

Niagara County Community College

DIGITAL MEDIA - COURSE DESCRIPTIONS

DIG 101M

Introduction to Digital Media

(3 Lec. Hrs per week) 3 Cr.

This course introduces the field of digital media. Topics covered include: definition of digital media, overview of digital media technologies including hardware/software, digital media production team, digital media production process, design considerations, content resources for digital media and copyright considerations. Opportunities and careers using digital media technologies and skills are examined. Basic computer skills are needed for success in this course. (Usually offered Fall and Spring).

Pre-requisites: AAC 042 and ENG 099

DIG 102M

Multimedia Production I

(3 Lec. Hrs per week) 3 Cr.

In this course students are introduced to the planning and production of multimedia. Students will learn how to integrate graphics, still images, text, animation, audio, and video into an interactive multimedia project. Students will gain a thorough grounding in the basic design and animation techniques using multimedia authoring software. (Usually offered Fall and Spring semesters)

Pre-requisites: DIG 101- Introduction to Digital Media or Permission of Instructor

DIG 103M

Multimedia Production II

(3 Lec. Hrs per week) 3 Cr.

This course introduces the field of digital media. Topics covered include: definition of digital media, overview of digital media technologies including hardware/software, digital media production team, digital media production process, design considerations, content resources for digital media and copyright considerations. Opportunities and careers using digital media technologies and skills are examined. Basic computer skills are needed for success in this course. (Usually offered Fall and Spring).

Pre-requisites: DIG 102 – Multimedia Production II

DIG 104M

Digital Video and Audio

(3 Lec. Hrs per week) 3 Cr.

Digital Video and Audio introduces the student to various digital technologies, used to create video and audio for multimedia and websites. The course includes an overview of digital video and audio theory, video and audio technologies, issues related to compression/decompression (codecs), sampling, formats, preparation of still images for video, and streaming video and audio. An introduction to digital video and audio non-linear editing systems using Final Cut Express and Soundtrack will be incorporated. (Please Note: Students enrolled in the Digital Video and Audio Track of Digital Media should take this class concurrently with DIG 106 – Video Production for Digital Media.)

Pre-requisites: DIG 101 – Introduction to Digital Media

DIG 106M

Video Production for Digital Media

(2 Lec. Hrs/ 2 Lab Hrs per week) 3 Cr.

This course introduces video production techniques used in creating video for multimedia and websites. Topics include: Preproduction (flowchart, storyboarding, script writing, budgeting), camera operation and procedures, shot composition, lighting, basic principles and techniques of sound, acquisition, storage, compression, digital video editing and output. (Please Note: Students enrolled in the Digital Video and Audio Track of Digital Media should take this class concurrently with DIG 104 – Digital Video and Audio.)

Pre-requisites: AAC 042 and ENG 099

<p>DIG 110M Introduction to Web Technology (3 Lec. Hrs. per week) 3 Cr.</p>
<p>In this course students will be introduced to the concepts behind the Internet and tools that can be used to access the World Wide Web. Students will create content for viewing via the web and will become familiar with basic and advanced browser functions and search techniques. The course will also cover the concepts of internet connectivity, uploading and downloading files, basic networking, online communications, and basic web page design. This course will prepare the student to participate in higher-level web design and Internet programming courses. Student must possess basic computer skills for success in this course. (Usually offered Fall and Spring semesters) <i>Pre-requisites: AAC 042 and ENG 099</i></p>
<p>DIG 111M Introduction to Web Design (3 Lec. Hrs. per week) 3 Cr.</p>
<p>Introduction to Web Design introduces the fundamental concepts of Hypertext Markup Language scripting and web site design. Primary topics to be covered include: origins of HTML and the Internet, basic elements and structure of HTML, implementing XHTML, Cascading Style Sheets, web site organization, page design and layout, internet browser and cross-platform considerations, creating and organizing linked documents, web typography, creating and optimizing web graphics, technical and aesthetic issues of color, image maps, tables, animated and transparent graphics, and designing for web standards compliance. Students must possess basic computer skills for success in this course. (Usually offered Fall and Spring semesters) <i>Pre-requisites: AAC 042 and ENG 099</i></p>
<p>DIG 112M Advanced Web Design (3 Lec. Hrs. per week) 3 Cr.</p>
<p>Advanced Web Design builds upon the basic XHTML and CSS skills learned in Introduction to Web Design. This course introduces the student to various techniques, standards, and software packages that are used to add interactivity, responsiveness, and multimedia-style effects to web pages. Topics include: Cascading Style Sheets for layout and formatting of web pages, forms, server side technologies such as PHP: Hypertext Preprocessor and Active Server Pages, Preparing web pages for search engine submission, file management, and web site maintenance. An overview of such technologies as File Transfer Protocol (FTP), JavaScript, CGI (Common Gateway Interface) Scripting, streaming video and audio, and accessibility issues are also addressed. The web design software package, Macromedia Dreamweaver, is used to for coding, file management, and file transfer to the web server. (Usually offered Fall and Spring semesters). <i>Pre-requisites: AAC 042 and ENG 099</i></p>
<p>DIG 200M Digital Media Portfolio (1 hr per week for 15 weeks; or 2 hrs per week for 7.5 weeks, or 3 hours per week for 5 weeks) 1 Cr.</p>
<p>This course will be the culmination of the student's experience in the Digital Media program. Students will use this course to assemble a digital and web-based portfolio of the work they have produced in their courses. Faculty will provide students with guidance in methods of presentation and organization of the portfolio. Students will be expected to develop both a print and electronic resume for inclusion in their portfolio. (Usually offered Fall and Spring semesters). <i>Pre-requisites: AAC 042 and ENG 099</i></p>

<p>DIG 206M Advanced Digital Video Production (2 Lec. Hrs/ 2 Lab Hrs per week) 3 Cr.</p>
<p>This course builds on the skills acquired in Video Production for Digital Media. Students will learn and practice advanced digital video production and editing techniques . Special effects creation for digital video is also introduced. Usually offered Spring Semester. <i>Pre-requisites: DIG 106 – Video Production for Digital Video</i></p>
<p>DIG 210M Digital Media Practicum (3 Lec. Hrs per week) 3 Cr.</p>
<p>This comprehensive course will give the student practical experience creating digital media products such as web sites, interactive cd-rom programs, kiosks or multimedia presentations for a client. Students will work with the client to determine the project needs, develop and gain approval for a project plan, create the project with oversight by the course instructor, and present the final project to the class for critique and to the client for final approval. Usually offered Spring Semester. <i>Pre-requisites: DIG 103M – Multimedia Production II or DIG 112M – Advanced Web Design.</i></p>
<p>DIG 215M Database-Driven Websites (3 Lec. Hrs per week) 3 Cr.</p>
<p>This course will introduce the student to the concepts and techniques involved in creating database-driven websites. Students will learn how to integrate databases into new or existing websites to make them dynamic. The course includes instruction in database design and normalization, connection theory, basic Structured Query Language (SQL) statement creation, record insertion and deletion, querying, an introduction to Active Server Pages (ASP) and PHP Hypertext Preprocessor (PHP), and forms design. The course is designed so that students will develop code in any Integrated Development Environment (IDE) such as Macromedia Dreamweaver or through the use of simple text editors such as Notepad. Upon completion, students will have developed the skill sets necessary to create dynamic, interactive content for websites. Students enrolling in this course must have an understanding of HyperText Markup Language (HTML). Usually offered Spring Semester. <i>Pre-requisites: DIG 111 – Introduction to Web Design or demonstrated Understanding of XHTML AND CPS 120 – Programming Logic I or Permission of Instructor.</i></p>