COURSE SYLLABUS

SCHOOL OF COMMUNICATION & THE ARTS

Mission Statement School of Communication and the Arts:
The mission of the College of Communication and the Arts is to impart knowledge and understanding of human communication process within the context of a Judeo-Christian worldview and to help students to develop advanced critical thinking and communication skills.

SCA 550 MAD SUMMER 2012

- Digital Content Development for Multi Media Platforms -

Course dates: May 7 to June 16, 2012

Credit Hours: 3

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FACULTY WELCOME

Welcome Digital Content Developers!

High-tech multimedia is conquering our society, newsrooms, our homes, classrooms, churches and almost every area of professional life! Men and women entering the professional world of Electronic Media need to have crucial insight into the World Wide Web and the production of Digital Media content. It is my privilege to share with you in clear and useful ways, the cutting edge of digital media production, designed for the field of Communication and any area of the professional world that has an online presence.
Christian media producers have a unique mission to discern and publish truth in order to produce insight and awareness into human events that reflect the highest integrity in the field. Online-technologies are one important way to accomplish this awesome responsibility and privilege!

**COURSE DESCRIPTION**

Digital Content Development is a three credit hour “practical – hands-on” course in Internet and World Wide Web (WWW) Publishing. As we enter the 21st century, digital content development skills are in more demand than ever. This is not only true in a converged media environment, but in many other professional settings as well. Students will gain a basic understanding of the design principles necessary to develop effective, professional web content publishable to any screen ranging from the traditional desktop to portable screens such as smart phones and tablets. Emphasis will be placed on the production of digital media content in software such as Adobe Photoshop, Dreamweaver and Illustrator.

This is an entry level course. As such, students are not expected to have any knowledge or experience in web development.

**INTEGRATION INTO THE COMARTS MISSION STATEMENT AND RU GLOBAL INITIVATIVE**

This class provides students with software skills that are critical in today's digital market place. Computer literacy is essential for competitive job placement and professional success. Web Publishing skills are used worldwide in digital media production and can be utilized in any cultural and linguistic setting. In that sense this class enhances students Global Competencies and enables them to participate and lead creative processes internationally and cross culturally. Emphasis will be placed on Judeo Christian ethics in the production process, as students will learn about the potential of digital software to alter original content and therefore truth. This is especially important in the area of News Media. In this course, God is understood as the source of any creative process. Students are invited to prayerfully tap into this unlimited flow of creativity through spiritual disciplines such as prayer and reflection on Scripture. This class is not designed to develop students into full programmers or designers. Rather it aims to introduce practical production steps and concepts in order for students to be familiar with any digital media production process.

**COURSE METHOD**

SCA 550 is a summer class and offered online only to accommodate student’s summer schedules.

**COURSE OUTCOMES AND LEARNING COMPETENCIES**
The primary outcome of SCA 550 is the ability for students to develop and design a standalone website, utilizing interactive elements and industry standard tools such as Adobe Dreamweaver, Photoshop, Illustrator and applicable Content Management Systems.

In addition students who complete this course will be able to:
- integrate and apply the Christian faith with biblical truth and principles to the study of digital media.
- understand the technology and function of the World Wide Web, its history, development, purpose and future potential.
- know how to purchase domain names and web server space for the hosting of web sites
- know and identify the fundamentals of HTML and CSS code.
- understand web design principles, e.g., page layout, fonts, navigation, colors, and are able to identify effective and good web design.
- understand web usability issues and challenges, specifically related to News Websites
- design and prepare images / graphics for the Internet using Adobe Photo Shop. (resizing, cropping and layering)
- plan the structure and architecture of a web site in general and especially a News Website.
- manage and update a small website
- identify issues related to web site usability and functionality.
- post web pages on the WWW using various publishing tools, like FTP.
- use Web Authoring Software like Dreamweaver, Adobe Photoshop, Illustrator and CMS
- integrate multimedia and interactive elements into web site (videos, widgets)
- create and program on-line forms for visitor feedback or surveys (CGI).
- optimize and prepare web pages for Internet search engines (SEO)
- develop digital content for smart phones and tablets. (mobile devices)

**BASIC WEEKLY SCHEDULE**
- Introduction to PHOTOSHOP development and design. Week 1
- Introduction to DREAMWEAVER web development. Week 2
- Introduction to FLASH design and programming. Week 3
- Introduction to ILLUSTRATOR design. Week 4
- Introduction to INDESIGN publication layout and design. Week 5 (if time permits)

**COURSE MATERIALS**

IMPORTANT NOTE TO ALL STUDENTS: It is absolute essential that at the beginning of the course you are in possession of all required software, textbooks and domain name and hosting!
REQUIRED TEXTBOOK

This class will be taught in a mixture of CS 3, CS 4 and CS 5 & CS 5.5 applications. The primary software version and textbook focus is CS 5 and 5.5. Students are allowed to use CS 3 or 4 versions, but need to make relevant application to their version.


Important: This class will make heavy use of this textbook. It is essential that you have the book in your possession at the beginning of the class!

This book is also available as Kindle –eBook

http://www.amazon.com/Web-Collection-Revealed-Premium-ebook/dp/B005NJONOC/ref=dp_kinw_strp_1/180-9372691-4170420?ie=UTF8&m=AG56TWVU5XWC2

The book is available from Regent University Bookstore website

http://www.regentbookstore.net

REQUIRED HARDWARE AND SOFTWARE

NOTE: It is essential that you have a good working computer, a fast Internet connection and all necessary software loaded and ready to go. Windows and Mac computers can be used in this class. Digital Production software requires computers with plenty of processor speed and RAM Memory.

Required Software: Minimum requirements – Adobe Dreamweaver, Photoshop and Illustrator. Preferably latest versions As noted older versions such as CS 3, 4 or 5 will also work for this class.
Purchasing the software in a bundle is also a possibility, but not a requirement. The various Creative Suite packages can be expensive. The package I recommend is called DESIGN PREMIUM. It contains all applications we will be learning/using. In case of any textbook or software/hardware questions, students are most welcome to contact me. (markpfe@regent.edu)

If you are looking to purchase any of the individual applications or an entire package, I encourage you to "shop" around. Our own Regent bookstore offers great student discounts on these Adobe packages.

IMPORTANT: If you are planning to use free demo versions of each application DO NOT download them now. Demo versions generally expire within 30 days. Please wait for detailed instructions at the beginning of the class how to download and use demo versions. On the other hand, I recommend that you purchase these applications, as they are essential for any digital content production.

DOMAIN NAME AND WEBHOSTING

All SCA 550 students need to purchase their own domain name and web hosting space. *If you have taken previous courses from me, most likely you already have a 1&1 Webhosting package. In that case you are all set and can skip this paragraph.*

This domain name and hosting space will belong to you and is completely independent from Regent. Accounts from other host providers (such as Godaddy, Networksolutions, etc.) do not work for this class and cannot be used.

SCA 550 students will use their domain name and hosting space to upload all class assignments and projects. Students are encouraged to upload assignments from other courses as well (papers, audio, video, etc.) and to create what is commonly referred to as an e-portfolio or web-folio. This online portfolio can become an important part of their resume and future job applications. Many companies are looking to hire graduates that can demonstrate web development and multimedia skills and are able to feature their academic work online.

IMPORTANT: Follow this link for detailed instructions how to purchase a domain name and web hosting account » NOTE: your final purchase needs to be the **1&1 UNLIMITED package for LINUX**. No other package will work for this class.

[http://www.regent.edu/acad/schcom/webcourse/webhosting/generalhostinginfo.htm](http://www.regent.edu/acad/schcom/webcourse/webhosting/generalhostinginfo.htm)
COURSE ASSIGNMENTS AND GRADES

Assignments 700 points
Online participation 300 points
TOTAL 1000 points

GRADING SCALE

A 96-100
A- 93-95
B+ 90-92
B 85-89
B- 81-84
C+ 78-80
C 75-77

UNIVERSITY POLICIES AND RESOURCES

All class assignments must be completed in order to pass the course. If an emergency arises and a student cannot finish an assignment on time, let the faculty member know as much in advance as possible. None excused lateness will count against the final grade. Meeting assignments deadlines and class participation is a substantial portion of the final grade. All students must use their Regent Email account and check messages daily. University policy requires that all students submit a formal student evaluation of teaching form at the end of the academic term. This mandatory requirement must be completed before students will be able to access their final course grade.

Disability Statement - the student is responsible for contacting the assistant director of Student Services at 757.352.4486 to request accommodations, provide necessary documentation, and make arrangement with each instructor. The following website is designed to help our disabled students learn of their rights and responsibilities with regard to disability services. The site also has resources for faculty to become better informed of their responsibilities toward the disable students in their classes. www.regent.edu/admin/stusrv/student_life/disabilities.cfm

Last Updated: February 2012
At times, due to unforeseen circumstances, course content may be subject to change. Please check with your professor to insure you have the most recently updated Syllabus for this course.

Regent University

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