

Coastline ROP – Career Technical Education

ADVANCED MEDIA ARTS PORTFOLIO

INDUSTRY SECTOR: Arts, Media and Entertainment Sector
PATHWAY: Design, Visual and Media Arts - Visual/Commercial Art
CALPADS TITLE: Advanced Media Arts (Capstone)
CALPADS CODE: 7221

HOURS:

Total	Classroom	Laboratory/CC/CVE
180	79	101

JOB TITLE	O*NET CODE	JOB TITLE	O*NET CODE
Multimedia Artists and Animators	27-1014.00	Graphic Designers	27-1024.00
Photographers	27-4021.00	Desktop Publishers	43-9031.00

COURSE DESCRIPTION:

This capstone course in the Media Arts sequence applies knowledge from Introductory and Intermediate Media Arts in a project-based environment. Course work will focus on creative components of film, video, computer, and live production application in both the educational and work-based setting. Instruction will focus on applying student knowledge of computer and print media, film and video production, digital lighting sound and projection design, in industry environments. Students will create media arts products that demonstrate entry-level workforce skills and comprehensive knowledge of industry practices.

A-G APPROVAL: No
ARTICULATION: None
DUAL ENROLLMENT: None

PREREQUISITES:

Prerequisite
Intro Media Arts and Photography
Intermediate Media Arts and Photography

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 assignments

INDUSTRY CERTIFICATION:

- Adobe Creative Cloud Certifications

RECOMMENDED TEXTS:

- Adobe Creative Cloud software including: Photoshop, Illustrator, and Indesign

PROGRAM OF STUDY

Grade	Fall	Spring	Year	Course Type	Course Name
9, 10, 11, 12				Introductory	Intro Media Arts and Photography
10, 11, 12				Concentrator	Intermediate Media Arts and Photography
11, 12				Capstone	Advanced Media Arts Portfolio

I.	INTRODUCTION AND ORIENTATION	CR	Lab/ CC	Standards
	<ul style="list-style-type: none"> • Course overview & syllabus • Review Intermediate Media Arts' big ideas • Review the steps in the media arts pathway • Preview projects and skills to be covered in Advanced Media Arts <ul style="list-style-type: none"> • Image editing • Fundamentals of the media design process • Media design production processes • Concepts/skills of multimedia design • Portfolio review & design • Class procedures <ul style="list-style-type: none"> • Explain expectations for student achievement • Review classroom protocols • Careers in media arts & photography <ul style="list-style-type: none"> • Revisit career options available in the media arts field • Consider the various learning trips and speakers to be offered throughout class term 	5	0	<p>Academic: LS: 11-12.1, 11-12.2 RSIT: 11-12.1, 11-12.2, 11-12.3, 11-12.4 WS: 11-12.10, 11-12.4, 11-12.5, 11-12.7, 11-12.8</p> <p>CTE Anchor: Career Planning and Management: 3.1, 3.2, 3.3, 3.4, 3.5, 3.6</p> <p>CTE Pathway: A1.1, A1.3, A1.4, A1.2, A3.1, A3.2, A3.3, A3.4</p>
II.	PLANNING A MULTIMEDIA SOLUTION	CR	Lab/ CC	Standards
	<ul style="list-style-type: none"> • Solve a media problem <ul style="list-style-type: none"> • Create an original video, animation, design and/or music piece • Use a sequenced plan such as outline, sketch, layout and/or storyboard during the planning phase • Consider all principles of design during the planning phase • Consider ethical and copyright issues when creating original work and/or permissions for using the work of others • Appreciate the artistic and emotional effect of font choice • Understand and implement visual hierarchy 	10	25	<p>Academic: LS: 11-12.1, 11-12.2, 11-12.3, 11-12.4, 11-12.5, 11-12.6 RSIT: 11-12.1, 11-12.2, 11-12.3, 11-12.4 WS: 11-12.4, 11-12.5, 11-12.7, 11-12.8 ETS: ETS1, ETS1.A, ETS1.B, ETS1.C</p> <p>CTE Anchor: Communications: 2.1, 2.2, 2.3, 2.4, 2.5, 2.6 Technology: 4.3, 4.4, 4.5 Problem Solving and Critical Thinking: 5.1, 5.2, 5.3</p> <p>CTE Pathway: A2.7, A2.4, A2.6, A2.1, A2.2, A3.2, A3.3, A3.4, A3.5, A7.1, A7.3, A7.4</p>
III.	CREATING & COMPILING ASSETS	CR	Lab/ CC	Standards

	<ul style="list-style-type: none"> Utilize various equipment to gather design resources <ul style="list-style-type: none"> Use scanners, cameras, and other input devices to create videos, photos, animations, and sound recordings Understand the importance of resolution in both pre-production, post-production, and publishing Create original sketches, illustrations, and/or writing samples Continue to master image creation/editing software such as Photoshop and Illustrator Follow proper pre-production and production procedures Communicate proficiently to conceive, develop, produce, edit, critique and revise multimedia projects that inform, educate, or entertain Meet accuracy, project, deadline and design skill requirements Recognize proper output formats for publishing including prepress, video and web formats 	15	20	Academic: LS: 11-12.1, 11-12.2, 11-12.3, 11-12.4, 11-12.5 RSIT: 11-12.1, 11-12.2, 11-12.3, 11-12.4 WS: 11-12.10, 11-12.4, 11-12.5, 11-12.7, 11-12.8 CTE Anchor: Communications: 2.1, 2.2, 2.3, 2.4 Problem Solving and Critical Thinking: 5.1, 5.2, 5.4 Technical Knowledge and Skills: 10.1 CTE Pathway: A1.2, A1.3, A1.4, A1.5, A2.6, A2.7, A2.3
IV.	PRODUCTION & DEVELOPMENT	CR	Lab/CC	Standards
	<ul style="list-style-type: none"> Produce an original multimedia project that will inform, educate or entertain while meeting accuracy, project and deadline requirements Follow an originally conceived multimedia plan Use originally developed and edited assets Demonstrate a proficient or advanced skill level of pre-production while using tools of the industry Compose in an industry-standard production software such as InDesign, Premiere, Animate, or Dreamweaver Demonstrate a proficient or advanced skill level of production while using tools of the industry 	15	25	Academic: LS: 11-12.1, 11-12.2, 11-12.3 RSIT: 11-12.1, 11-12.2, 11-12.3, 11-12.4 WS: 11-12.10, 11-12.4, 11-12.5, 11-12.7, 11-12.8 CTE Anchor: Career Planning and Management: 3.2, 3.3, 3.5 Health and Safety: 6.3, 6.4, 6.5, 6.6 Responsibility and Flexibility: 7.2, 7.3, 7.4 CTE Pathway: A2.6, A2.7, A2.1, A2.2, A2.3, A3.2, A3.1, A3.4, A3.5
V.	CRITIQUE, REVISE, EDIT, EXPORT, PUBLISH	CR	Lab/CC	Standards
	<ul style="list-style-type: none"> Revise a multimedia project after self-reflection, peer editing and/or critique Communicate proficiently during/after critique to clarify suggested changes Finalize file for publishing using appropriate software and/or material for the project in print, DVD, or web Take into consideration correct resolution for all formats 	8	24	Academic: LS: 11-12.1, 11-12.2, 11-12.3, 11-12.4, 11-12.5, 11-12.6 RSIT: 11-12.1, 11-12.2, 11-12.3, 11-12.4

				WS: 11-12.10, 11-12.4, 11-12.5, 11-12.7, 11-12.8 CTE Anchor: Communications: 2.1, 2.2, 2.3, 2.4, 2.5, 2.6 Problem Solving and Critical Thinking: 5.1, 5.2, 5.3, 5.4 Leadership and Teamwork: 9.1, 9.2, 9.3, 9.4, 9.5, 9.6, 9.7 CTE Pathway: A2.7, A2.8, A2.9, A2.5, A2.6, A2.2, A2.1, A4.1, A4.2, A4.3, A4.4, A4.5, A4.6, A5.1, A5.2, A5.3, A5.5, A5.6
VI.	PROJECT PORTFOLIO	CR	Lab/ CC	Standards
	<ul style="list-style-type: none"> • Compile an electronic multimedia portfolio of original work <ul style="list-style-type: none"> • Include student projects that exemplify a professional level of work • Display in an organized, artistic, and easy to access format • Include any earned industry certifications such as the Adobe Certified Associate Exam 	4	4	Academic: LS: 11-12.1, 11-12.2, 11-12.3, 11-12.4, 11-12.5, 11-12.6 RSIT: 11-12.1, 11-12.2, 11-12.3, 11-12.4 WS: 11-12.10, 11-12.4, 11-12.5, 11-12.7, 11-12.8 CTE Anchor: Technical Knowledge and Skills: 10.1, 10.2, 10.3, 10.4 Demonstration and Application: 11.1, 11.2, 11.5 CTE Pathway: A2.5, A5.5, A5.6, A7.1, A7.2, A7.3, A8.1, A8.2
VII.	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 job portfolio • Research internship and externship opportunities 	10	3	Academic: LS: 11-12.1, 11-12.2 WS: 11-12.6, 11-12.7 CTE Anchor: Communications: 2.4 Career Planning and Management:

				3.1, 3.2, 3.3, 3.4, 3.5 Responsibility and Flexibility: 7.7 Ethics and Legal Responsibilities: 8.1 CTE Pathway: A1.5, A1.1, A2.5, A5.6
VIII.	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 • Demonstrate responsibility by exerting a high level of effort and working toward a goal 	3	0	Academic: LS: 11-12.1, 11-12.2 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
IX.	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: RSL: 11-12.7 WS: 11-12.4 CTE Anchor: Leadership and Teamwork: 9.5, 9.6, 9.7 CTE Pathway: A1.2, A1.1
X.	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: 5.1, 5.2, 5.3, 5.4 CTE Pathway: A4.5
XI.	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	<p>Academic: LS: 11-12.1, 11-12.2 WS: 11-12.4, 11-12.5, 11-12.6</p> <p>CTE Anchor: Communications: 2.1, 2.2, 2.3, 2.4, 2.5, 2.6 Technology: 4.1</p> <p>CTE Pathway: A7.4, A8.2</p>
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