

# DIGITAL MEDIA STUDIES UNDERGRADUATE HANDBOOK 2010-2011

## PROGRAM REQUIREMENTS

Digital Media Studies students are required to study in three primary areas: design, technical and critical. There are foundational requirements in each area, and students are required to take a minimum of one course in each area beyond the foundational level.

Total hours required for major in DMS: 44 (maximum of 60 hours allowed) (no grade lower than a C-)

## COURSE LIST

### **DMS Foundation Courses (12 credit hours):**

DMST 2000 Introduction to EMAD  
DMST 2100 Technical Foundations of Digital Media  
DMST 2200 Critical Approaches to Digital Media  
DMST 2901 Computing and Society

### **DMS Intermediate**

DMST 3150 Activist Media  
DMST 3160 Networked Journalism  
DMST 3211 Tangible Interactivity  
DMST 3212 Programming for Play  
DMST 3213 Visual Programming  
DMST 3501 Web 2.0 Design and Content Management  
DMST 3550 Digital Audio Production  
DMST 3570 Digital Sound Cultures  
DMST 3600 Introduction to 3D Modeling  
DMST 3690 Digital Cinema, Theory & Practice

### **DMS Advanced**

DMST3230 Interaction and Collaboration  
DMST3250 Advanced Critical Approaches to Digital Media  
DMST3502 Advanced Web Building  
DMST3560 Advanced Digital Audio Production  
DMST3620 2.5D Poetics  
DMST3630 3D Animation and Character Animation  
DMST3650 3D Spaces: Narrative, Games and Visualization

### **DMS Capstone/Honors**

DMST3800 Senior Thesis  
DMST3950 Capstone Project

Please consult the DMS web site for current course information: <http://dms.du.edu>

## Sample Academic Plan / Planning Sheet

For students declaring DMS as their major during the first year of B.A. studies, the following academic plan is recommended:

### Digital Media Studies Planning Sheet

**Requirements:**

Minimum of 44 hours in DMST required for B.A. (60 hours maximum)  
(No grade lower than a C-)

**Required Courses:**

Design

DMST 2000	_____	_____	_____
DMST _____	_____	_____	_____

Technical:

DMST 2100	_____	_____	_____
DMST _____	_____	_____	_____

Critical:

DMST 2200	_____	_____	_____
DMST _____	_____	_____	_____

Interterm/Travel Credits:

(You are allowed only ONE interterm/travel course toward the minimum 44 hours in DMST, and only TWO total).

_____	_____	_____	_____
_____	_____	_____	_____

Internship Hours:

(8 hours maximum in the first 44 hours, 12 hours maximum total).

DMST 3980 Internship	_____	_____	_____
DMST 3980 Internship	_____	_____	_____

Electives:

Other course #: _____	_____	_____	_____
Other course #: _____	_____	_____	_____
Other course #: _____	_____	_____	_____
Other course #: _____	_____	_____	_____
Other course #: _____	_____	_____	_____
Other course #: _____	_____	_____	_____

<b>TOTAL CREDIT HOURS:</b>	_____
(need 44 hrs. minimum; 60 hrs. maximum)	

## **COURSE DESCRIPTIONS**

### **DMST 2000 Introduction to EMAD**

This course lays the groundwork for media semiotics and design literacy, to understand how meaning is formed. It consists of practical design applications reflecting cultural, social, political and psychological contexts.

### **DMST 2100 Technical Foundations of Digital Media**

This course is an introduction to the basic programmatic literacies involved in creating and manipulating digital media as well as an introduction to interactive media and the principles and processes involved in creating interactive projects. We will discuss the preproduction processes as well as production practices using the open source language Processing. The class will focus on learning basic programming approaches as well as rudimentary programming problem solving. Variables, Functions/Methods, Arrays, Conditional statements, loops, and object-oriented approaches to programming will all be discussed. In addition foundation concepts of web building will be discussed including semantic markup and style sheets.

### **DMST 2200 Critical Approaches to Digital Media**

This course introduces students to the historical, economic, social and behavioral context of digital media with particular emphasis on the Social Web—the so-called web 2.0 technologies focused on social interaction and community. The course focuses on the question of how new media differs from mass media across various fields of cultural production (music, news, advertising, for example) and on what influence new digital products and practices might have on these industries and on cultures and societies more generally. The objectives of this course are two-fold: 1) to become familiar with the various cultural, economic, and political forces that help shape the digital technologies and practices and that vie to determine its future; 2) develop analytical and theoretical tools to examine a specific Internet space, issue, topic, or phenomenon.

### **DMST 2901 Computing and Society**

A special topics course designed to explore the social implications of technical practices. While many examples are drawn from the area of computing practice, organization and social experience, other issues are illustrated with examples from the history of technology, science and philosophy.

**DMST 3150 Activist Media**

Today's alternative cultures use internet and mobile technologies to access and circulate mainstream information, but also to rapidly exchange information that exists outside mainstream media channels. Activist movements today with access to digital tools and networks are no longer dependent on newspapers and broadcast networks to represent them, to disseminate their messages. We are, however, just beginning to see how the proliferation of alternative networks of communication, and the content, practices, and identities they facilitate, interact with traditional political and business organizations, as well as with traditional media products and practices. This course focuses on media activism over the past half-century tied to various social movements with an emphasis on contemporary protest movements and their use of new and old media tools and strategies. 4 credit hours.

**DMST 3160 Networked Journalism**

This course traces the shift that has taken place over the past 15 years from mass-mediated journalism to networked journalism, with emphasis on experiments in citizen and participatory news and on the changing relationship between journalists and their publics. It explores emergent communication technologies and practices and how they are changing the news media landscape. 4 credit hours.

**DMST 3211 Tangible Interactivity**

Explores methods and devices for human-computer interaction beyond the mouse and keyboard. Students will learn to create and hack electronic input and output devices and explore multi-touch, augmented reality, and other forms of sensor-based technologies. 4 credit hours.

**DMST 3212 Programming for Play**

This course offers an introduction to the creation of games and playful interactive objects. Students will be exploring the space of socially conscious and humane games as well as investigating the creation of compelling interfaces and interactive opportunities. 4 credit hours.

**DMST 3213 Visual Programming**

The introduction to intuitive visual "programming" that allows you to quickly build your own tools for data/video/image/sound manipulation. These tools can be used in real-time editing or performance, complex effects processing, or even bridging between other pieces of software. 4 credit hours.

**DMST 3230 Interaction and Collaboration**

Students will combine skills to create complex interactive works which encourage social collaboration of its users. This course may be repeated once with a different instructor. 4 credit hours.

### **DMST 3250 Advanced Critical Approaches to Digital Media**

This advanced seminar provides DMS students an opportunity to explore speculative media authoring and theoretical tool development as a critical approach to digital practices and experience. The course combines the close study of texts and media in multiple formats with opportunities for writing and other forms of media authoring. The course opens up critical assessment of digital practice, structures, and experience to the creative exercises of speculation, extrapolation, intuition, and imagination. This course may be repeated once with a different instructor. 4 credit hours.

### **DMST 3501 Web 2.0 Design and Content Management**

This course will cover the building and management of web pages using CSS and XHTML. The course will also cover creating sites using open source content management systems, preferably for applications related to the not-for-profit sector. Students will learn to integrate Web 2.0 content into sites as well as gain a knowledge of User Experience Design practices. 4 credit hours.

### **DMST 3502 Advanced Web Building**

Different sections of this course address various aspects of advanced web design and building, including web application development, Flash MX, ActionScripting, Javascript, streaming content and content-on-demand, and more. 4 credit hours.

### **DMST 3550 Digital Audio Production**

This course introduces the tools and techniques of digital audio production, including: sampling and synthesis; sound editing and effects processing; multitrack recording; audio sequencing and mastering; and distribution. 4 credit hours.

### **DMST 3560 Advanced Digital Audio Production**

This class applies the tools and strategies of digital audio production to interactive projects and live performances. Students will have the opportunity to author digital audio for the Web. This course will combine solo projects with additional production opportunities taking place in a networked collaborative environment. While the emphasis of the class is on production, the class will explore and discuss recent trends in the field of digital audio from various technological, creative and cultural perspectives. 4 credit hours.

### **DMST 3570 Digital Sound Cultures**

This course explores some of the cultures of artists, producers, distributors and listeners that have formed around digital audio technologies. The class combines reading of critical texts with the study of several audio genres, ranging from post-WWII electronic music to hip-hop, dub, techno, and jam bands. Interdisciplinary in approach, the main critical methods brought to this material are drawn from philosophy, media archaeology, media studies, science fiction studies, and a wide variety of music-related writings. For output, students will produce sets of audio and written media on the sound-related issues, artifacts, and practitioners of their choice, culminating in a podcast. 4 credit hours.

### **DMST 3600 Introduction to 3D Modeling**

This course will serve as an introduction to 3D modeling, texturing, and lighting on the computer. Students will complete a series of projects in which the processes of preparing and producing a 3D piece will be explored. Various strategies and techniques for creating detailed models to be used in animation and games will be examined. Additional attention will be spent on virtual camera techniques as well as the use of compositing in creating final pieces. Current trends in the field will be addressed through the analysis and discussion of current and historical examples. 4 credit hours.

### **DMST 3620 2.5D Poetics**

This course provides students an opportunity to create multidimensionally active poetic orchestrations of text, video and audio using the post-production processing and animation tool, After Effects. 4 credit hours.

### **DMST 3630 3D Animation and Character Animation**

This course examines animation within virtual 3D environments. Starting with basic concepts, the course will develop timing and spacing principles in animation to support good mechanics. They will also serve as the basis for the more advanced principles in character animation as the class progresses. 4 credit hours.

### **DMST 3650 3D Spaces: Narrative, Games and Visualization**

This course explores 3D digital space and the possibilities found in games, narratives and visualizations in these spaces. A real-time engine will be used by students to examine the opportunities of virtual 3D worlds. 4 credit hours.

### **DMST 3690 Digital Cinema, Theory & Practice**

This course introduces such forms of digital cinema as video remixes and cinemashups; visual music; ambient video; sonic visualization; live cinema and VJing. The class covers multitrack video and audio mixing, with an emphasis on live, performative approaches, including VJ tools and a variety of systematic approaches to making computer-generated or manipulated video. The class incorporates reading and discussion of several critical texts and documentation of digital cinematic theory, process and practices, and the class will include screening and discussion of examples of digital cinema. 4 credit hours.

### **DMST 3800 Senior Thesis**

### **DMST 3900 Special Topic**

Various special topics in critical studies offered throughout the year. Recent topics have included Multimedia Systems; World Wide Web Programming; Streaming Media; Designing Digital Learning; and the Heidegger Seminar.

### **DMST 3950 Capstone Project**

## **PROCEDURES AND POLICIES**

### **Advising**

Upon entering DU as a Digital Media Studies major, or upon declaring DMS as a change of major, all DMS students will be assigned an academic advisor. It is imperative that students meet regularly with their advisors so they can get the most current information about changes in the curriculum, special courses offered in their area of interest, etc.

### **Registration Procedures**

Because DMS classes are so popular, it is imperative that students register at their appointed day/time. Students will receive email notification about picking up their registration sheets during Advising Week in STURM 216 (students must present photo identification to receive a PIN access number). That registration sheet will include the date/time the student is scheduled to register for next quarter's classes and a PIN access number. Students may register on the web at <http://www.du.edu/registrar/registration/> or register in University Hall, Room 8. Fees for lab classes will be added to students' tuition bills.

### **Email Forwarding**

Because crucial information related to the major, including advising, internships, employment opportunities, special events, and much more, will be sent to majors' DU email accounts, it is absolutely essential that students either check their DU email regularly or that they set up their DU email account to forward messages to the email account that they do read regularly.

To set up your DU email account to forward messages to another account:

- Go to <http://webmail.du.edu>
- Click on "Forwarding"
- Fill out the form and submit

### **Computer Lab**

STURM 434 is used only as a classroom and STURM 211 is available (approximately from 6:00 a.m. to 10:00 p.m.) as the student lab. All DMST students can apply for an access code for STURM 211 lab upon entrance to the program. Non-DMST majors can apply to receive an access code while enrolled in a DMST class. Access codes for non-DMST majors will expire at the end of the quarter in which the student is enrolled in a DMST class. Before receiving an access code to STURM 211, students must see the DMS office assistant in STURM 211 to complete and sign the Request for Digital Media Lab Access. Once the application has been signed, the student will be given his or her access code.

### **Transfer of Credit**

Once credits from another school have been approved for consideration to be transferred to DU, all DMS-related transfer credits must be approved by the Director of Digital Media Studies. Students are required to complete an online form found at <https://slife.du.edu/forms/advising/xfercredit.cfm>.

## Study Abroad

All study abroad courses that are intended to count toward the DMS major must be approved IN ADVANCE by the Director of Digital Media Studies.

## Independent Study and Inter-term Courses

Undergraduates at DU are limited to a total of 10 hours of independent study toward their B.A. degree. Digital Media Studies students are limited to a maximum of 4 hours of Inter-term/short course credits toward their first 44 hours in the major (a maximum of 8 total Inter-term/short course credits will be applied between 45 and 60 hours in the major).

## Internships

All internships are coordinated by the Director of Internships in the Department of Media, Film & Journalism Studies, Michell Honald ([michell.honald@du.edu](mailto:michell.honald@du.edu), 303-871-3831). Students interested in finding/setting up an internship should see the Director of Internships 6-8 weeks (for local internships) or 9 months (for national/international internships) before they hope to begin their internship experience.

## Application for Graduation

Seniors should apply for graduation within three quarters of the date they plan to graduate (see <http://www.du.edu/registrar> for information).

## IMPORTANT DMS CONTACT INFORMATION

Trace Reddell, Director	<a href="mailto:treddell@du.edu">treddell@du.edu</a>	303-871-3874
Christopher Coleman, Grad. Director	<a href="mailto:christopher.coleman@du.edu">christopher.coleman@du.edu</a>	303-871-7423
Tim Weaver	<a href="mailto:tweaver2@du.edu">tweaver2@du.edu</a>	303-871 3279
Rafael Fajardo	<a href="mailto:rfajardo@du.edu">rfajardo@du.edu</a>	303-871-3265
William Depper	<a href="mailto:wdepper@du.edu">wdepper@du.edu</a>	303-871-4661
Adrienne Russell	<a href="mailto:adrienne.russell@du.edu">adrienne.russell@du.edu</a>	303-871-7786
Elizabeth Harris, Program Assistant	<a href="mailto:elizabeth.harris@du.edu">elizabeth.harris@du.edu</a>	303-871-7716
Art & Art History		303-871-2846
Computer Science		303-871-2453
Media, Film & Journalism Studies		303-871-2166

CHECKLIST / SIGNATURE SHEET  
DIGITAL MEDIA STUDIES HANDBOOK

- Program Requirements
  - Including Required Foundation Courses, and Additional courses in each area (design, technical and critical)
- Sample Academic Plan/Planning Sheet
- Advising
- Registration Procedures
  - Including advising week, registration packets, and registration
- Computer Lab/Access Code Application
- Email Forwarding
- Transfer of Credit
- Planning Sheet
- Study Abroad
- Independent Study and Inter-term Courses
- Internships
- Application for Graduation
- Important Contact Information

I, \_\_\_\_\_, have reviewed and understand the information contained in the Digital Media Studies Undergraduate Handbook.

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date

Email address: \_\_\_\_\_