HEARTLAND COMMUNITY COLLEGE
DMED 290- Advanced Media Production
Spring 2012

CREDIT HOURS: 3.0

CATALOG DESCRIPTION
Prerequisites: DMED 145, DMED 210. This course builds on the skills learned in other Digital Media courses, such as video production, web development and interactive digital media. Students will complete projects on a weekly basis in a realistic production environment. They will create and maintain their own section of a continually updated web site, with content they conceive, write, produce and post.

INSTRUCTOR INFORMATION
Phil Vandiver
Email: phil.vandiver@heartland.edu
Website: http://technology.heartland.edu/Faculty/philv/
Office: WDC 2207
Office Phone: 268-8854
Office Hours: See my website for current office hours.

TEXTBOOK
Required: None

STUDENT LEARNING
This course will be quite different than any of the other classes in the Digital Media Communications program. We will be working as a team on basically one project for the semester. This means we will all be depending on each other to complete our responsibilities on-time and correctly.

This course is also more self-directed than other courses. I will not be lecturing on a regular basis, if at all. Our meeting times will be spent communicating goals and responsibilities of the site. My website will serve as a hub for information about what we are working to complete at any given time.

INSTRUCTOR’S ROLE
The instructor will try to guide you through the course by setting a schedule of goals and making sure everyone is aware of their role on the production team.

COURSE/LAB OUTLINE
See the attached course schedule.

METHOD OF EVALUATION (Tests/Exams, Grading System)
Course grades will be based on a compilation of several projects (elements). There will be no written tests in this course.

DIFFICULTIES WITH TECHNOLOGY
You should be aware by now that technical glitches can occur at the worst possible time. Because you are aspiring to a professional level of production, technical problems cannot be an excuse for a missed deadline. Take whatever precautions are necessary to insure that you do not lose any course materials because of a technology failure. It will not be an excuse for class.
GRADES
Grades in this course will be based on your on-time delivery of the elements of the web-site and portfolio you are responsible for. No element is weighed any heavier than any other.

You will gain credit in the following way:
- You will receive full credit for any element delivered on-time.
- You will receive no credit for any element that is undelivered.
- You can receive half credit for a late element.

Late elements are any element received after, but within one week of its due date.

At the end of the semester, I will add up the number of elements for the semester, divide by 100 and use that number to assign your grade for the various elements.

ELEMENTS
Your contribution to the content of the site will be various elements once the site has gone live. Here are the major elements and duties you will contribute:

Portfolio:
You will create a web-based portfolio that highlights these major media types:

- Print: This section will showcase samples of your print work. You will produce one new original piece as part of this class to fill out this section.
- Website: This section will showcase samples of website designs. You will produce one new original piece as part of this class to fill out this section.
- CMS: This section will showcase samples of CMS templates that you have completed – probably in Joomla!. You will produce one new original piece as part of this class to fill out this section.
- Flash: This section will showcase samples of Flash. You will produce one new original piece as part of this class to fill out this section – in fact, your entire portfolio might be created in Flash.
- Video: This section will showcase samples of video work you have completed. You will set up a channel in YouTube and upload your video content there and then embed that content on your site. You will produce one new original video as part of this class to fill out this section.