the Academic Grievance Procedures of the College of Arts and Sciences. The procedures are posted online on the UND College of Arts and Sciences Forms web page at: <http://www.und.edu/dept/artsci/forms.html>.

Cultural Diversity: The School of Communication is committed to bringing the richness of cultural diversity to all students. Through active engagement, the School of Communication endeavors to provide multi-cultural opportunities, to reduce cultural stereotypes, to embrace cultural differences, and to promote respect for cultural diversity.

School of Communication Listserv: All SComm major and pre-major students are expected to subscribe to the School of Communication listserv (SComminfo). In order to subscribe, send an e-mail message from your own account to: listserv@listserv.nodak.edu

Subject: leave the subject line blank

Message: subscribe UND–scomminfo yourfirstname yourlastname

Senior Portfolio Information: All School of Communication students are required to prepare a Senior Portfolio reflecting their work as students of the School. The portfolio must contain an up-to-date résumé, several examples of your academic writing, and other items such as public relations or advertising work, photography, digital imaging, video, and other communication-related artifacts. Be sure to save your projects from this class so they could be included in the portfolio. You will be required to provide at least one piece of work that corresponds to each of the School of Communication majors' 12 Goals for Student Learning.

Course Schedule

Week	Monday 2–2:50 pm	Wednesday 2–3:50 pm
1		Jan 9 Digital imaging technology overview Introduction to Web authoring Lab: lesson 1
2	Jan 14 Creation, management, and publishing of digital images: theory and practice	Jan 16 Lab: lesson 2
3	Jan 21 Martin Luther King Day – No class	Jan 23 Lab: lesson 3
4	Jan 28 Integrating text Applying cascading style sheets	Jan 30 Lab: lesson 4
5	Feb 4 Working with images and links	Feb 6 Lab: lesson 5
6	Feb 11 Digital image compression Work on Project 1	Feb 13 Lab: lesson 6 Project 1 is due
7	Feb 18 Presidents' Day holiday – No class	Feb 20 Lab: lesson 7
8	Feb 25 Work on Midterm Exam Project	Feb 27 Midterm Exam
9	Mar 3 Spring Break – No class	Mar 5 Spring Break – No class
10	Mar 10 Principles of Web usability	Mar 12 Lab: lesson 8 Project 2 is due
11	Mar 17 Adding interactivity Finish Lab: lesson 8	Mar 19 Asynchronous JavaScript/XML Lab: lesson 9
12	Mar 24 Easter holiday – No class	Mar 26 Managing metadata Lab: lesson 10
13	Mar 31 Work on Project 3	Apr 2 Project 3 is due
14	Apr 7 Integrating digital multimedia	Apr 9 Lab: lesson 11
15	Apr 14 Quality assessment and validation	Apr 16 Lab: lesson 12
16	Apr 21 Image storing and sharing	Apr 23 Project 4 is due
17	Apr 28 Progress review: lessons 1–12	Apr 30 Work on Final Exam Project
		May 7 Final Exam 3:15–4 pm