

# 114-1 Full Curriculum of Da-Yeh University

Information			
Title	Introduction to Digital Media	Serial No./ID	0311 /MDI1022
Required/Credit	Required /2	Time/Place	(Wed)34 /H615
Language	Chinese/English	Grade Type	Number
Lecturer /Full- or Part-time	Lingling Huang /Full-time	Graduate Class	Non-graduating Class
School System /Dept /Class, Grade	/Bachelor Program for Multimedia Digital Content /Class 2, Grade 1		
Office Hour / Place	(Mon) 12:00~13:20, (Mon) 13:20~14:10, (Mon) 14:20~15:10, (Fri) 12:00~13:20 / H429??PX301		
Lecturer	、 Chen Wed Sheng		

## Introduction

This course introduces the foundational concepts and practical operations of digital media. The practical operations primarily cover: video recording, editing, and publishing; camera lens application and composition; fundamental and structural sketching (drawing); Photoshop and animation principles, as well as the application of relevant AI tools. By integrating theory with practice, this course helps students cultivate the basic abilities of a digital media creator.




## Outline

1. Pre-production Planning and Video Recording
2. Video Editing Practice (or Implementation)
3. AI Tools for Video Production
4. Video Publishing Platforms and Methods
5. Camera Lens Application and Composition
6. Fundamental and Structural Sketching (or Drawing)
7. Photoshop and Animation Principles

## Prerequisite

None

## The Relationship Between Courses and Departmental Core Competencies and Basic Skills

-  Acquire professional knowledge of multimedia digital content design
-  Acquire the technologies, skills and the capability of using modern tools for practicing multimedia digital content design
-  Acquire the capability of integrating multimedia digital content knowledge and technologies
  - Acquire the capability of finding out, analyzing and solving complex interdisciplinary multimedia design problems
  - Acquire the capability of managing project, communicating each other, respecting different viewpoints and

cooperating within the team



Acquire the capability of lifetime learning.

Acquire the capability of collecting, interpreting and analyzing global multimedia industry trends, and participating in multimedia practical design.

Acquire professional working ethics and society responsibility



Acquire the humanities and arts accomplishment, and the capability of creative thinking and innovative design.

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Teaching Plan						
Core Capability	Weight(% ) 【A】	Ability index(Performance Indicators)	Teaching Methods	Assessment and Weight	Core Competency Learning Outcomes 【B】	Final Exam Grades 【C=B*A】
Acquire professional knowledge of multimedia digital content design	35	Cultivate the capability of being familiar with multimedia digital content knowledge. Cultivate the capability of realizing multimedia digital content theory. Cultivate the capability of being possessed of multimedia digital content professional knowledge, including animation, comic, game design, and so on. Cultivate the capability of being possessed of multimedia digital content design quality and accomplishment, including cultural creativity, art, esthetics, and so on.	Lecturing Practical Operation (Experiment, Machine Operation Film Appreciation	Homework Assignment: 40% Course Participation: 20% Product Manufacturing: 35% Peer Assessment: 5%	Total: 100	35
Acquire the technologies, skills and the capability of using modern tools for practicing multimedia digital content design	25	Cultivate the capability of using modern multimedia software and hardware tools. Cultivate the capability of being possessed of and applying multimedia digital content professional design technologies and skills. Cultivate the capability of implementing multimedia digital content system.	Lecturing Practical Operation (Experiment, Machine Operation Film Appreciation	Homework Assignment: 40% Course Participation: 20% Product Manufacturing: 35% Peer Assessment: 5%	Total: 100	25

Acquire the capability of integrating multimedia digital content knowledge and technologies	20	Cultivate the capability of integrating theoretical knowledge and practical technology. Cultivate the capability of integrating visual communication, information technology and content management knowledge.	Lecturing Practical Operation (Experiment, Machine Operation Film Appreciation	Homework Assignment: 40% Course Participation: 20% Peer Assessment: 5% Product Manufacturing: 35%	Total: 100	20
Acquire the humanities and arts accomplishment, and the capability of creative thinking and innovative design	10	Cultivate the humanities and arts accomplishment 。Cultivate the capability of creative thinking。 Cultivate the capability of innovative design。	Lecturing Practical Operation (Experiment, Machine Operation Film Appreciation	Homework Assignment: 40% Course Participation: 20% Product Manufacturing: 35% Peer Assessment: 5%	Total: 100	10
Acquire the capability of lifetime learning	10	Cultivate the capability of lifetime learning by different ways。	Lecturing Practical Operation (Experiment, Machine Operation Film Appreciation	Homework Assignment: 40% Product Manufacturing: 35% Course Participation: 20% Peer Assessment: 5%	Total: 100	10

### Grade Auditing

Homework Assignment: 40%

Product Manufacturing: 35%

Course Participation: 20%

Peer Assessment: 5%

Book Type (Respect intellectual property rights. Please use official textbooks and do not illegally photocopy others' works.)

Book Type	Book name	Author
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Reference Books

Adobe Animate CC製作HTML5動畫與互動效果

蔡國強

## Lesson Plan

Weeks	Content	Teaching Methods
1	Pre-production Planning and Video Recording & Intellectual Property Protection (use legitimate textbooks only) & Traffic safety Propaganda & Gender equality education promotion	Lecturing、 Practical Operation (Experiment, Machine Operation、 Film Appreciation
2	Video Editing	Lecturing、 Practical Operation (Experiment, Machine Operation、 Film Appreciation
3	Video Editing	Lecturing、 Practical Operation (Experiment, Machine Operation、 Film Appreciation
4	Video Publishing and AI Tools	Lecturing、 Practical Operation (Experiment, Machine Operation、 Film Appreciation
5	Video Editing - using PowerDirector	Lecturing、 Practical Operation (Experiment, Machine Operation、 Film Appreciation
6	Video Editing - using Premiere	Lecturing、 Practical Operation (Experiment, Machine Operation、 Film Appreciation
7	Midterm Assignment - Video Planing and Editing	Lecturing、 Practical Operation (Experiment, Machine Operation、 Film Appreciation
8	Midterm Assignment - Video Editing	Practical Operation (Experiment, Machine Operation
9	Camera Lens Application and Composition	Lecturing、 Practical Operation (Experiment, Machine Operation
10	Fundamental Sketching	Lecturing、 Practical Operation (Experiment, Machine Operation
11	Structural Sketching	Lecturing、 Practical Operation (Experiment, Machine Operation
12	Photoshop Animation	Lecturing、 Practical Operation (Experiment, Machine Operation
13	Animation Principles	Lecturing、 Practical Operation (Experiment, Machine Operation

14	Bouncing Ball Animation Exercise	Lecturing、 Practical Operation (Experiment, Machine Operation
15	Squirrel Ball Animation Exercise I	Lecturing、 Practical Operation (Experiment, Machine Operation
16	Squirrel Ball Animation Exercise II	Practical Operation (Experiment, Machine Operation
17	Final Assignment & Flexible Teaching/Learning	Flexible Teaching - Independent Action
18	Final Assignment & Flexible Teaching/Learning	Flexible Teaching - Independent Action