



FDMA 2250 Digital Imaging and Design Section Name Section Credit Hours Credits

Syllabus

Course Information

Meeting times and location: Section Meeting Times Section Location

Catalog description: This course is a combination of introducing students to motions graphics and advanced digital image editing techniques using Adobe Photoshop. Students will learn how the image editing software integrates into areas of web, video, animation and multimedia design. Students will also become familiar with how to create automatic actions to increase work efficiency. Also listed as DMAD-176 with Corequisite DMAD-174

Prerequisites: FDMA 1515(DMAD-180)

Terms offered: Fall and Spring

Section-specific Course Description:

Course Level Objectives

1. Demonstrate use of the appropriate tools and techniques for advance level digital image editing.
2. Expand on existing skills by introducing animation to digitally edited still images.
3. Examine techniques used to integrate works into various types of multimedia.

This course will introduce the following in Adobe Photoshop:

Video

1. Explain how layers translate into non-linear digital video editing systems.
2. Explain how PSD Layers can have motion paths applied to enhance video productions and documentaries.
3. Discuss how images can be optimized for video use.
4. Use Photoshop with in non-linear and post production to create simple 2D animations.

5. Examine export formats for animations and video for distribution.
6. Create animated text using After Effects preset animations and examine how preset animations can be modified.
7. Discuss different methods of optimizing web animations.

Multimedia

1. Create Photoshop for animation for use in social media marketing.
2. Integrate Adobe Muse to create portfolio content.
3. Explore Adobe Character Animate and how motion tracking can be applied to Photoshop files.
4. Optimize images based on the intended audience and current industry standards.

Design

1. identifying misuse of basic graphic design principles in existing works.
2. create individual projects that emphasize the proper usage of design principles
3. Identify target audience in creating compositions for client

Required Technology and Software

- Canvas
- Chrome, Safari, or Firefox

Other Classroom Policies and Expectations

San Juan College Academic Honesty Rules

Introduction

San Juan College believes that the basis for personal and academic development is honesty. Personal commitment, honest work, and honest achievement are necessary characteristics for an educated person. In order to help the students, staff, and faculty of San Juan College maintain academic honesty, it is necessary to establish academic honesty rules. These rules will govern the procedures and consequences associated with academic dishonesty and will serve as an educational tool, outlining what is academically dishonest conduct. It is the individual responsibility of each student, faculty member, and administrator to read and understand these rules. It should be further understood that ignorance of what constitutes academic dishonesty in no way absolves guilt from an act which lacks academic integrity. The following rules shall present definitions for several types of academic

dishonesty and then proceed to describe the process by which cases of academic dishonesty are reported and adjudicated.

Types of Academic Dishonesty

A. Cheating: Using materials, information, or study aids other than those specifically authorized by the instructor during exams, quizzes, or other graded, in-class activities.

Cheating includes, but is not limited to:

- Copying or conspiring to copy another student's work
- Intentionally allowing another student to copy one's work
- Unauthorized use of a textbook, cheat sheet, notes, etc.
- Unauthorized use of devices such as calculators, cell phones, symbolic manipulators, palm pilots, electronic dictionaries, walkmans, tape recorders, radio transmitters, etc.
- Obtaining answers to specific test questions from another student before or during an exam
- Taking an examination or completing an assignment for another student or commissioning someone to take an exam or complete an assignment for oneself

B. Plagiarism: Using another person's or group's words, ideas, or data as one's own. To avoid plagiarizing, a student must give credit through footnotes, citations, or proper quotation structure when he/she uses:

- Another person's idea, opinion, or theory
- Any pieces of information that are not common knowledge such as facts, statistics, graphs or drawings
- Quotations and/or paraphrases of another person's actual spoken or written words, including lectures, classroom discussions, and handouts.
- Another person's data, solutions, or calculations without permission and/or proper citation of the source. Ignorance of plagiarism is not a legitimate defense against a charge of plagiarism. It is the responsibility of a college student to know what constitutes plagiarism. Any questions about what constitutes plagiarism should be discussed with the faculty member who gave the assignment.

C. Fabrication: Knowingly giving false data, false information, false sources, or false testimony in laboratory work, field activities, research projects, or writings submitted for academic credit.

Fabrication also involves:

- Giving false testimony or information in an attempt to excuse missing academic assignments or examinations
- Changing examination answers or assignments after they have been graded, in an attempt to illegitimately earn a higher grade.

D. Other Acts of Academic Dishonesty include, but are not limited to:

- Stealing or attempting to steal exams, answer keys, or official academic records, etc.
- Forging or altering academic records, grade change cards, attendance records, or signatures, etc.
- Unauthorized collaboration, particularly on take-home exams, without instructor permission

- Facilitating academic dishonesty by knowingly or intentionally helping another. Student commit any act of academic dishonesty
- Intentionally impairing the performance of other students (i.e. denying access to information, resources, or material made available for general class use; giving misleading information; destroying or altering materials, including computer files)
- Submitting all or part of one's work from one class for use in another without instructor permission
- Falsely signing in or out on a PC that tracks actual lab hours

Course Time Commitment

San Juan College uses the Carnegie Unit to calculate the in-class time or "seat time" required to complete a credit of academic work. For example, the standard calculation for a lecture course is 50 minutes per week or 750 minutes per semester per credit. A lab course requires 1500 minutes per week for one credit. The curriculum committee and the registrar confirm that a class meets these requirements during the course approval process.

To clarify the time and workload expectations for academic credit, San Juan College also uses the federal definition of the credit hour. That definition states that a credit hour is comprised of (or equivalent to) not less than "one hour of classroom or direct faculty instruction and a minimum of two hours out-of-class student work each week for approximately 15 weeks for one semester hour of credit." The most common version of this requirement is that for each hour (50 minute hours) of class time, students are expected to complete two hours of outside work for the course, i.e. homework, reading, assignments, projects, and activities. This time expectation applies to all formats of courses that lead to academic credits, including labs, studios, independent study, and practicums. Online and hybrid classes meet the requirements by utilizing the same course outcomes and assignments as face-to-face classes. When classes differ from the standard models based on the federal definition, which include the face-to-face, online and hybrid models, the faculty member is asked to provide a statement in the course guide that specifies the amount of time, based on the above definition, students are expected to devote to the course.

Participation and Attendance Policy

The current attendance policy as it relates to COVID-19 requirements. In this course it is expected that students to attend the Zoom meetings synchronously at the same time as it appears on the class times. However, in the current environment if you are not able to attend the course it is mandatory to watch the recorded lecture. The lectures can be tracked to verify the content has been accessed by the student. If the student does not attend the Zoom session or watch the recorded lecture within 48 hours it will be considered an absence.

In this course attendance is important; many of the projects build on lessons taught in previous class exercises. Attendance will be taken throughout the course. Each student is allowed a maximum of (3) three absences before dropping one letter grade (6) absences will result in dropping two letter grades. Exceptions may be made in case of documented emergencies. If you know that you will be unable to attend a class, please notify me prior or in the case a personal emergency arises.

Text messaging and/or phone conversations during class are not permitted. This extends to internet social networking, gaming and other forms of non-class related diversions.

Instructor Response Times & Regular Interaction Expectations

The instructor responds typically within a week or quicker to student questions sent electronically or by phone. Students should include a working phone that they can be reached during the 8 - 5 work day.

Key Dates to Remember

[Full Academic Calendar](#)

Technical Support

Technical support is available through the San Juan College Help Desk 24/7/365. The help desk can be reached at 505-566-3266 or by creating a ticket at [San Juan College Help Desk](#).

For password reset and and Canvas support, visit the [Student Technology Guide](#) website.

Accessibility/Privacy Policies for all Technology Tools Used

[Accessibility/Privacy Policies for all Technology Tools Used](#)

Student Support

At San Juan College, we are committed to supporting your academic success and overall well-being. We recognize that college life can be challenging and stressful, impacting both learning and personal

health. We are here to help you succeed.

Academic Support and Resources

We provide a range of academic support services to help you stay on track on your educational journey. Free resources include tutoring, computer loans, life skills workshops, and so much more. Visit the [Academic Support and Resources](#) webpage to learn more about support and resources available through Academic Advising, the Tutoring Center, the Student Resource Center (formerly Student Achievement Center) and the Testing Center.

Student Support and Resources

If you or someone you know could benefit from counseling, accessibility services, career exploration, veteran transitional assistance, or any of our other support services, visit the [Student Support and Resources](#) webpage where you'll find detailed information about various resources available to you as an SJC student.

We encourage you to take advantage of these free resources to enhance your college experience and ensure your success.

College Policies and Resources for Current Students

The [Student Handbook](#) provides information on student support, student organizations, and student conduct policies at San Juan College.

The San Juan College catalog outlines the [Academic Policies](#) students need to know.

Healthy and Safe Practices for Being on Campus

We want a healthy and safe campus for students, faculty, staff, and guests.

Contagious diseases and your responsibility:

If you have COVID-19 symptoms, fever, flu or even the common cold, you should stay home. Do not come to campus if you are feeling sick. Contact your instructor about missing class (and review your instructor's policies on missed or late work). Being sick does not necessarily excuse you from completing your work on time.

Safety on campus and your responsibility:

If you are on campus and experience or witness an emergency, call 9-1-1 first and then the Department of Public Safety at 505-566-3333 (or just 3333 if calling from a campus phone).

When you are on campus, be aware of your surroundings. If you need an escort to your vehicle, call 505-566-4444 (DPS non-emergency line) or 505-215-3091 (officer on duty line).

The College will send information for campus emergencies through SJC AlertAware, email and the webpage. Stay informed and stay safe.

Inclement Weather Information

Students will receive notification of class delays and cancellations due to inclement weather via the SJC AlertAware and SJC student email. Face-to-face classes will not meet in person; however, students are advised to check with instructors about alternative meeting options, as some may choose to meet via zoom. Hybrid classes will meet as scheduled via zoom. For questions regarding your class delay or cancelation, please contact your instructor.

Online Course Fee

Online Courses - San Juan College requires all online courses to include some form of assessment to demonstrate the mastery of course objectives. This could include exams, capstone projects, e-portfolios, presentations, final papers or other appropriate assessments. The use of a proctoring platform, plagiarism detection software or other method to ensure that assessments are completed by the enrolled student is required.

A course fee of \$5.00 is assessed for all online courses at San Juan College to cover the cost of the above services. Students who are required to take a proctored exam and choose to use a physical testing center outside the SJC Testing Center or SJC Disability Services will be responsible for the cost of using that center.