

## **GREAT PLAINS TECHNOLOGY CENTER COURSE OF STUDY**

**Career Cluster:** Information Technology (IT)

**Career Pathway:** Web & Digital Communications

**State Program:** Multimedia Technology Advanced (IT0036004)

**Local Program:** Multimedia Assistant (IT0030055)

**Program Hours:** Secondary Students: 960 Hours  
Adult Students: 960 Hours

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**Academic Credit:** Secondary Students: 3 high school credits per year – \*OK Promise Credit  
Adult Students: Transcript

**Prerequisites:** Keyboarding skills recommended

### **Program Description:**

This program prepares students to create and edit graphics for video, print and web publishing. Students gain fundamental web authoring skills and design strategies along with digital photography skills. They learn advanced non-linear computer editing techniques as they complete video-based projects for broadcast production. Customer service, marketing, project management and professionalism are stressed. Students gain skills required for Adobe Certified Associate industry certifications.

### **Program Goals:**

This course introduces students to the fundamentals of multimedia production. In a hands-on class, students will learn aspects of planning, creating, and managing multimedia projects in an integrated computer environment. Students will add visual imagery, text, graphics, video, audio, and animation to create multi-sensory projects. This program uses Microsoft Office and Adobe Master Collection CC. In addition to learning the software, this program also covers design principles and strategies, storyboarding, presentation skills, HTML and Cascading Style Sheets. Scanning, use of digital cameras, and video editing will also be incorporated into this program.

### **Upon achieving the goals of this program, students will:**

- Become competent in the fundamental skills of the occupation.
- Become qualified for further related education and/or entry into the job market.
- Participate as responsible citizens.
- Develop positive and realistic self-images.
- Develop the ability to work with limited or no supervision.
- Accept and abide by the rules and regulations established by the school and/or place of employment.

### **Related Career Opportunities:**

- Video Production Assistant
- Web Designer

- Multimedia Artists and Animators

### **Program Objectives:**

After successful completion of this program, the student will be able to:

- Understand the terminology and concepts used in the web design, animation, and video editing and production.
- Demonstrate basic to intermediate multimedia planning and design theory.
- Create and modify multimedia projects that require the use of graphics, web, animation, and video.
- Develop leadership skills through the Career Tech Student Organization (CTSO).

## **DESCRIPTION OF COURSES**

<b><u>Course #</u></b>	<b><u>Course Name</u></b>	<b><u>HST</u></b>	<b><u>HSL</u></b>	<b><u>ADT</u></b>	<b><u>ADL</u></b>
<b>BT00182</b>	<b>Fundamentals of Technology (8169 - 1 Unit*)</b>	<b>60</b>	<b>60</b>	<b>60</b>	<b>60</b>
This course will provide students with the fundamental concepts, principles, and ideas needed to understand how business is operated and managed in a rapidly changing global environment, which is needed for success in careers in business related fields. This course also provides job readiness skills and soft skills that are critical for success in any workplace setting. (This course can be substituted with Business and Computer Tech).					
<b>BT00129</b>	<b>Digital Media Production (8191)</b>	<b>40</b>	<b>80</b>	<b>40</b>	<b>80</b>
Students will prepare for careers in digital communication as they learn to develop personal and professional videos applying appropriate certification and copyright standards.					
<b>BT00128</b>	<b>Multimedia &amp; Image Management Tech. (8150 - 1 Unit*)</b>	<b>40</b>	<b>80</b>	<b>40</b>	<b>80</b>
Students will acquire fundamental skills in image creation and management procedures and techniques as they create, revise, optimize, and export graphics for video, print, and web publishing.					
<b>BT00031</b>	<b>Design Tools &amp; Electronic Marketing Strat. (8154 - 1 Unit*)</b>	<b>30</b>	<b>90</b>	<b>30</b>	<b>90</b>
Students will become proficient in the use of premier, leading edge tools designed to create graphically rich and intuitive websites, productions, and/or publications. The primary focus of this course includes color and design theories, accessibility, and marketing strategies resulting in a digital portfolio. (Layout Design Techniques can substitute for this course. Fundamentals of Web Design can substitute for this course in the Animator, 3D Animator, 3D Modeler, Motion Graphics Artist, and Video Game Designer programs).					
<b>BT00003</b>	<b>Fundamentals of Web Design (8153 – 1 Unit*)</b>	<b>40</b>	<b>80</b>	<b>40</b>	<b>80</b>
Students will prepare for careers in digital communication as they learn to develop personal and professional videos applying appropriate certification and copyright standards.					
<b>BT00064</b>	<b>Digital Editing and Production Photography (8151)</b>	<b>40</b>	<b>80</b>	<b>40</b>	<b>80</b>
Students will acquire skills in digital photography. Additionally, students will understand certification standards and copyright basics. (Can substitute Interactive Marketing Techniques for this course).					
<b>BT00060</b>	<b>Broadcast Production (8194)</b>	<b>30</b>	<b>90</b>	<b>30</b>	<b>90</b>
Customer service, marketing, project management techniques, and professionalism will be emphasized as students complete video-based projects for broadcast production. Students complete numerous projects that will be included in their portfolios as they acquire skills in advanced video editing and production. (This course is optional, but suggested, for the Video Editor and Video Production Assistant					

programs.)

### **BT00110 State Program Capstone (8106)**

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Internships, project-based instruction and teamwork will be utilized to integrate the use of interactive media products across the whole Web design or digital media project life. Students will make final preparations for industry certifications as they master outlined competencies. Students will select from various project options to finalize CD and/or web-based portfolios that highlight skills and certifications. Students may also undertake special projects, cross-train or participate in workplace learning opportunities to enhance skills in accordance with industry demands.

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<b>Program Total:</b>	<b>Theory</b>	<b>Lab</b>	<b>Total</b>
High School Student:	300	660	960
Adult Student:	300	660	960

### Evaluation Policy:

#### **Employability Grades (100 points per week; 20% of final grade)**

The employability skills grade is based on 20 points per day (which may include: attitude, attendance, safety, punctuality, cooperation, participation, clean-up, class preparation, school/classroom rules, and time management). Points will be deducted if these responsibilities are not met at the instructor's discretion. Students will be allowed to make up unearned employability points for **excused** absences only. Full credit will be given for assignments/tests that have been made up (see Student Handbook).

#### **Performance Grades (50% of final grade)**

- Live projects
- Performance or skill tests
- Homework
- Written Assignments

#### **Test Grades (30% of final grade)**

- Test grades will be based on a 100-point scale.
- Test grades include written and/or skills tests.
- A test will be given for each unit of instruction.
- Tests are to be taken as a unit is completed.
- Tests must be completed within allotted time.

#### **Final Grade (9 Weeks Period)**

Semester grade will be calculated by averaging grades in each category and summing each category according to their assigned weight. Progress reports will be sent to home schools at six and twelve-week intervals each semester as required or requested. Grades are accessible on-line at <http://sonisweb.greatplains.edu/studsect.cfm>

#### **Grading Scale:**

The grading scale as adopted by the Board of Education is as follows:

A	=	90 – 100
B	=	80 – 89
C	=	70 – 79

- D = 60 – 69
- F = Below 60
- S = Satisfactory
- W = Withdrawn
- I = Incomplete
- N = No Grade (Refer to Student Handbook)

### **Make-Up Work Policy:**

**All Make-Up Work Is The Responsibility Of The Student.** Make-up work will be handled as specified in the Student Handbook. Please be sure to read and understand all student policies, especially make-up of assignments, tests and employability due to absences. Students should always arrange for any make-up work with the instructor as per the Student Handbook. Students should keep track of his or her progress and grades.

### **Attendance Policy:**

For specific information related to attendance and tardiness refer to the Student Handbook. Students should keep a written record of their absences and tardiness.

### **Course Requirements and Expectations:**

The general course requirements and expectations include:

- The Multimedia Services program is part of the Information Technology Cluster at the Great Plains Technology Center. Students are encouraged to continue their training in the additional programs offered in Information Technology.
- Teaching methods consist of lecture and practical application, group activities, and assignments.
- Career Tech Student Organizations (CTSOs) offer outstanding opportunities for development of leadership and social skills. CTSO membership is part of the curriculum. Therefore, all students are members of their CTSO and are expected to participate in CTSO activities.
- Student should show a willingness to receive instruction in both technical and employability training.
- Student should be willing to learn through diverse medium, such as but not limited to, instructor lead lecture and demonstration, video training, individual projects, group based projects, LAP (learning activity packet) based instruction and step-by-step tutorials.
- Food or drinks will not be allowed in the classroom.

### **Student Behavior Includes:**

- Do not attempt to clear paper jams on your own. Notify the instructor who will correct the problem or assist/supervise correction by student.
- Never allow chains, bracelets, ties, etc. to dangle in any part of equipment.
- Do not attempt to correct malfunction with classroom equipment. Notify the instructor.
- Keyboards are to remain on workstation and never to be placed on student's lap to type.
- Keep all legs of chairs on the floor when seated in class to avoid falling.
- Clean individual work areas and return all books and supplies to storage at the end of each day.
- Student will be required to bring materials to class.
- Student maybe assigned homework
- Students will be required to abide by the rules in the student hand book, as well as those established inside the classroom.

***NOTE: For additional information or questions regarding the GPTC School policies and procedures, please refer to the Student Handbook and/or the Instructor.***

### **Industry Alignments:**

- Adobe Certified Associate

### **Certification Outcomes:**

#### **Tier 1 – Certifications Recognized, Administered and/or Endorsed by Industry**

- Certipoint: Adobe Certified Professional: Graphic Design & Illustration with Adobe Illustrator (0297)
- Certipoint: Adobe Certified Professional: Visual Effects & Motion Graphics using Adobe After Effects (0923)
- Certipoint: Adobe Certified Professional: Visual Communications Using Adobe Photoshop (0992)
- Certipoint: Adobe Certified Professional: Web Authoring Using Adobe Dreamweaver (0993)
- Certipoint: Adobe Certified Professional: Visual Communications Using Adobe Premiere Pro (0995)

#### **Tier 2 – Certifications Endorsed by Industry Organizations**

- ODCTE: Editor (0601)
- ODCTE: Motion Graphics Artist (0602)
- ODCTE: Production Assistant (0603)
- ODCTE: Producer (0604)
- ODCTE: Photographer (4115)

#### **Tier 3 – Certifications Aligned with National Standards**

- ODCTE: Fundamentals of Technology (0901)

#### **Tier 4 – Certifications Aligned with ODCTE/State Standards**

- ODCTE: Graphic Designer (4112)
- ODCTE: Illustrator (4113)
- ODCTE: Production Artist (4114)

### **CIP Code and SOC Code Crosswalk:**

- CIP Code – 11.0801
- SOC Code – 27-1014.00

### **OCAS program codes:**

- 9040 – Multimedia Technology (first year)
- 9541 – Multimedia Technology (second year)

### **OCAS course codes:**

- 8169 – Fundamentals of Technology
- 8153 – Fundamentals of Web Design
- 8150 – Multimedia & Image Management Techniques
- 8154 – Design Tools & Electronic Marketing Strategies
- 8106 – Capstone I
- 8194 – Broadcast Production
- 8151 – Digital Editing and Production Photography
- 8191 – Digital Media Production

### **Instructional Materials:**

*High School Students are not required to purchase textbooks or supplemental materials. Adult students*

*are responsible for purchasing their own books. Suggested retail prices of books are listed below.*

**Textbooks:**

Anton, Kelly K. and John Cruise. Adobe InDesign CC Classroom in a Book (2017 release). 978-0-13-466409-5. San Francisco: Adobe Press, 2016. (\$59.99 suggested retail price)

Fridsma, Lisa and Brie Gyncild. Adobe After Effects CC Classroom in a Book (2017 release). 978-0134665320. San Francisco: Adobe Press, 2017. (\$59.99 suggested retail price)

Jago, Maxim. Adobe Premiere Pro CC Classroom in a Book (2017 release). 978-0-13-466531-3. San Francisco: Adobe Press, 2017. (\$59.99 suggested retail price) Schwartz, Rob. Learn Adobe Photoshop CC for Visual Communication: Adobe Certifies Associate Exam Preparation (Adobe Certified Associate (ACA)). 978-0134397771. San Francisco: Adobe Press, 2016. (\$49.99 suggested retail price)

Wood, Allan. Adobe Illustrator CC Classroom in a Book (2017 release). 978-0-134-66344-9. Upper Saddle River: Pearson Education (US), 2016. (\$59.99 suggested retail price)