DIGM 111
Introduction to Visual Media
3 Credits

Community College of Baltimore County
Common Course Outline

Description

DIGM 111 – Introduction to Visual Media: is a course in which students investigate the pervasiveness of media and how it may shape, influence, and alter one's perception of reality. Students discover how current and emerging media is used as a powerful tool for education, entertainment, and socialization through examining media issues surrounding race, gender, bias, politics, violence, and sexuality. Students apply course concepts to create media content to become more literate consumers and producers of digital media and visual culture.

Pre-requisites: ENGL 101

Overall Course Objectives

Upon completion of this course, students will be able to:

1. differentiate among different types of media and the significance of their historical use;
2. describe techniques and theory for creating visual media;
3. explain the different models of audience interaction with media;
4. discuss the role of semiotics in media;
5. analyze emerging media;
6. recognize how media persuades people and influences culture;
7. analyze representation and inclusivity in media;
8. describe the relationship among technology, media, art, and culture;
9. critique interactive media and its influence on our culture; and
10. create content that utilizes the theories and techniques of visual media for intended audiences.

Major Topics

I. Media Literacy
   a. Introduction and Overview
   b. Interpreting Media Messages
   c. Semiotics (history, application, and use in digital media creation)
II. Cultural Impact of Media
   a. Identity in Media Creation
   b. Influence of Media on Culture
III. Techniques and Modalities for Creating Digital Media
   a. Narrative
   b. Documentary
   c. Streaming
   d. Audio

The Common Course Outline (CCO) determines the essential nature of each course.
For more information, see your professor's syllabus.

      e. Web
      f. Emerging Media
IV. Impact of Media on Social Movements
      a. Social Media
      b. Broadcast Media
      c. Interactive Media
      d. Emerging Media
V. Technology and Media
      a. Innovation
      b. Convergence

Course Requirements

Grading will be determined by the individual faculty member, but shall include the following, at minimum:

- research project (minimum 2000 words)
- web media journal (with weekly entries)
- discussion and participation
- one exam
- two media creation assignments

Written assignments and research projects: Students are required to use appropriate academic resources in their research and cite sources according to the style selected by their professor.

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