



Master Course Syllabus

For additional course information, including prerequisites, corequisites, and course fees, please refer to the Catalog: <https://catalog.uvu.edu/>

Semester: *Fall, Spring*

Course Prefix: *DWDD 2420*

Course Title: *Media Formats and Outputs*

Year: *2025*

Course and Section #: *001*

Credits: *3*

Course Description

Focuses on the digital exportation, workflow and management of still images, audio, video, as well as an introduction to 3D/XR media assets to round out media options. Addresses use of CODECS for a variety of format types when used in media scenarios. Introduces the proper handling of assets in various development platforms/Apps with some emphasis on user experience design best practices especially when using assets on touch-based devices or streaming platforms. The course will also introduce students to a myriad of computer and media-based technologies to ensure that Digital Media graduates know how to use their creation equipment effectively.

Course Attributes

This course has the following attributes:

- General Education Requirements
- Global/Intercultural Graduation Requirements
- Writing Enriched Graduation Requirements
- Discipline Core Requirements in Program
- Elective Core Requirements in Program
- Open Elective

Other: *Click here to enter text.*

Instructor Information

Instructor Name: Michael Harper

Student Learning Outcomes

1. *Verify the importance of exported media assets to the highest quality*
 2. *Effectively utilize compressed media assets in a digital media-centric production and use-case scenarios*
 3. *Catalog digital media assets within industry-level systems to effectively control workflow of media assets*
 4. *Select compression methods for Internet, mobile, and wearable device use and distribution*
 5. *Apply final media assets within development tools to test effectiveness of output*
 6. *Capable of effectively preparing technical documentation as required by industry standards*
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Course Materials and Texts

Computer: Computers and associated use of mobile devices are required for all coursework as well as class participation.

Software: The following are options for use in coursework - Adobe Suite Photoshop/Encoder, Affinity Photo, or other capable software

Adobe Creative Cloud | UVU[Links to an external site.](#)

UVU Adobe Licenses | Desktop Support[Links to an external site.](#)

Adobe Privacy Policy[Links to an external site.](#)

Affinity Software[Links to an external site.](#)

Affinity Privacy and Cookies Policy

Mobile devices for testing (Apple iOS or Android) are required across a majority of Web Design & Development degree courses. Students with acceptable personal devices will find the requirement met, but if they do not, students will have the ability to the use of the ADMS (Advanced Digital Media Studio - CS 513) to complete testing scenarios. The need for headphones is also a requirement, and unless individuals have higher-end equipment, the ADMS also has excellent headphones for student use, too.

Course Requirements

Course Assignments, Assessments, and Grading Policy

This course has five modules, each with multiple assignments, discussions, quizzes, and culminates with all semester work being combined into a principle document as the final deliverable.

GRADING: Assignments will be graded within a couple of days of being submitted in Canvas (excluding weekends). If an assignment does not meet the minimum criteria, individually or group, students will be given detailed comments about what needs to be corrected or revised and receive a temporary score of "0" for the assignment. Once a revision has been submitted in Canvas the materials will be regraded. This process may be reoccurring until the assignment is deemed complete at 90%.

Required or Recommended Reading Assignments

No Textbook Required

All reading materials are integrated into module assignments as online links and associated with lecture and demonstrations.

General Description of the Subject Matter of Each Lecture or Discussion

Module 1: Discovery and Technology Review - 2 Parts

Part 1: Media Discovery

Part 2: Technology Assessment

Module 2: Image Compression, Export, and Evaluation - 4 Parts

Part 1: Image Formats

Part 2: JPEG Compression

Part 3: WebP and AVIF Compression

Mid-Term Review Sessions: In Person

Module 3: Audio Listening Experiences - 2 Parts

Part 1: Audio Formats

Part 2: Streaming Listening Experience

Module 4: Video Streaming Assessment - 2 Parts

Part 1: Video Formats

Part 2: Video Streaming Experience

Module 5: Final Document Submission

Required Course Syllabus Statements

Generative AI

Students will be introduced to the unique world of AI-driven image creation using various prompts as well as compression techniques and workflows to experiment with automation.

Using Remote Testing Software

This course does not use remote testing software.

This course uses remote testing software. Remote test-takers may choose their remote testing locations. Please note, however, that the testing software used for this may conduct a brief scan of remote test-takers' immediate surroundings, may require use of a webcam while taking an exam, may require the microphone be on while taking an exam, or may require other practices to confirm academic honesty. Test-takers therefore shall have no expectation of privacy in their test-taking location during, or immediately preceding, remote testing. If a student strongly objects to using test-taking software, the student should contact the instructor at the beginning of the semester to determine whether alternative testing arrangements are feasible. Alternatives are not guaranteed.

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Required University Syllabus Statements

Accommodations/Students with Disabilities

Students needing accommodations due to a permanent or temporary disability, pregnancy or pregnancy-related conditions may contact UVU [Accessibility Services](#) at accessibilityservices@uvu.edu or 801-863-8747.

Accessibility Services is located on the Orem Campus in BA 110.

Deaf/Hard of Hearing students requesting ASL interpreters or transcribers can contact Accessibility Services to set up accommodations. Deaf/Hard of Hearing services can be contacted at DHHservices@uvu.edu

DHH is located on the Orem Campus in BA 112.

Academic Integrity

At Utah Valley University, faculty and students operate in an atmosphere of mutual trust. Maintaining an atmosphere of academic integrity allows for free exchange of ideas and enables all members of the community to achieve their highest potential. Our goal is to foster an intellectual atmosphere that produces scholars of integrity and imaginative thought. In all academic work, the ideas and contributions of others must be appropriately acknowledged and UVU students are expected to produce their own original academic work.

Faculty and students share the responsibility of ensuring the honesty and fairness of the intellectual environment at UVU. Students have a responsibility to promote academic integrity at the university by not participating in or facilitating others' participation in any act of academic dishonesty. As members of the academic community, students must become familiar with their [rights and responsibilities](#). In each course, they are responsible for knowing the requirements and restrictions regarding research and writing, assessments, collaborative work, the use of study aids, the appropriateness of assistance, and other issues. Likewise, instructors are responsible to clearly state expectations and model best practices.

Further information on what constitutes academic dishonesty is detailed in [UVU Policy 541: Student Code of Conduct](#).

Equity and Title IX

Utah Valley University does not discriminate on the basis of race, color, religion, national origin, sex, sexual orientation, gender identity, gender expression, age (40 and over), disability, veteran status, pregnancy, childbirth, or pregnancy-related conditions, citizenship, genetic information, or other basis protected by applicable law, including Title IX and 34 C.F.R. Part 106, in employment, treatment, admission, access to educational programs and activities, or other University benefits or services.

Inquiries about nondiscrimination at UVU may be directed to the U.S. Department of Education's Office for Civil Rights or UVU's Title IX Coordinator at 801-863-7999 – TitleIX@uvu.edu – 800 W University Pkwy, Orem, 84058, Suite BA 203.

Religious Accommodation

UVU values and acknowledges the array of worldviews, faiths, and religions represented in our student body, and as such provides supportive accommodations for students. Religious belief or conscience broadly includes religious, non-religious, theistic, or non-theistic moral or ethical beliefs as well as participation in religious holidays, observances, or activities. Accommodations may include scheduling or due-date modifications or make-up assignments for missed class work.

To seek a religious accommodation, a student must provide written notice to the instructor and the Director of Accessibility Services at accessibilityservices@uvu.edu. If the accommodation relates to a scheduling conflict, the notice should include the date, time, and brief description of the difficulty posed by the conflict. Such requests should be made as soon as the student is aware of the prospective scheduling conflict.

While religious expression is welcome throughout campus, UVU also has a [specially dedicated space](#) for meditation, prayer, reflection, or other forms of religious expression.