

Interactive Media Production

Students enrolled in Interactive Media Production will discover the fundamental elements of effective visual communication including sound, video and motion graphics. Media literacy and ethics relating to design are emphasized while creating media appropriate for the client and target audience. Parameters relating to color, resolution, and composition will determine the design process. Students develop problem solving skills, working independently as well as in teams, aligning the workflow of a typical commercial operation, based on the three pathway areas.

1. **Graphic Design:** Plan and project ideas and experiences with visual and textual content, and illustrate art concepts and skills, including composition, lighting, color theory, drawing, and painting, basic photography, and typography.
2. **Digital Media:** Encode or digitally compress audio, video, and photo content into a digital media file, and manipulate, distribute, and play media files over computer networks.
3. **Interactive Media:** Integrate digital media, including combinations of electronic text, graphics, moving images, and sound, into a structured digital computerized environment that allows people to interact with the data for appropriate purposes.

The program is outfitted with an industry-standard Macintosh computer lab, with Adobe products, enabling the students to create exceptional results in print, web, interactive and mobile design. Students will learn basic camera operations with state of the art equipment. The course also introduces students to document construction for publishing on the World Wide Web using authoring software. Hands-on activities are used as students develop skills, master techniques, and prepare products for a client-based environment.

Required Courses: All three (3) of these courses are required to achieve Completer Status.

ADOBE CERTIFICATION:

Upon successful completion of the course, students will be equipped with the necessary entry-level skill sets needed to pursue employment in the information technology profession, enroll in an information technology program at a post-secondary school, and sit for the Adobe certification examination. The Adobe examination is the end-of-course examination. Students are encouraged to earn certification in more than one Adobe software application.

COLLEGE CREDIT:

Completer students who earned a 3.0 or better average may earn 3 credits with the College of Southern Maryland. Two years of Interactive Media Production equates to the curriculum of Digital Media Production: 1010.

Requirements for Interactive Media Production

Students for DUAL ENROLLMENT:

- Students register with College of Southern Maryland for Spring semester of the year graduation to get credit.
- Students must complete the following projects and submit their portfolios to CSM by providing a hyperlink to their portfolio:
 1. Cluster project (individual project by each student);
 2. PSA (two students in a group); and
 3. Short Drama without dialogue (three students in a group).

- Final exam supplied by DMP Program Coordinator and administered by the teachers during Spring semester of graduation.

Grading format:

- 30% Interactive Media Production high school grade (Assignments, tests, and homework)
- 15% Cluster Project
- 20% PSA
- 25% Short fiction without dialogue
- 10% Final Examination

Payment of tuition

50% of CSM tuition rate; students who cannot afford tuition must receive free or reduced rate meals (FARM) to be eligible get free tuition. Students can also apply for a Federal Pell Grant.

WORK MATURITY SKILLS: The Interactive Media Production program provides students with opportunities to acquire the competencies required in today's workplace—such as critical thinking, collaboration, problem solving, innovation, teamwork, and communication—and to learn about different careers by experiencing work and workplaces. It is about preparing students for careers. One of the primary objectives is to teach students excellent work habits. Work maturity skills are the job-related skills that every person needs in order to be a successful employee. These skills are introduced, taught and reinforced in the classroom as well as on work training sites.

STUDENT INTEGRITY: The student is expected to conduct themselves with decorum. We have a shared responsibility in learning: the teacher as the facilitator and the student as the participant. Learning will only occur if we work together to make this an engaging environment. The production and discussion of creative work is a large part of this class. Any work or criticism that is offensive or that constitutes harassment of a racial, sexual, ethnic, or religious nature will result in a failing grade.

METHODS OF INSTRUCTION: Students are instructed through a combination of lecture, demonstration, guest speakers, self-study, group projects, and individual hands-on experiences. Evaluation incorporates test and quiz grades, and completion of assignments.

NOTES: Note taking is an important skill in any class, from History to Mathematics, English to Chemistry. The same holds true in Interactive Media Production. As real-world design, when a project brief is submitted and discussed, students are expected to read and pay close attention during the discussions. In the industry, the successful are those who pay attention to detail, never miss deadlines and do not use company time for personal benefit. Using a cell phone within school buildings are a clear distraction in class and are prohibited.

MISSED OR LATE WORK: Late assignments will be penalized by one letter grade. Scoring rubrics will accompany all assignments.

TESTS AND QUIZES: Tests will consist of multiple choice questions as well as written responses. Learning vocabulary words will prepare students for the lecture material, class discussions and ultimately the ability to convey information using appropriate industry terminology.

CAREER READINESS: Students learn how to write resumes and cover letters and learn successful interview techniques. Throughout the school year local businesses representatives are scheduled to make class presentations and on-site demonstrations in order for students to learn more about the world of work, and employment.

EMPLOYABILITY SKILLS: The student is expected to act professionally in the classroom, practicing employability skills prior to entering the workforce. Examples of these skills include, effective communication, time management, the ability to follow directions and safety rules, the ability to work independently and as a team player, personal appearance, proper use of vocabulary and terminology, class attendance, and respect for self and others.

CONTINUING EDUCATION: The curriculum provides up-to-date information regarding colleges and universities offering graphic design and multimedia technology programs as well as useful guidelines on the selection process. An area of the classroom is dedicated to providing materials necessary for the student to research post-secondary education options.

CAREER AND TECHNICAL STUDENT ORGANIZATION (CTSO): Part of being in the job market is membership in professional organizations to provide opportunities for networking and exposure to new information and individuals who could be a potential employer. It is strongly recommended, each student join SkillsUSA and participate in the organizational meetings, fundraisers and community events. SkillsUSA is a national partnership of students, teachers and industry representatives, working together to ensure America has a skilled work force. Dues for **SkillsUSA** are \$15.00 and will be collected early in the school year.

NATIONAL TECHNICAL HONOR SOCIETY: Students enrolled in a Career and Technical Education (CTE) program, who have an overall GPA of 3.0 or above on a 4.0 scale may be eligible to join the **National Technical Honor Society** (NTHS).

Joining NTHS is an important career investment that will add value and prestige to your professional portfolio. Members will submit a one-time \$30.00 national membership fee.

YEAR ONE

PRINCIPLES OF ARTS, MEDIA, AND COMMUNICATION: 1 credit

This foundation course provides students an understanding of all aspects of the Arts, Media and Communication industry. Students will examine the opportunities and requirements of the major career pathways in this industry including: Graphic Design, Digital Media, and Interactive Media. Upon successful completion of the course, students will be able to:

- Understand career options and requirements for entry into the field of Arts, Media and Communication;
- Demonstrate corporate/business communication and technical writing required in the field;
- Demonstrate media literacy skills as well as an understanding of ethics and security related to the field;
- Understand the changing nature of the industry and learn to adapt to the changes (e.g. social media);
- Demonstrate organization and file management;
- Demonstrate the fundamentals of project management;
- Work in teams to complete a project;
- Give and accept constructive criticism;
- Communicate messages (e.g. narration/storytelling) in work; and
- Work with criteria and constraints to complete a project.

Throughout the course, students will have opportunities for career awareness and exploration activities. All students will be required to produce artifacts for inclusion in a design portfolio.

Projects include:

1. **Pop Portrait:** Create a portrait, inspired by Roy Lichtenstein using Adobe Photoshop.
2. **Resume:** Develop a resume using Microsoft Word, summarizing skill sets using the student logo.
3. **Logo:** Design a unique logo using Adobe Illustrator. The logo cannot use more than 2 PMS colors.
4. **Magazine Cover:** Create a magazine cover with Adobe Photoshop using imagery.
5. **Display Advertisement:** Using one of the common persuasive strategies, design a print advertisement using Adobe InDesign.

INTERACTIVE MEDIA AND DESIGN 1: 1 credit

Emphasis will be placed on group project development, project management, and individual portfolio development. Students will update their IMP Project Portfolio with exemplars of their best work. Students will advance their knowledge and skills in multimedia design and production through project planning and product development. Students will demonstrate the use of multiple tools and modalities in the production process. Students successfully completing this course will be able to:

- Demonstrate the ability to explain the trends in copyright laws and legal issues in the use and development of media communication;
- Define the scope of work to meet project requirements and constraints, and develop a proposal outline;
- Select, implement and evaluate appropriate project management techniques and tools;
- Use the tools and skills needed to create drawings and graphics for a wide range of applications;
- Identify and use traditional and non-traditional sources of information;
- Design, code, build, test and troubleshoot basic custom programs for multimedia applications;
- Create web applications with advanced interactive components (such as games and virtual world); and
- Effectively adapt visual communication strategies and styles to specific audiences.

Projects include:

1. **Cluster Project:** Produce a one minute film summarizing camera angles and movements using Adobe Premiere Pro.
2. **Music Score:** Create an original score using GarageBand.
3. **Short fiction without dialog:** Create a compelling short film, using Adobe Premiere Pro.

4. **Comic Makeover:** Develop a comic character to break negative stereotypes in media, using Adobe Photo Shop

YEAR TWO

INTERACTIVE MEDIA AND DESIGN 2: 1 credit

Emphasis will be placed on group project development, project management, and individual portfolio development. Students will update their portfolio with exemplars of their best work. Students will advance their knowledge and skills in multimedia design and production through project planning and product development. Students will demonstrate the use of multiple tools and modalities in the production process. Students successfully completing this course will be able to:

- Demonstrate the ability to explain the trends in copyright laws and legal issues in the use and development of media communication;
- Define the scope of work to meet project requirements and constraints, and develop a proposal outline;
- Select, implement and evaluate appropriate project management techniques and tools;
- Use the tools and skills needed to create drawings and graphics for a wide range of applications;
- Identify and use traditional and non-traditional sources of information;
- Design, code, build, test and troubleshoot basic custom programs for multimedia applications;
- Create web applications with advanced interactive components (such as games and virtual world); and
- Effectively adapt visual communication strategies and styles to specific audiences.

Projects include:

1. **Public Service Announcement (PSA)** In a team of two, students produce a well-researched 30-second, PSA to be aired on the school news channel.
2. **Screenplay:** Create a compelling story, in any genre, using Celtx.
3. **DVD Cover:** Explore packaging design by designing a DVD cover with Adobe InDesign.
4. **Infographic:** Develop an infographic for one of your favorite subjects using Adobe Illustrator.
5. **Board Game:** Develop a game board, rules for play and cards.

INTERACTIVE MEDIA PORTFOLIO CAPSTONE: 1 credit

This capstone course enables students to apply what they learned in their previous academic and IMP classes to complete a challenging, client-driven project. Students work in teams to design and create a solution to satisfy or fill a client's need or want. Students are also expected to refine the products that comprise their portfolio to meet the specifications identified by the affiliate partner. Student teams make progress reports to their peers, meet regularly with their clients, and exchange constructive criticism and consultation. At the end of the course, teams present their projects to industry partners for feedback and professional review. This course equips students with the independent study skills that they will need in postsecondary education and careers in Interactive Media Production.

Projects include:

1. **CTE Commercial:** Develop a CTE commercial for one of the programs abiding by the school branding using Adobe Premiere Pro. The commercials will be uploaded to the school site to promote the programs to potential students.
2. **Holiday Card:** Design a holiday card for the school using Adobe InDesign. It will be printed and distributed to officials within the district school system as well as our local business partners.
3. **Stationery Package:** Create a letterhead, business card and envelope, using Adobe InDesign.
4. **Web site:** Develop a functional web site, to promote your digital portfolio using Adobe Dreamweaver.
5. **QR Code:** Using a standard QR generator, create a QR code to direct potential employers to your YouTube Channel, Vimeo Channel or Deviant Art Page.
6. **Senior Project:** A capstone undertaking based on your career-goals, working with a mentor in the industry. A gallery showing in which the student presents their project is included.

GRADING: Our grading practices reflect what we believe about teaching and learning; therefore, grading practices should encourage and support learning for all students. As an intrinsic part of the cycle of instruction/assessment/instruction, effective grading practices reflect the attributes of student work and not the

attributes of the student. Effective grading practices should communicate individual student achievement of intended learning outcomes, and be accurate, consistent, and meaningful.

<i>PROCESS – 30%</i>	<i>PRODUCT – 70%</i>
<p>Process assignments that reflect the steps that a student takes prior to the completion of a product assignment. Process assignments measure progress as the student moves toward demonstrating mastery.</p> <ul style="list-style-type: none"> ▪ Warm-ups ▪ Thumbnails/storyboards ▪ Rough Layouts & Draft submissions ▪ Critique ▪ Teamwork ▪ Participation in learning activities ▪ Homework 	<p>Product assignments measure a student’s mastery of standards at a specific point in time and reflect the current level of achievement. Product assignments are a culminating demonstration of a student’s learning.</p> <ul style="list-style-type: none"> ▪ Research Reports ▪ Design Briefs and Treatments ▪ Scripts and copy submissions ▪ Lab work experiences ▪ Projects (multimedia) ▪ Oral Presentations ▪ Quizzes & Tests