



# Digital Media Course Syllabus • Spring 2020

## CONTACT INFORMATION – Mr. Johnson (Mr. J) • BBIA Lab B201

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## WELCOME & COURSE INFORMATION

Welcome. I am very happy to have you in class during this course that meets on B-Days during this semester.

- Please feel free to email me (above) if you or your parents have any questions.
- My conference/planning time at Ben Barber is from 10:05 to 10:25 a.m.
- Grades may be viewed at <http://mansfieldisd.org/skyward.htm>.
- Students will access assignments as directed on the [DM] Website and in their [DM] Google Drive folder that they share with Mr. Johnson.
- Students will create and share a Google Drive folder with Mr. Johnson ([myronjohnson@misdmail.net](mailto:myronjohnson@misdmail.net)). Name the folder *DM-[YourLastname]*.
- Students will create a “Submitted” folder within their *DM-[Lastname]* Google Drive folder. This is where the student will submit their work for credit. All work must have the correct filename (*###-Lastname*).

## COURSE DESCRIPTION & OBJECTIVES

- In **Digital Media**, students will analyze and assess current and emerging technologies, while designing and creating multimedia projects that address customer needs and resolve a problem. Students will implement personal and interpersonal skills to prepare for a rapidly evolving workplace environment. The knowledge and skills acquired and practiced will enable students to successfully perform and interact in a technology-driven society. Students will enhance reading, writing, computing, communication, and critical thinking and apply them to the IT environment.
- During the course, students will have opportunity to learn and use the following Adobe products: *Illustrator [Ai]*, *Photoshop [Ps]*, *Animate [An]* (formerly *Flash [Fl]*), *Premiere Pro [PrPro]*, and *Audition [Aud]*.
- Course Credit: 1 credit.

## REQUIRED MATERIALS

- Pen (preferably black ink) and Notebook (provided in class).
- Assigned iMac (Google Drive storage account).

## TEXTS, TESTS & PORTFOLIOS

- Students will use a variety of online texts and resource. Quizzes and final exam materials will be taken from notes, readings, and course assignments/projects. Students will produce a [DM] Portfolio.

**CERTIFICATIONS** – At present, there are certifications earned during this course. Students will be introduced to the Adobe Certified Associate (ACA) certifications available. The ACA Illustrator exam opportunity is offered to student who take the next level course, Graphic Design, at Ben Barber Innovation Academy. There is a fee that is required to be paid by the student taking the exam through the BBIA ACA exam process.

**ASSESSMENT POLICY** – Each grading period (five-six weeks) will be evaluated as follows:

According to District Policy, a semester’s grading periods – three six weeks – will be averaged together for 80% of the overall grade (actual percentage of semester course grades).

- Daily Work: Notebook & Participation (Teamwork) ..... 60% (= 48%)
- Projects & Tests (District Policy)..... 40% (= 32%)

**NOTE:** Each semester will include a **DM Portfolio Project Presentation (Final Project)** that is required (no exemptions) and takes the place of a Final Exam, representing **20%** of the student’s overall semester grade.

## COURSE SCOPE & SEQUENCE

\* The following is tentative and subject to change by the instructor/teacher and affected by student progress.

UNIT	REQUIREMENTS
00	<b>Introduction to Course</b> <ol style="list-style-type: none"> <li>A. Syllabus, TEKS, Course Expectations</li> <li>B. Tell Us About Yourself = “Let Me Introduce Myself” (LMIM).</li> </ol>
01	<b>Digital Media Skills and Responsibilities</b> <ol style="list-style-type: none"> <li>C. Exploring Careers in Web and Digital Communications</li> <li>D. Identifying the Types of Businesses in Web and Digital Communications</li> <li>E. Identifying Education Requirements</li> <li>F. Identifying Employment Trends</li> <li>G. Exploring Emerging Technologies</li> </ol>
02	<b>Digital Design &amp; Publishing – MSWord and Adobe InDesign [Id]</b> <ol style="list-style-type: none"> <li>A. The Art of Type and Four Major Type Categories</li> <li>B. Elements of Design; Visual Organization; Essential Questions</li> <li>C. Creating in [MSWord] a Coffee Menu and Flyer</li> <li>D. Getting to Know the InDesign [Id] Work Area</li> <li>E. Creating in [Id] a Flyer; Coffee Menu, Wanted Poster, Advertisement, Business Cards; Master Pages &amp; Brochure; Photo Book; and Magazine Section</li> </ol>
03	<b>Digital Design &amp; Illustration – Adobe Illustrator [Ai]</b> <ol style="list-style-type: none"> <li>A. Getting to Know the Illustrator [Ai] Work Area</li> <li>B. Techniques for Selecting Artwork in [Ai]</li> <li>C. Using Shapes to Create Artwork for a Postcard in [Ai]</li> <li>D. Creating an Illustration with the Drawing Tools</li> <li>E. Using Color and Patterns to Enhance Signage</li> <li>F. Adding Type to a Poster</li> </ol>
04	<b>Understanding Digital Photography – Adobe Photoshop [Ps]</b> <ol style="list-style-type: none"> <li>A. Getting to Know the Photoshop Work Area</li> <li>B. Making Basic Photo Corrections</li> <li>C. Exploring Digital Photography</li> <li>D. Understanding Repairs and Hoaxes</li> </ol>
05	<b>Printing &amp; Imaging – Adobe Photoshop [Ps]</b> <ol style="list-style-type: none"> <li>A. Working with Type</li> <li>B. Producing and Printing Consistent Color</li> <li>C. Exploring 3D Features in Photoshop</li> </ol>
06	<b>Working with Animation – Adobe Flash [Fl]; now Adobe Animate [An]</b> <ol style="list-style-type: none"> <li>A. Getting Acquainted with [Fl/An]</li> <li>B. Working with Graphics in [Fl/An]</li> <li>C. Working with Symbols</li> <li>D. Animating Symbols</li> </ol>
07	<b>Exploring Audio/Video Production – Adobe Premiere Pro [PrPro] &amp; Adobe Audition [Aud]</b> <ol style="list-style-type: none"> <li>A. Touring [PrPro]</li> <li>B. Recording and Capturing Audio/Video Assets</li> <li>C. Setting Up a Project</li> <li>D. Importing Media</li> <li>E. Organizing Media</li> <li>F. Essentials of Video Editing</li> <li>G. Adding Transitions</li> <li>H. Creating Titles</li> <li>J. Exporting Frames, Clips, and Sequences</li> <li>K. Working with [Aud]</li> </ol>
08	<b>Designing Web Pages – Adobe Dreamweaver [Dw]</b> <ol style="list-style-type: none"> <li>A. Creating and Formatting Web Pages</li> <li>B. Adding Links and Digital Media to Web Pages</li> </ol>
09	<b>Digital Media Emerging Technologies, Employment Opportunities, and Final Project</b> <ol style="list-style-type: none"> <li>A. Emerging Digital Media Technologies</li> <li>B. Employment Opportunities</li> <li>C. Digital Portfolios</li> <li>D. Final Project - Digital Portfolio</li> </ol>

**CONDUCT EXPECTATIONS** – Our campuses and classrooms provide amazing resources that must be shared. Both you and I will abide by these policies as well as those established by the Mansfield ISD school board policies:

- Be respectful of oneself** – Come to class prepared with your materials and assignments; be dressed and groomed in accordance to school codes.
- Be respectful of others** – The focus of the class is on learning. Distracting behavior is not acceptable.
- Be respectful of property and equipment** – Clean up after yourself and take care of items that are placed in your care.
- Be responsible** – Take care of your assignments and other business at appropriate times.
- Be reliable** – Be prepared and on time for class.
- Be a team player** – You will have plenty of opportunities to team up with others in this class. Do your part, carry your part of the load, and do it with a good attitude.

Respect plays out in many ways, including paying attention, doing quality work, being ready to learn and participate and supporting each other. Here is where we can hone our individual and team skills. This is your opportunity to act in the intention of helping each other grow. Give your best effort. Do the quality work. And let's inspire each other to greater heights of personal satisfaction and achievement.

**ABSENCES & TARDIES** – It is your responsibility to get any information missed if absent or tardy. If you miss a test or quiz, you will have one week from the date of assessment to make it up; otherwise, the grade will remain a zero, per district policy. Assignments will be accessible electronically in your shared Google Drive folder (DM-*Lastname*) and many will be submitted (turned-in) electronically. More information about these resources and procedures will be given to students as the course progresses.

**LATE WORK** – All due dates will be given at the start of an assignment/project. Ample time will be given for every assignment/project. Make good use of your time. If extra time is needed it will be handled on a case-by-case basis. There will be a standard deduction of 10 points per class day for late work; however, this will also be considered on a case-by-case basis. It is important that you communicate any special circumstances regarding absences and late work to me ASAP. Remember, your work is your work.

**SEMESTER FINAL EXAM** – The Semester Final Exam due date is the last testing date for this course (**May 26, 2020**) that a student can submit their work to receive a passing (70 and above) grade. It is paramount that the student's work be submitted, even if you have not completed all the work on the Semester Final Exam. Failure to submit is an automatic "0" and will reduce the student's fall semester grade by 20%.

**ACADEMIC HONESTY & INTEGRITY** – Honesty is extremely important. Please, give me no reason to suspect any form of cheating on work that is done in this course. While working with others on homework/projects is allowed & encouraged, I consider copying all or part of any assignment to be cheating – both parties to blame, whether the student(s) is/are currently enrolled in this course or not. Consequences include a zero on the assignment, parent contact, and a referral to your assistant principal as delineated in the **MISD Student Code of Conduct**.

**POLICIES** – The student and parent must sign the computer rules policy provided by the Mansfield ISD. All district and campus policies will be followed and enforced in this classroom. This is not our opinion; it is our responsibility.

**CELL PHONES & ELECTRONIC DEVICES** – Both MISD and MHS policy will be followed in relationship to cell phones and electronic devices in the classroom.