

COURSE OUTLINE

Digital Media Practical Use

Course Description

ID 297. Digital Media Practical Use. 3 credit hours. ID 235 with a C or better. This course will enable the student to put into practical use the skills and techniques learned in previous classes by utilizing them in the Digital Media Production Lab. The student will use industry standard equipment and software to create various promotional items for Butler staff, administrators, programs, and individuals.

Required Materials

For complete material(s) information, refer to <https://bookstore.butlercc.edu>

Butler-Assessed Outcomes

The intention is for the student to be able to do the following:

1. Create various graphical assets used in the production environment.
2. Create various items including printed clothing, notecards, notepads, etc. using created assets.
3. Communicate and quote costs and needs with the users.

Learning PACT Skills that will be developed and documented in this course

Through involvement in this course, the student will develop ability in the following PACT skill area(s):

Technology Skills

- Discipline-specific technology - Through the use of learned techniques and skills and industry-based standards and equipment, the student will gain the ability to effectively create in a print/design house setting.

Major Summative Assessment Task(s)

These Butler-assessed Outcome(s) and Learning PACT skill(s) will be demonstrated by the following:

1. Demonstrating the learned techniques and skills through the production of various promotional products.

Learning Units

- I. Learning the machines
 - A. Silkscreen
 - B. Vinyl cutting
 - C. Sublimation printer
 - D. Notepad binder
 - E. Large bulk paper cutters

- II. Using machines
 - A. Software for graphical creation
 - B. Various machines usage
- III. Quoting and work order processes
 - A. How to quote a job
 - B. How to start a work order process
- IV. Finishing
 - A. Packaging
 - B. Deliveries
 - C. Ending a work order process

Learning Activities

Learning activities will be assigned to assist the student in achieving the intended learning outcomes through lectures, class discussions, team research, individual research, readings, viewing tutorials and study material, quizzes, tests, and other activities at the discretion of the instructor. These activities may be either face-to-face or online.

Grade Determination

The student will be graded on the learning activities and assessment tasks. Grade determinations may include the following: class participation, projects, team and individual participation, research assignments, quizzes, tests, and other activities at the discretion of the instructor.