

Cameron School of Business

University of North Carolina Wilmington
PROPOSAL FOR UNDERGRADUATE CURRICULUM CHANGE

Department or Academic Unit: Information Systems and Operations Management

Type of Proposal: Check **all** that apply and answer the questions below.

New Course (*attach syllabus*) Deletion of Course Degree Requirement Trial Course

Course Change (*Check all that apply*):

Prefix/Number Title Description Credit Hours Contact Hours

Pre/Corequisite Restrictive Statement Crosslist Uncrosslist

Other: _____

To become effective: Semester: Fall Year: 2009 To be offered: Fall Spring Summer
 on Request Alternate Years

Current course prefix, number and title: _____

New course prefix, number and title: CIT 204 - Digital Media

Abbreviated course title (30 spaces maximum): Digital Media

Type of course: Lecture Seminar Lab Practicum Internship Other _____

Credit hours: 3 Credit hour change: From: _____ To: _____ Contact hours: 3 Contact hour change: From: _____ To: _____

Restrictions (If repeatable the number of hours this course may be taken for credit, open only to students within the major, etc.):

Crosslisted with (course prefix and number): _____ Uncrosslist with (course prefix and number) _____
(To crosslist/uncrosslist courses, a curriculum change form submitted by both departments is required.)

- Yes No Is this course a renumbering (it replaces an existing course)? If yes, which course? _____
- Yes No And should the existing course be deleted? *(If yes, a separate curriculum change form requesting this deletion is required.)*
- Yes No Is this course currently approved for basic studies?
- Yes No Will it be submitted for basic studies approval?
- Yes No Is this course currently approved for oral competency?
- Yes No Will it be submitted for oral competency approval?
- Yes No Is this course currently approved for computer competency?
- Yes No Will it be submitted for computer competency approval?
- Yes No Is it required for a major/minor/option in your department? *(If yes, please provide in the degree requirement section below the necessary change for degree requirements description in catalogue.)*
- Yes No Is it an elective for a major/minor/option in your department? *(If yes, please provide in the degree requirement section below the necessary change for degree requirements description in catalogue.)*

Degree requirement as it would appear in the catalogue *(Include change to: total hours, new required courses, insertion and deletion of required courses, text, etc.)* If additional space is required, prepare on a separate page using the format of the current catalogue and attach to this form.

This course is part of a new degree program in Information Technology. Attached is the Request to Establish a new degree program document that contains all of the degree requirements.

- Yes No Is it a collateral requirement or elective for a major/minor/option for another department? *(If yes, attach documentation listing the departments/programs affected and verifying that the departments were consulted.)*
- Yes No Are present staff and resources adequate to support this proposal? *(If no, explain in the justification section how they will be provided.)*

University of North Carolina Wilmington
PROPOSAL FOR UNDERGRADUATE CURRICULUM CHANGE

Course description change as it would appear in the catalogue (Course description change: 50 words or less; include prefix, number, title, credit hours, crosslisting, pre/corequisites, etc.)

CIT 204. Digital Media (3) Prerequisite: CIT110 or equivalent. Introduction to technologies of the Internet. Issues in Web page design; graphics and animation; client/server concepts; collaborative computing and group work; network publishing; security and encryption; audio, video, and image compression; ethical issues and privacy; e-commerce; client-side Web programming; and dynamic Web page generation.

Justification for request or degree change:

This course is part of a new degree program in Information Technology. Attached is the Request to Establish a new degree program document.

Yes No Does this proposal require University Curriculum Committee (UCC) or Faculty Senate approval (refer to <http://www.uncw.edu/facsen/ucc/>)? (If yes, after college/school curriculum committee approval, forward proposal to the UCC and complete and submit the appropriate UCC form(s). If approved, this proposal must be signed by the UCC Chair and Faculty Senate President and forwarded to the Provost.)

Recommended and approved by:

Cem Canel 9-22-08
Department Chairperson Date

Chair, College or School Curriculum Committee Date

Teacher Education Council (WSE use only) Date

Dean of the College or School Date

*Chair, University Curriculum Committee Date

*President, Faculty Senate Date

Provost Date

*Obtain signatures of the UCC Chair and the Faculty Senate President only if required for this proposal.

Forms not filled out completely or lacking documentation will be returned.

Digital Media

CIT 204

Course Information

Class Time and Location:
Instructor: Laurie Patterson
Office: CI 2040
Office Hours:
Phone: 962-3906
Email: pattersonL@uncw.edu

Course Description

Introduction to technologies of the Internet. Issues in Web page design; graphics and animation; client/server concepts; collaborative computing and group work; network publishing; security and encryption; audio, video, and image compression; ethical issues and privacy; e-commerce; client-side Web programming; and dynamic Web page generation.

Prerequisites

CIT 110 or equivalent

Textbook and Materials Required

Yue-Ling Wong, *Digital Art - Its Art and Science*, Prentice Hall, 2008.

Jennifer Burg, *The Science of Digital Media*, Prentice Hall, 2008.

Handouts

Additional handouts will be used in this class throughout the semester. Check the course website for these documents.

Withdrawal Policy

Check the registrar's website to determine the Add / Drop date for this semester. Students who simply stop attending classes without officially withdrawing usually are assigned failing grades. Students wishing to withdraw after the scheduled change period (add/drop) must obtain and complete a withdrawal form from the Registrar's Office.

Project Requirements

All students in this course will be required to complete a project. Additional details will be given out in class.

Disabilities

If you have a disability and need reasonable accommodation in this course, you should inform the instructor of this fact in writing within the first week of class or as soon as possible. If you have not already done so, you must register the Office of Disability Services in Westside Hall (ext. 3746) and obtain a copy of your Accommodation Letter. You should then arrange a meeting to make mutually agreeable arrangements based on the recommendations of the Accommodation Letter.

Grading and Grading Policy

The assignments will count for one-third of the final grade and the exams will count for the other two-thirds. The instructor will use attendance to determine if you move UP to the next grade level or DOWN a grade level.

This will be determined by :

$$\begin{aligned} &(((\text{adding all the assignment grades})/\text{total possible assignment points})*.33) \\ &+ (((\text{adding all the exam grades})/\text{total possible exam points})*.66). \end{aligned}$$

A plus/minus system will be used to assign final grades using the following scale:

	87-89 B+	77-79 C+	67-69 D+	
93-100 A	83-86 B	73-76 C	63-66 D	0-59 F
90-92 A-	80-82 B-	70-72 C-	60-62 D-	

Incomplete grades are given rarely and only in very specific situations:

- First, the student must be passing.
- Next, the student must be able to complete the work of the course entirely on his or her own.
- Finally, the student must be prevented from completing the course by verified, unforeseen circumstances beyond the control of the student. These conditions must be documented and verified by both instructors before an incomplete grade may be given.

Learning Outcomes

As a result of completing this course, students will be able to:

- Integrate digital libraries with other media contents.
 - Apply media acquisition tools and techniques in creating and recording media.
 - Apply media acquisition tools and techniques in capturing and digitizing media contents.
 - Select and use multimedia authoring tools.
 - Explain and compare media file formats including lossy vs. lossless compression, color palettes, streaming formats, and CODECs.
 - Explain and compare the inter-operability of formats.
 - Deploy and serve media contents within Web applications.
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**Academic
Dishonesty
Offenses**

"Violation of any of the following standards subjects any student to disciplinary action:

A. PLAGIARISM

Plagiarism means the appropriation, buying, receiving as a gift, or obtaining by any means another person's work and the unacknowledged submission or incorporation of it in one's own work. It is doubly unethical, since it deprives the true author of his/her rightful credit and then gives that credit to someone to whom it is not due. The following three examples of plagiarism are described by Harold C. Martin and Richard M. Ohmann in their book *The Logic and Rhetoric of Exposition* (1963):

1. **Word-for-Word copying.** Whenever someone else is directly quoted, honesty and courtesy require acknowledgment of the source. The quoted material should be placed in quotation marks and its exact location should be indicated, either in the text of the student's paper or in a footnote.
2. **The mosaic.** To intersperse a few words of one's own here and there while basically copying the work of another is obviously unethical, unless one clearly acknowledges that this is being done. Should there be a valid reason for doing so then quotation marks or a general footnote should be used to show what belongs to the source and what one's own contribution is.
3. **The paraphrase.** Once more the crucial point is acknowledgment. Sometimes one can paraphrase in order to simplify, abbreviate, or improve upon an original, but the reader deserves to know what is being presented to him and whose work it represents. Therefore, acknowledgment of the source is required within the text of the student's paper or by footnote.

B. BRIBERY

The offering, giving, receiving or soliciting of any consideration in order to obtain a grade or other treatment not otherwise earned by the student through his/her own academic performance.

C. CHEATING

1. Any conduct during a program, course, quiz or examination which involves the unauthorized use of written or oral information, or information obtained by any other means of communication.
 2. The unauthorized buying, selling, trading or theft of any examination, quiz, term paper or project.
 3. The unauthorized use of any electronic or mechanical device during any program, course, quiz, or examination or in connection with laboratory reports or other materials related to academic performance.
 4. The unauthorized use of laboratory reports, term reports, theses, or written materials in whole or in part.
 5. The unauthorized assistance or collaboration on any test, assignment, or project.
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6. The unauthorized use by a student of another student's work or the falsification of any other student's work.
7. Participating in, or permitting any of the above activities as defined in C 1-6."(UNCW Academic Honor Code)

Tentative Schedule	Day	Lecture	Readings
	1	Introduction to Course and Instructor	<ul style="list-style-type: none"> • How Stuff Works
	2	Introduction to Digital Multimedia	<ul style="list-style-type: none"> • What is Multimedia? • What is MULTIMEDIA? view the page on: Text • Ten Definitions of Multimedia • Great Moments In Multimedia History
	3	Design Principles	<ul style="list-style-type: none"> • Storyboards Tailored to You: Do-it-yourself Magic Arrows • Design and multimedia • The Multimedia Development Process • Accessible Web Site Designs • Accessibility • Writing for Multimedia: Script Guidelines • Interactivity and Multimedia Interfaces
	4	Storyboarding Webpage Development	<ul style="list-style-type: none"> •
	5	Style Sheets	<ul style="list-style-type: none"> •
	6	Introduction to Computer Graphics	<ul style="list-style-type: none"> • What is Digital Art? • Digital Image Representation • Digital Image Processing • Computer Graphics • History of Computer Graphics • Critical History of Computer Graphics and Animation • Two Types of Graphics • Two Types of 2D Graphics
	7	Color	International Color Consortium Color Theory Tutorial Color Illusory Motion Color in Motion Color Wheel, Color Circle & Color Relationships Using the Color Wheel: Color Theory Tips for Artists and Painters

		<ul style="list-style-type: none"> • Color Matters
8	Bitmapped Images Vector Graphics	<ul style="list-style-type: none"> • Bitmap • What is a Bitmap Image? • Random Bitmap Generator • Bitmap Vs. Vector Graphics • The Difference between Vector and Bitmap Graphics • Ray Tracing • Ray tracing • Vector Graphic Still Images
9	Animation Flash	<ul style="list-style-type: none"> • Computer Animation • Virtual Reality Lab • Virtual Camera • Virtual Camera Example • 3D Animation vs. 2D Animation • Animation
10	Exam #1	
11	Image Compression Introduction to Video Video Compression	<ul style="list-style-type: none"> • What Exactly is "Codec" and Why Would I Ever Need it? • An Introduction to Image Compression • Image Compression - from DCT to Wavelets: A Review • JPEG image compression FAQ • Image Compression (Wikipedia) • FBI Fingerprint Image Compression Standard • Video Compression Tutorial • A Brief, Early History of Computer Graphics in Film • Video Compression (Wikipedia) • MPEG2 Video Compression • What are MP4 and M4V? • Video Compression Explained
12	Video	<ul style="list-style-type: none"> • Digital Video Representation • Digital Video The Basics • How Digital Video Cameras Work • The DV, DVCAM, & DVCPRO Formats • The Technology Underlying Podcasting • Movies
13	Introduction to Audio	<ul style="list-style-type: none"> • Digital and Analog Audio Representation • What is Sound?

		<ul style="list-style-type: none"> • What is Noise? • Analog Sound vs. Digital Sound • Sound
14	Sound and Music Compression	<ul style="list-style-type: none"> • Audio Compression (Wikipedia) • Lossless Compression of Audio • Discussion of Audio Compression • OGG vs. MP3 vs. WMA vs. RA • A Comparison of Internet audio compression formats • What is MP3?
15	Streaming video/audio	<ul style="list-style-type: none"> • Streaming Audio Tutorial • What is Streaming Audio? • Your guide to streaming audio technology • How to Create Streaming Video • A Streaming Media Primer
16	Programming for the Internet	<ul style="list-style-type: none"> • JavaScript Tutorial • JavaScript for the Total Non-Programmer
17	Basic JavaScript	
18	More JavaScript	
19	Exam #2	
20	Deploying to the Internet Client/Server concepts	<ul style="list-style-type: none"> • Multimedia Networks Lab, UMass Amherst • Introduction to Multimedia Networks • Multimedia Networking • Multimedia Wireless Networks • Linear/NonLinear • Proposed Standard Multimedia Scripting Language
21	e-Commerce	<ul style="list-style-type: none"> • Social Media and E-Commerce Converging: Report • Social media drives e-commerce traffic
22	e-Commerce	<ul style="list-style-type: none"> •
23	Ethics and Security	<ul style="list-style-type: none"> • Multimedia, cyberspace and ethics P. Jefferies, IEEE Proceedings: IEEE International Conference on Information Visualization, 2000
24	Cookies	<ul style="list-style-type: none"> • The Unofficial Cookie FAQ
25	Facebook	<ul style="list-style-type: none"> • Newbie's guide to Facebook

		Spotlight	<ul style="list-style-type: none">• <u>Facebook - The Complete Biography</u>• <u>Facebook Spotlight</u>
	26	YouTube	<ul style="list-style-type: none">• <u>What is YouTube?</u>
	27	Last Day of Class	<ul style="list-style-type: none">• Posting of Projects