

# EASTERN ARIZONA COLLEGE

## Multimedia/Digital Imaging

Course Design  
2018-2019

**Course Information**

**Division** Business  
**Course Number** AIS 239B  
**Title** Multimedia/Digital Imaging  
**Credits** 1  
**Developed by** Derek Rich, PhD  
**Lecture/Lab Ratio** 0.5 Lecture/1 Lab

**Transfer Status**

ASU	NAU	UA
Non Transferable	Elective Credit	Non Transferable

**Activity Course** No  
**CIP Code** 52.0400  
**Assessment Mode** Final Exam (35 Questions/35 Points)  
**Semester Taught** Spring  
**GE Category** None  
**Separate Lab** No  
**Awareness Course** No  
**Intensive Writing Course** No  
**Diversity and Inclusion Course** No

**Prerequisites**

None

**Educational Value**

This course is designed for those students interested in developing techniques in scanning images, using a digital camera and presentation software. Students will edit photos from different sources and import them into word processing and presentation software programs.

**Description**

One of three multimedia modules designed to give students a higher level of office technology skills. This module provides students with hands-on experience with digital imaging technology including scanners, digital cameras, and photo software. Students must be familiar with basic desktop publishing techniques to complete projects. Identical to CMP 239B.

**Supplies**

None

## **Competencies and Performance Standards**

### **1. Utilize a scanner to enhance business correspondence.**

#### **Learning objectives**

*What you will learn as you master the competency:*

- a. Choose a photograph for scanning.
- b. Use selection borders to crop the scanned photograph.
- c. Adjust the image for exposure and color.
- d. Choose appropriate output type.
- e. Choose the best size and resolution for image.
- f. Choose the file format to save scanned image as.
- g. Import scanned image into electronic documents.

#### **Performance Standards**

*Competence will be demonstrated:*

- o in the completion of assigned projects
- o on the Final Exam

*Performance will be satisfactory when:*

- o learner chooses a photograph for scanning
- o learner uses selection borders to crop the scanned photograph
- o learner adjusts the image for exposure and color
- o learner chooses appropriate output type
- o learner chooses the best size and resolution for image
- o learner chooses the file format to save scanned image as

### **2. Utilize a digital camera to enhance business correspondence.**

#### **Learning objectives**

*What you will learn as you master the competency:*

- a. Discuss fundamentals of digital imaging.
- b. Use digital camera for taking pictures.
- c. Transfer digital picture from camera to computer.
- d. Change picture attributes.
- e. Import picture into electronic documents.

#### **Performance Standards**

*Competence will be demonstrated:*

- o in the completion of assigned activities
- o on the Final Exam

*Performance will be satisfactory when:*

- o learner discusses fundamentals of digital imaging
- o learner uses digital camera for taking pictures
- o learner transfers digital picture from camera to computer
- o learner changes picture attributes
- o learner imports picture into electronic documents

**3. Use software programs to edit computer generated graphics.**

***Learning objectives***

*What you will learn as you master the competency:*

- a. Discuss the fundamentals of Adobe Elements.
- b. Make foreground subjects stand out.
- c. Add borders to photos.
- d. Prepare color photos for black and white reproduction.
- e. Create a photographic background and sidebars for a slide presentation.

***Performance Standards***

*Competence will be demonstrated:*

- o in the completion of assigned activities
- o on the Final Exam

*Performance will be satisfactory when:*

- o learner discusses the fundamentals of Adobe Elements
- o learner makes foreground subjects stand out
- o learner adds borders to photos
- o learner prepares color photos for black and white reproduction
- o learner creates a photographic background and sidebars for a slide presentation

**4. Create business presentations.**

***Learning objectives***

*What you will learn as you master the competency:*

- a. Describe PowerPoint.
- b. Select a design template.
- c. Create a presentation outline.
- d. Format text on a variety of slide types.
- e. Insert graphic images.
- f. View a presentation.
- g. Print a presentation.
- h. Apply animation and slide transition effects.

***Performance Standards***

*Competence will be demonstrated:*

- o in the completion of instructor assigned lab activities
- o in the completion of instructor assigned Cases & Places
- o on the Final Exam

*Performance will be satisfactory when:*

- o learner describes PowerPoint
- o learner selects a design template
- o learner creates a presentation outline
- o learner formats text on a variety of slide types
- o learner inserts graphic images

- learner views a presentation
- learner prints a presentation
- learner applies animation and slide transition effects

***Types of Instruction***

Classroom Presentation

Simulated Work Experience

***Grading Information***

***Grading Rationale***

Chapter Presentations	140 pts
Digital Imaging Checklist	35 pts
Personal Presentation	50 pts
Class Project Presentation	35 pts
Digital Imaging Concept Checks	35 pts
Final Exam	35 pts

***Grading Scale***

A	90%-100%
B	80%-89%
C	70%-79%
D	60%-69%
F	Below 60%