

Coastline ROP – Career Technical Education

MULTIMEDIA COMMUNICATIONS DESIGN

INDUSTRY SECTOR: Arts, Media and Entertainment Sector

PATHWAY: Design, Visual and Media Arts - Graphic Design

CALPADS TITLE: Introduction to Graphic Design

CALPADS CODE: 7210

HOURS:

Total	Classroom	Laboratory/CC/CVE
180	180	0

JOB TITLE	O*NET CODE	JOB TITLE	O*NET CODE
Multimedia Artists and Animators	27-1014.00	Audio-Visual and Multimedia Collections Specialists	25-9011.00
Video Game Designers	15-1199.11	Audio and Video Equipment Technicians	27-4011.00

COURSE DESCRIPTION:

This course will enable students to develop a broad perspective of the art, design and communication theory, processes and tools, applications, and occupational opportunities in multimedia design. Students will apply design elements and principles to projects ranging from print media publications, digital presentations, and website design. Students will use technology tools that will allow them to incorporate text, graphics, sound, animations, and video into their work.

A-G APPROVAL: F

ARTICULATION:

College	Course Code
Irvine Valley College	DMA10
Coastline Community College	DGA C120

DUAL ENROLLMENT: None

PREREQUISITES:

Prerequisite
None

METHODS OF INSTRUCTION

- Direct instruction
- Group and individual applied projects
- Multimedia
- Demonstration
- Field trips
- Guest speakers

STUDENT EVALUATION:

- Student projects
- Written work
- Exams
- Observation record of student performance
- Completion of assignment

INDUSTRY CERTIFICATION:

- Adobe Creative Cloud Certifications

RECOMMENDED TEXTS:

- None

PROGRAM OF STUDY

Grade	Fall	Spring	Year	Course Type	Course Name
9, 10, 11, 12				Introductory	Multimedia Communications Design
9, 10, 11, 12				Introductory	Visual Imagery
10, 11, 12				Concentrator	Entertainment Art
11, 12				Capstone	Art of Animation

I.	INTRODUCTION AND ORIENTATION	CR	Lab/ CC	Standards
	<ul style="list-style-type: none"> • Demonstrate an understanding of course requirements and student expectations • Demonstrate comprehension of photography as a means for communication and creative expression • Identify and discuss photography's use and impact in society • Demonstrate awareness of the industry standards, photographic career opportunities, and educational pathways • Demonstrate an understanding of photographic terminology – technical and aesthetic • Demonstrate an understanding of ethics, privacy, ownership, appropriateness, and copyright laws related to photograph use 	2	0	Academic: LS: 11-12.6 RSIT: 11-12.4 CTE Anchor: Ethics and Legal Responsibilities: 8.3, 8.4, 8.6 CTE Pathway: A1.1
II.	INDUSTRY OVERVIEW AND OUTLOOK	CR	Lab/ CC	Standards
	<ul style="list-style-type: none"> • Understand the role of planning in decision-making and responding to client expectations • Discuss job responsibilities in a company and identify the chain of command using an organizational chart • Distinguish between different management styles and identify the role of management • Understand the cost of employee absenteeism and its impact on an organization's finances and salaries • Understand the impact of errors and misuse of resources on an organization's financial status • Identify the role of labor unions and/or professional organizations • Discuss the importance of maintaining a professional image to enhance community perception of the company/ industry • Understand how individual actions can affect the larger community • Identify the impact of the industry on the environment and public safety • Identify the use of green technology within the industry sector • Identify industry practices that demonstrate a commitment to sustainability • Demonstrate an awareness of industry standards and career opportunities • List personal qualifications • Identify career entry opportunities • Examine advanced training opportunities • Understand career paths and strategies for obtaining employment 	4	0	Academic: RSIT: 11-12.3, 11-12.7 CTE Anchor: Demonstration and Application: 11.1, 11.3, 11.4 CTE Pathway: A5.4, A5.6, A5.7
III.	WORKPLACE SAFETY	CR	Lab/ CC	Standards
	<ul style="list-style-type: none"> • Understand occupational safety issues and observe all safety rules • Identify fire and disaster procedures • Identify hazards in the workplace that cause accidents • Respond to emergency situations 	2	0	Academic: LS: 11-12.1 RSIT: 11-12.4 CTE Anchor: Health and Safety: 6.2, 6.5, 6.6, 6.7 CTE Pathway: A1.1
IV.	PRINCIPLES/ELEMENTS OF DESIGN	CR	Lab/ CC	Standards

	<ul style="list-style-type: none"> • Demonstrate an understanding of the principles of design: balance, movement, repetition, emphasis, contrast, and unity • Demonstrate an understanding of basic design elements: space, line, shape, form, color, value, and texture • Identify examples of traditional/classic design • Develop contemporary design examples in print and online 	10	0	Academic: LS: 11-12.6 RSL: 11-12.2, 11-12.4 RSIT: 11-12.7 CTE Anchor: Communications: 2.5 Technology: 4.3 Problem Solving and Critical Thinking: 5.4 CTE Pathway: A1.2, A1.3, A1.7, A2.6, A2.9
V.	DRAWING, SKETCHING, 2-DIMENSIONAL DESIGN	CR	Lab/CC	Standards
	<ul style="list-style-type: none"> • Use rapid visualization techniques • Identify signs, symbols, and semiotics • Develop thumbnail sketches and storyboards • Use various typographic styles and their attributes • Design using pattern and illusion 	15	0	Academic: WS: 11-12.10 WHSST: 11-12.5, 11-12.6 CTE Anchor: Communications: 2.3, 2.5 CTE Pathway: A8.2
VI.	PAGE LAYOUT/DESKTOP FUNDAMENTALS	CR	Lab/CC	Standards
	<ul style="list-style-type: none"> • Familiarize self with software tools and procedures • Generate thumbnails to comprehensives for types of publications • Work with text, fonts, and typography • Select, place, and modify graphics • Identify industry requirements for print publishing 	20	0	Academic: RSIT: 11-12.7 CTE Anchor: Demonstration and Application: 11.1 CTE Pathway: A7.4
VII.	GRAPHIC IMAGES	CR	Lab/CC	Standards
	<ul style="list-style-type: none"> • Demonstrate an understanding of software fundamentals to generate imagery • Perform image editing, retouch, and cropping techniques • Demonstrate the use of plug-ins, filters, and effects • Create and use vector images • Demonstrate an understanding of graphic image file formats such as GIFs, PNGs, JPEGs or TIFs • Understand the use of the batch processing command to quickly process large groups of images • Explore image sources: clipart, stock photos, illustrations, scanning, digital photos, and video 	20	0	Academic: LS: 11-12.6 RSIT: 11-12.2 CTE Anchor: Communications: 2.1, 2.5, 2.6 CTE Pathway: A5.4, A7.4
VIII.	PRESENTATION TECHNIQUES AND TOOLS	CR	Lab/CC	Standards
	<ul style="list-style-type: none"> • Develop power point slideshows • Demonstrate the use of templates, format, timings, animations, and transitions • Integrate background or incidental sound to enhance a presentation • Identify video sources and uses • Demonstrate effective oral communication; group and individual • Identify current presentation technology 	20	0	Academic: RLST: 11-12.5 CTE Anchor: Communications: 2.2, 2.5 Technology: 4.1

	<ul style="list-style-type: none"> Identify current presentation technology 			CTE Pathway: A2.2, A7.4, A8.2
IX.	WEB PAGE DESIGN	CR	Lab/CC	Standards
	<ul style="list-style-type: none"> Compare various web editing and optimizing software packages using industry software Demonstrate effective layout and design concepts Use web-safe color palette Develop a web page using audio and video components 	20	0	Academic: WHSST: 11-12.10, 11-12.2, 11-12.6 CTE Anchor: Problem Solving and Critical Thinking: 5.1 Responsibility and Flexibility: 7.8 CTE Pathway: A1.2, A8.4
X.	ANIMATION INTRODUCTION	CR	Lab/CC	Standards
	<ul style="list-style-type: none"> Use industry software for web animation Animate objects by motion and shape tweens Create symbols and instances adding effects to the animation Create buttons for interactivity Use drawing tools to create objects 	20	0	Academic: WS: 11-12.10, 11-12.5 CTE Anchor: Communications: 2.4 Technical Knowledge and Skills: 10.3 CTE Pathway: A1.1, A4.6, A5.5
XI.	MULTIMEDIA DESIGN	CR	Lab/CC	Standards
	<ul style="list-style-type: none"> Display use of basic video recording techniques Record the story of the movie Edit, view and save the story Design a project approved by the instructor Integrate video and sound to enhance product 	20	0	Academic: WS: 11-12.2 WHSST: 11-12.10, 11-12.6 CTE Anchor: Communications: 2.2, 2.3 Responsibility and Flexibility: 7.2, 7.3 CTE Pathway: A8.2, A8.5, A8.3, A8.4
XII.	PORTFOLIO DEVELOPMENT	CR	Lab/CC	Standards
	<ul style="list-style-type: none"> Identify the elements to include in hard copy portfolios Identify the elements to include in an electronic, CD, or DVD portfolio 	5	0	Academic: LS: 11-12.1 WHSST: 11-12.6 CTE Anchor: Career Planning and Management: 3.1 Problem Solving and Critical Thinking: 5.2 Responsibility and Flexibility: 7.5

				Technical Knowledge and Skills: 10.3 CTE Pathway: A2.7, A5.6
XIII.	EMPLOYMENT LITERACY	CR	Lab/CC	Standards
	<ul style="list-style-type: none"> • Identify available positions in the industry through the use of networking or the Internet • Complete an application form correctly • Prepare a written resume • Participate in a simulated employment interview • Prepare a portfolio • Research internship and externship opportunities 	10	0	Academic: WS: 11-12.5, 11-12.6 CTE Anchor: Communications: 2.4 Career Planning and Management: 3.1, 3.4, 3.5 Responsibility and Flexibility: 7.7 Ethics and Legal Responsibilities: 8.1 CTE Pathway: A1.1, A1.5
XIV.	PERSONAL SKILLS RELATED TO EMPLOYMENT	CR	Lab/CC	Standards
	<ul style="list-style-type: none"> • Demonstrate promptness and attend class regularly • Develop and maintain acceptable working relations • Demonstrate the ability to manage time wisely • Demonstrate a positive and cooperative attitude • Demonstrate values of honesty and integrity • Demonstrate respect for others • Dress in a professional manner according to industry standards • Demonstrate appropriate personal hygiene/grooming, and dress • Demonstrate responsibility by exerting a high level of effort and working toward a goal 	3	0	Academic: WHSST: 11-12.1 CTE Anchor: Career Planning and Management: 3.1, 3.4, 3.9 Ethics and Legal Responsibilities: 8.3, 8.4 Leadership and Teamwork: 9.2, 9.3, 9.6, 9.7 CTE Pathway: A4.4
XV.	INTERPERSONAL SKILLS AND GROUP DYNAMICS	CR	Lab/CC	Standards
	<ul style="list-style-type: none"> • Demonstrate the ability to work as a member of a team • Identify proper procedures for handling harassment • Demonstrate leadership skills by working independently, making appropriate decisions, working well with others, and accepting constructive criticism • Demonstrate the ability to accept and work with individuals from various cultures 	3	0	Academic: RLST: 11-12.7 WS: 11-12.4 CTE Anchor: Leadership and Teamwork: 9.5, 9.6, 9.7 CTE Pathway: A1.2, A2.1
XVI.	THINKING AND PROBLEM SOLVING SKILLS	CR	Lab/CC	Standards

	<ul style="list-style-type: none"> • Utilize problem-solving techniques • Understand logical reasoning • Demonstrate creative thinking • Discuss decision-making • Demonstrate the ability to interpret information correctly 	3	0	Academic: RLST: 11-12.9 WS: 11-12.4 CTE Anchor: Problem Solving and Critical Thinking: 5.2, 5.3 CTE Pathway: A4.5
XVII.	COMMUNICATION SKILLS	CR	Lab/CC	Standards
	<ul style="list-style-type: none"> • Demonstrate effective verbal and written skills • Read technical journals and write technical reports using appropriate terminology • Listen attentively, follow directions, and relay directions to others • Demonstrate the ability to research and retrieve information 	3	0	Academic: WS: 11-12.4, 11-12.5, 11-12.6 CTE Anchor: Communications: 2.3, 2.5 Technology: 4.1 CTE Pathway: A7.4, A8.2