



# Syllabus



## Syllabus

COM-130: Introduction to Digital Media Solutions

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### Course Description

The course features an introduction to the various development platforms and deliverable formats used by communication professionals when creating digital media strategies. Solutions for large-scale, text-based email and mobile messaging interactivity are included. Students will also be introduced to the productivity features and functions of project management software.

**Credit Hours:** 3

**Prerequisite Courses:** None

### Course Outcomes

Upon completion of this course, you should be able to:

1. Develop email and mobile messaging strategies.
2. Apply enhancements to digital images using Adobe Photoshop.
3. Make use of Adobe Premiere to edit video file types.
4. Experiment with project management software as a planning tool for producing digital media solutions.
5. Apply communication principles to story-based digital media solutions.
6. Discover various approaches to embedding biblical principles through story-based digital media solutions.

### Course Textbook

None

# Course Technology

Adobe Creative Cloud

## Grading Scale

**NOTE:** In graduate-level courses, a grade of C- or below will require the course to be repeated.

Grade	Quality Points Per Credit	Percentage	Score
<b>A</b>	4.0	95%–100%	950–1000
<b>A-</b>	3.7	92%–94.9%	920–949
<b>B+</b>	3.3	89%–91.9%	890–919
<b>B</b>	3.0	85%–88.9%	850–889
<b>B-</b>	2.7	82%–84.9%	820–849
<b>C+</b>	2.3	79%–81.9%	790–819
<b>C</b>	2.0	75%–78.9%	750–789
<b>C-</b>	1.7	72%–74.9%	720–749
<b>D+</b>	1.3	69%–71.9%	690–719
<b>D</b>	1.0	65%–68.9%	650–689
<b>F</b>	0.0	0%–64.9%	0–649

## Grading Policies

Your grading policy for your course is dependent on your school and program. Your grading policies can be found in the [IWU Catalog](#).

## Letter Grade Equivalencies

**NOTE:** In graduate level courses, a grade of C- or below will require the course to be repeated.

Grade	Description of Work
<b>A</b>	Clearly stands out as excellent performance. Has unusually sharp insights into material and initiates thoughtful questions. Sees many sides of an issue. Articulates well and writes logically and clearly. Integrates ideas previously learned from this and other disciplines. Anticipates next steps in progression of ideas. Example "A" work should be of such nature that it could be put on reserve.

	ideas. Example "A" work should be of such nature that it could be put on reserve for all cohort members to review and emulate. The "A" cohort member is, in fact, an example for others to follow.
<b>B</b>	Demonstrates a solid comprehension of the subject matter and always accomplishes all course requirements. Serves as an active participant and listener. Communicates orally and in writing at an acceptable level for the degree program. Work shows intuition and creativity. Example "B" work indicates good quality of performance and is given in recognition for solid work; a "B" should be considered a good grade and awarded to those who submit assignments of quality less than the exemplary work described above.
<b>C</b>	Quality and quantity of work in and out of class are average. Has marginal comprehension, communication skills, or initiative. Requirements of the assignments are addressed at least minimally.
<b>D</b>	Quality and quantity of work are below average. Has minimal comprehension, communication skills, or initiative. Requirements of the assignments are addressed at below-acceptable levels.
<b>F</b>	Quality and quantity of work are unacceptable and do not qualify the student to progress to a more advanced level of work.

## Course Summary

Module	Discussion	Dropbox	Journal	Quiz	End-of-Course Survey	Total Points
<b>Module One</b>	20	75	-	-		95
<b>Module Two</b>	20	75	-	10		105
<b>Module Three</b>	-	75	-	10		85
<b>Module Four</b>	20	-	-	10		30
<b>Module Five</b>	20	75	-	-		95
<b>Module Six</b>	-	75	-	10		85
<b>Module Seven</b>	20	75	-	-		95
<b>Module Eight</b>	-	75	-	10		85
<b>Module Nine</b>	20	75	-	-		95
<b>Module Ten</b>	20	-	10	-		30

<b>Module Eleven</b>	20	75	-	-		95
<b>Module Twelve</b>	-	100	5	-	10 (Extra Credit)	105
<b>Course Totals</b>	<b>160</b>	<b>775</b>	<b>15</b>	<b>50</b>	<b>10 (Extra Credit)</b>	<b>1000</b>

# Course Assignments

## Module One Outline

Title	Type	Due Dates	Time	Points
<b>1.1 The Muddy Middle</b>	Devotional	Complete by the end of the module.	NA	NA
<b>1.2 Successful Digital Communication Campaign</b>	Dropbox	Due by the end of the module.	4 hours	75
<b>1.3 Successful Digital Communication Campaign</b>	Discussion	Initial post due by the end of the fourth day of the module; two responses due by the end of the module.	2:30 hours	20
<b>1.4 Preview of 10.1 Journal: Christian Faith Storytelling and Information Dissemination</b>	Preview	Review by the end of the module.	30 minutes	0
<b>Totals</b>			<b>7 hours*</b>	<b>95</b>

## Module Two Outline

Title	Type	Due Dates	Time	Points
<b>2.1 Digital Media Strategy Proposals</b>	Quiz	Due by the end of the module.	1:30 hours	10

<b>2.2 Organization and Team Selections</b>	Discussion	Initial post due by the end of the fourth day of the module; two responses due by the end of the module.	<b>2:30 hours</b>	20
<b>2.3 Digital Media Communication Proposal, Part 1</b>	Dropbox	Due by the end of the module.	<b>5 hours</b>	75
<b>Totals</b>			<b>9 hours*</b>	<b>105</b>

## Module Three Outline

Title	Type	Due Dates	Time	Points
<b>3.1 Built on the Rock</b>	Devotional	Complete by the end of the module.	<b>NA</b>	NA
<b>3.2 Project Management Processes and Methods</b>	Quiz	Due by the end of the module.	<b>1:30 hours</b>	10
<b>3.3 GanttProject Software</b>	Dropbox	Due by the end of the module.	<b>5 hours</b>	75
<b>Totals</b>			<b>6:30 hours*</b>	<b>85</b>

## Module Four Outline

Title	Type	Due Dates	Time	Points
<b>4.1 Email/Messaging Methods, Tools, and Services</b>	Quiz	Due by the end of the module.	<b>6 hours</b>	10
<b>4.2 Email Template</b>	Discussion	Initial post due by the end of the fourth day of the module; two responses due by the end of the module.	<b>2:30 hours</b>	20
<b>Totals</b>			<b>8:30 hours*</b>	<b>30</b>

## Module Five Outline

Title	Type	Due Dates	Time	Points
<b>5.1 Intelligent Designers</b>	Devotional	Complete by the end of the module.	NA	NA
<b>5.2 Adobe InDesign</b>	Dropbox	Due by the end of the module.	6:30 hours	75
<b>5.3 Email Templates</b>	Discussion	Initial post due by the end of the fourth day of the module; two responses due by the end of the module.	1:30 hours	20
Totals			8 hours*	95

## Module Six Outline

Title	Type	Due Dates	Time	Points
<b>6.1 Still Image Uses and Management</b>	Quiz	Due by the end of the module.	4 hours	10
<b>6.2 Postable Images</b>	Dropbox	Due by the end of the module.	3 hours	75
Totals			7 hours*	85

## Module Seven Outline

Title	Type	Due Dates	Time	Points
<b>7.1 Color in the Lines</b>	Devotional	Complete by the end of the module.	NA	NA
<b>7.2 Adobe Photoshop and Bridge Image Manipulation</b>	Dropbox	Due by the end of the module.	6 hours	75
<b>7.3 Postable Still Imagery</b>	Discussion	Initial post due by the end of the fourth day of the module; two responses due by the end of the module.	2 hours	20

			<b>Totals</b>	<b>8 hours*</b>	<b>95</b>
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## Module Eight Outline

Title	Type	Due Dates	Time	Points	
<b>8.1 Video Uses and Management</b>	Quiz	Due by the end of the module.	<b>3 hours</b>	10	
<b>8.2 Postable Public Service Announcement (PSA)</b>	Dropbox	Due by the end of the module.	<b>4 hours</b>	75	
			<b>Totals</b>	<b>7 hours*</b>	<b>85</b>

## Module Nine Outline

Title	Type	Due Dates	Time	Points	
<b>9.1 The Final Storyteller</b>	Devotional	Complete by the end of the module.	<b>NA</b>	NA	
<b>9.2 Tools for Video Manipulation in Adobe Premiere Pro</b>	Dropbox	Due by the end of the module.	<b>6 hours</b>	75	
<b>9.3 Public Service Announcement</b>	Discussion	Initial post due by the end of the fourth day of the module; two responses due by the end of the module.	<b>2 hours</b>	20	
			<b>Totals</b>	<b>8 hours*</b>	<b>95</b>

## Module Ten Outline

Title	Type	Due Dates	Time	Points
<b>10.1 Christian Faith Storytelling and Information</b>				

<b>Dissemination through Blogging/Commenting Solutions</b>	Journal	Due by the end of the module.	<b>3 hours</b>	10
<b>10.2 Blog and Commenting Solutions and Methods</b>	Discussion	Initial post due by the end of the fourth day of the module; two responses due by the end of the module.	<b>4 hours</b>	20
Totals			<b>7 hours*</b>	30

## Module Eleven Outline

Title	Type	Due Dates	Time	Points
<b>11.1 The Blog of a King Saves the Jews?</b>	Devotional	Complete by the end of the module.	NA	NA
<b>11.2 Blog/Commenting Site</b>	Dropbox	Due by the end of the module.	<b>8 hours</b>	75
<b>11.3 Blog/Commenting Site Reviews</b>	Discussion	Initial post due by the end of the fourth day of the module; two responses due by the end of the module.	<b>2 hours</b>	20
Totals			<b>10 hours*</b>	95

## Module Twelve Outline

Title	Type	Due Dates	Time	Points
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Reflect in ePortfolio

Download

Print

 Open with docReader



Activity Details

Completion Summary





Task: View this topic