COM 220: Digital Media Convergence
Spring 2014

Project Assignments:
Over the course of the semester, you will create four main projects that each focus on different aspects of visual communication and multimedia design. As much as possible, the homework assignments (see below) will contribute skills or content (or both) to each project. At the conclusion of each project will be critiqued by the whole class. Each project is worth 75 points with the exception of the Community Portrait video project, which is worth 100 points, for a total of 325 points.

Project Descriptions:
1. **Logo Design**
   - Tools: Adobe Illustrator
   - Learn how to design simple but effective logo marks
   - Learn how to create and manipulate vector images
   - Design a vector based logo for a university office

2. **Digital Painting**
   - Tools: Adobe Photoshop
   - Learn how to create and manipulate bitmap images
   - Learn how to composite multiple layers to achieve a combined effect
   - Create a digital painting that combines a wide variety of elements, some being digital photographs, into a single cohesive image

3. **Community Portrait Video**
   - Tools: Video camera, Avid, Audacity, Photoshop and/or Illustrator
   - Learn to use various tools to create a coherent and informative narrative
   - Learn how to edit audio and video
   - Create a short video portrait of an individual or group in the local community surrounding Elon

4. **Web-based Resume**
   - Tools: TextWrangler, Photoshop and/or Illustrator
   - Learn the basics of HTML to build content that is logical and semantic
   - Learn how to use CSS to control page layout and presentation style
   - Crate a single web page of your resume that can be electronically shared