

College of San Mateo

Course Outline

- New Course
- Update/No change
- Course Revision (Minor)
- Course Revision (Major)

Date: 10/7/10

Department: Digital Media Number: 250

Course Title: Digital Media Practicum Units: 3

Total Semester Hours Lecture: 48 Lab: 16 Homework: 80 By Arrangement:

Length of Course

- Semester-long
- Short course (Number of weeks ____)
- Open entry/Open exit

Grading

- Letter
- Pass/No Pass
- Grade Option (letter or Pass/No Pass)

Faculty Load Credit (To be completed by Division Office; show calculations.):

FLCS 3.7 Calculations: Lecture: $(48 \div 16) = 3$ Lab: $(16 \div 16) = 1 \times .7$

1. Prerequisites (Attach Enrollment Limitation Validation Form.)

Completion of AA curriculum in Broadcast and Electronic Media concentration, Digital Audio option: DGME 100, 102, 112 or 113, 118, 150, Mus 290, Mus 291, and Mus 293 or
Completion of AA Degree curriculum in Graphic Design concentration: DGME 103, 211, 212, 168, 220, 230, 235, 240 or
Completion of AA curriculum in Web/Multimedia concentration, Web Design option: DGME 102, 103, 165, 167, 168, 169, 220 or
Completion of AA curriculum in Web/Multimedia concentration, Web Developer option: DGME 102, 103, 165, 167, 168, 169, CIS 235, CIS 114 or
Completion of AA curriculum in Web/Multimedia concentration, Multimedia option: DGME 102, 103, 165, 167, 113, 118, 142, 220 or equivalent curriculum.

2. Corequisite (Attach Enrollment Limitation Validation Form.)

3. Recommended Preparation (Attach Enrollment Validation Form.)

4. Catalog Description (Include prerequisites/corequisites/recommended preparation. For format, please see model course outline.)

DGME 250 Digital Media Practicum

(3) (Pass/No Pass or letter grade) Minimum of 48 lecture hours and 16 lab hours per term.

Prerequisites: completion of AA curriculum in Broadcast and Electronic Media concentration, Digital Audio option: DGME 100, 102, 112 or 113, 118, 150, Mus 290, Mus 291, and Mus 293 or completion of AA Degree curriculum in Graphic Design concentration: DGME 103, 211, 212, 168, 220, 230, 235, 240 or completion of AA curriculum in Web/Multimedia concentration, Web Design option: DGME 102, 103, 165, 167, 168, 169, 220 or completion of AA curriculum in Web/Multimedia concentration, Web Developer option: DGME 102, 103, 165, 167, 168, 169, CIS 235, CIS 114 or completion of AA curriculum in Web/Multimedia concentration, Multimedia

option: DGME 102, 103, 165, 167, 113, 118, 142, 220 or equivalent curriculum. This is the capstone course to the Graphic Design, Web Designer, Broadcast and Electronic Media AA Degree and Certificate programs. Students create digital media projects with actual clients using comprehensive production, design and business techniques. A materials fee shown in the Schedule of Classes is payable upon registration. (AA, CSU)

5. **Class Schedule Description** (Include prerequisites/corequisites/recommended preparation. For format, please see model course outline.)

DGME 250 Digital Media Practicum

This is the capstone course to the Graphic Design, Web Designer, Broadcast and Electronic Media AA Degree and Certificate programs. Students create digital media projects with actual clients using comprehensive production, design and business techniques.

Prerequisites: completion of AA curriculum in Broadcast and Electronic Media concentration, Digital Audio option: DGME 100, 102, 112 or 113, 118, 150, Mus 290, Mus 291, and Mus 293 or completion of AA Degree curriculum in Graphic Design concentration: DGME 103, 211, 212, 168, 220, 230, 235, 240 or completion of AA curriculum in Web/Multimedia concentration, Web Design option: DGME 102, 103, 165, 167, 168, 169, 220 or completion of AA curriculum in Web/Multimedia concentration, Web Developer option: DGME 102, 103, 165, 167, 168, 169, CIS 235, CIS 114 or completion of AA curriculum in Web/Multimedia concentration, Multimedia option: DGME 102, 103, 165, 167, 113, 118, 142, 220 or equivalent curriculum. A \$xx.xx materials fee is payable upon registration. (*Pass/No Pass or letter grade*) (AA, CSU)

6. **Student Learning Outcomes** (Identify 1-6 expected learner outcomes using active verbs.)

Upon successful completion of the course, the student will be able to:

1. Identify and pursue job markets
2. Promote and market a business
3. Estimate and present job proposals
4. Collaborate effectively with project team members and industry professionals
5. Create digital media projects with actual clients using comprehensive production, design and business techniques
6. Complete project revisions to meet client needs
7. Create finalized project and deliver to client
8. Create invoices and conclude work agreements with regard to copyright and reprint rights.
9. Develop additional markets for work purposes

7. **Course Objectives** (Identify specific teaching objectives detailing course content and activities. *For some courses, the course objectives will be the same as the student learning outcomes. In this case, "Same as Student Learning Outcomes" is appropriate here.*)

Same as Student Learning Outcomes.

8. **Course Content** (Brief but complete topical outline of the course that includes major subject areas [1-2 pages]. Should reflect all course objectives listed above. In addition, a sample course syllabus with timeline may be attached.)

1. Getting the Job

- Finding Potential Clients
- Promoting a Design Business
- Hidden Job Markets
- Developing the Business Plan

2. Working with Clients

- Presenting yourself and your portfolio
- Differentiating Clients
- Effective Communication
- Surveying Client Satisfaction

3. Estimating Jobs

- Pricing & Ethical Guidelines
- Preparing Proposals
- Letters of Agreement
- Hidden Costs
- Standard Legal Contracts
- Scheduling and Timelines
- Educating the Client

4. Collaborating & Problem Solving with Teams

- Assigning Tasks / Supervising Design Teams
- Research, Gathering and Preparing Source Materials
- Concept Development
- Storyboarding
- Copywriting
- Copyright Issues

5. Creating Design Composites

- Creative Direction
- Client Presentation
- Flow Charts
- Design Variations

6. Design Review Cycle

- Client Response
- Revision Cycles and Phases
- Revision Timelines
- Presenting Revisions

7. Final Client Presentations

- Web / Print / Broadcast / Journalism

Final Production
Developing a maintenance plan
Signing off on the job
Product Delivery

8. Invoicing / Completion Letter

9. Ongoing Client Communication

10. Marketing your Business

9. **Representative Instructional Methods** (Describe instructor-initiated teaching strategies that will assist students in meeting course objectives. Describe out-of-class assignments, required reading and writing assignments, and methods for teaching critical thinking skills. **If hours by arrangement are required, please indicate the additional instructional activity which will be provided during these hours, where the activity will take place, and how the activity will be supervised.**)

Lectures with supporting visuals and audio.
Reading and practical textbook assignments to be applied to actual "real" projects to be completed and turned into both the instructor and the client.
Client projects to be designed, revised and produced in final form to be turned into the client.

10. **Representative Methods of Evaluation** (Describe measurement of student progress toward course objectives. Courses with required writing component and/or problem-solving emphasis must reflect critical thinking component. If skills class, then applied skills.)

Letter grades are determined by analyzing the quality of execution, attention to detail, ability to follow directions, ability to collaborate effectively in teams and evidence of software competency in relation to "real world" client projects. Client evaluations will be submitted and reviewed.

11. **Representative Text Materials** (With few exceptions, texts need to be current. Include publication dates.)

The Creative Business Guide to Running a Graphic Design Business, Foote, Cameron.
ISBN 978-0-393-73299-3, 2009

Writer's Market 2010, 88th Annual Edition, Writer's Digest Books, ISBN 978-1582975795, 2009

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