

# **Web Multimedia**

Key Learning: Identify the different methods digital media creation and distribution, including legal and ethical issues.

**Unit Essential Question: By then end of this unit you will understand that:**

Forms of digital media include images, audio, and video, Copyright laws apply to digital media

Digital media content is available in the Public Domain or through Creative Commons licensing

Concept:

Forms of digital media include images, audio, and video

cc.1.2.11-12.C, cc.1.2.11-12.H, cc.1.2.11-12.F, 15.3.12.C, 15.3.12.E, 15.3.12.S, 15.4.12.A, 15.4.12.B, 15.4.12.C, 15.4.12.D, 15.4.12.K, 5.2.12.A, 5.2.12.F, 5.2.12.G,

Concept:

Copyright laws apply to digital media

cc.1.2.11-12.C, cc.1.2.11-12.H, cc.1.2.11-12.F, 15.3.12.C, 15.3.12.E, 15.3.12.S, 15.4.12.A, 15.4.12.B, 15.4.12.C, 15.4.12.D, 15.4.12.K, 5.2.12.A, 5.2.12.F, 5.2.12.G,

Lesson Essential Questions:

1. How do digital media affect the way our society interacts?
2. How has digital media grown and evolved?
3. Where do we see digital media on a daily basis?

Lesson Essential Questions:

1. How do copyrights protect designers?
2. What are the differences between copyrights and trademarks?
3. How does Fair Use protect students?
4. How does Creative Commons affect the way designers utilize stock pictures?

Vocabulary:

Media, Digital, MP3, Digital footprint, Avatar, Virtual, MMS

Vocabulary:

Copyright, trademark, intellectual property, FCC, derivative work, Fair Use, Creative Commons, Public Domain

Additional Info:

Additional Info:

Key Learning: Gain an understanding of the elements of design in order to develop the most effective digital media..

Unit Essential Question: By then end of this unit you will understand that: composition, or the arrangements of elements of design, can impact the viewers or consumers of digital media.

Concept:

Composition of photographic elements in a digital design

cc.1.2.11-12.C, cc.1.2.11-12.H, cc.1.2.11-12.F, 15.3.12.C, 15.3.12.E, 15.3.12.S, 15.4.12.A, 15.4.12.B, 15.4.12.C, 15.4.12.D, 15.4.12.K, 5.2.12.A, 5.2.12.F, 5.2.12.G,

Concept:

Layout of digital files

cc.1.2.11-12.C, cc.1.2.11-12.H, cc.1.2.11-12.F, 15.3.12.C, 15.3.12.E, 15.3.12.S, 15.4.12.A, 15.4.12.B, 15.4.12.C, 15.4.12.D, 15.4.12.K, 5.2.12.A, 5.2.12.F, 5.2.12.G,

Lesson Essential Questions:

1. What is composition and how is it used in digital media?
2. How does a graphic artist adjust composition?

Lesson Essential Questions:

1. How does layout affect a final digital image?
2. How are different layouts used in digital media?

Vocabulary:

Composition, contrast, collage, render, jpg, png, psd

Vocabulary:

Layout, justification, guidelines, portrait, landscape, DPI, half fold, z-fold, symmetry, balance, focal point

Additional Info:

Additional Info:

Key Learning: Gain an understanding of the impact of color in design.

Unit Essential Question: By the end of this unit you will understand how color in various digital media affects the viewer or consumer

Concept:

What is color theory and how does it affect digital design?

cc.1.2.11-12.C, cc.1.2.11-12.H, cc.1.2.11-12.F, 15.3.12.C, 15.3.12.E, 15.3.12.S, 15.4.12.A, 15.4.12.B, 15.4.12.C, 15.4.12.D, 15.4.12.K, 5 2 12 A 5 2 12 F 5 2 12 G

Concept:

What are web safe colors and what are print safe colors?

cc.1.2.11-12.C, cc.1.2.11-12.H, cc.1.2.11-12.F, 15.3.12.C, 15.3.12.E, 15.3.12.S, 15.4.12.A, 15.4.12.B, 15.4.12.C, 15.4.12.D, 15.4.12.K, 5 2 12 A 5 2 12 F 5 2 12 G

Lesson Essential Questions:

3. How do colors affect people?
4. How are colors differentiated between each other?
5. How are colors created?
6. How do you incorporate color into a digital design?
7. How are colors blended to create a visual project?

Lesson Essential Questions:

3. How are colors utilized in print designs?
4. How are colors utilized in web designs?
5. How do designers match colors for print and web?

Vocabulary:

Primary colors, Secondary Colors, Tertiary Colors, Harmony, matching, blending, spectrum, warm color, cool color, pallet, color scheme, saturation, hue,

Vocabulary:

RGB, CMYK, monochrome, eyedrop, web safe, print safe

Key Learning: Gain an understanding of the impact of typography in design.

Unit Essential Question: By then end of this unit you will understand how typography in various digital media affects the viewer or consumer

Concept:

What is typography and how does it affect digital design?

cc.1.2.11-12.C, cc.1.2.11-12.H, cc.1.2.11-12.F, 15.3.12.C, 15.3.12.E, 15.3.12.S, 15.4.12.A, 15.4.12.B, 15.4.12.C, 15.4.12.D, 15.4.12.K, 5.2.12.A, 5.2.12.F, 5.2.12.G,

Lesson Essential Questions:

8. How does a designer choose a font?
9. What is a serif and how does it affect font?
10. How do designers format fonts in different ways?
11. How does the character menu allow designers to manipulate text in a quick and easy way?
12. How do designers choose fonts that blend well together in the same digital file?

Vocabulary:

Font, serif, sans-serif, bold, italics, accents, style, caps, anti-aliasing, warped text, small caps, superscript, strikethrough, baseline shift, kerning, leading, tracking, font style

Key Learning: Gain an understanding of the basic tools in Photoshop.

Unit Essential Question: By the end of this unit you will understand how the basic toolbar in Photoshop works and what the tools are used for

Concept:

Students will work through the Photoshop toolbar and learn how each tool affects layers in their digital file.

cc.1.2.11-12.C, cc.1.2.11-12.H, cc.1.2.11-12.F, 15.3.12.C, 15.3.12.E, 15.3.12.S, 15.4.12.A, 15.4.12.B, 15.4.12.C, 15.4.12.D, 15.4.12.K, 5.2.12.A, 5.2.12.F, 5.2.12.G,

Lesson Essential Questions:

13. What tools are available on the toolbar?
14. How do I know which tool on the toolbar to use and selected?
15. How do I use the tools on the toolbar in my digital file?

Vocabulary:

Toolbar, keyboard shortcut, Windows Menu, Marque Tool, Move Tool, lasso tool, selection, crop tool, slice tool, eyedrop tool, Red eye tool, patch tool, Brush tool, Clone Stamp Tool, Eraser Tool, Paint Bucket Tool, Gradient Tool, Blur/Smudge tool, Text Tool, Shape Tool, Hand tool, Zoom Tool, Color Switch tool

TOPIC: Advanced Photoshop Techniques

(Unit 6)

Key Learning: Gain an understanding of layers, blend modes, filters, channels, and actions in Photoshop.

Unit Essential Question: By the end of this unit you will understand how advanced techniques give the digital designer more power over his digital files

Concept:

Students will work through advanced features of Photoshop and complete real-world level projects to supplement learning

cc.1.2.11-12.C, cc.1.2.11-12.H, cc.1.2.11-12.F, 15.3.12.C, 15.3.12.E, 15.3.12.S, 15.4.12.A, 15.4.12.B, 15.4.12.C, 15.4.12.D, 15.4.12.K, 5.2.12.A, 5.2.12.F, 5.2.12.G,

Lesson Essential Questions:

16. How do layers make Photoshop projects easier to organize?
17. How do digital artists blend layers together?
18. How are PSD files composed?
19. What is a channel and how does editing a channel affect a digital image?
20. How do actions allow greater efficiency in digital design?

Vocabulary:

Layer menu, layers, layer visibility tool, lock mode, blend mode, dissolve mode, overlay mode, screen mode, luminosity mode, opacity, fill, Channel, Action folder, action set, function key,

TOPIC: Introduction to web design

(Unit 7)

Key Learning: Gain an understanding of the basic functions of an HTML generating WYSIWYG tool

Unit Essential Question: By the end of this unit you will understand how websites are housed on the web – and how websites are accessed by web users

Concept:

Students will work through advanced features of Photoshop and complete real-world level projects to supplement learning

cc.1.2.11-12.C, cc.1.2.11-12.H, cc.1.2.11-12.F, 15.3.12.C, 15.3.12.E, 15.3.12.S, 15.4.12.A, 15.4.12.B, 15.4.12.C, 15.4.12.D, 15.4.12.K, 5.2.12.A, 5.2.12.F, 5.2.12.G,

Lesson Essential Questions:

1. Can you explain how HTML defines the structure of a web page?
2. Can you identify the common structure styles defined by HTML?
3. Can you identify the character styles defined by HTML?
4. Can you explain why web publishers are expected to use CSS for formatting instructions?
5. Can you explain the role of web browsers in parsing HTML tags?
6. Can you describe the standard manner in which most HTML tags are rendered?
7. Can you list the most important rules of web page design?
8. Can you describe the use of HTML as a markup language?

Vocabulary:

Save for Web, HTML, FTP, Site Manager, Local Site Folder, Server, Spry, Template, File Manager, Character Style, CSS, Header, blink, form field, form, table, pixel,



Key Learning: Gain an understanding of template design, spry assets, and file management.

Unit Essential Question: By the end of this unit you will understand advanced dreamweaver techniques including form generation, spry assets, and downloadable file management.

Students will work through advanced features of Dreamweaver and complete real-world level projects to supplement learning

cc.1.2.11-12.C, cc.1.2.11-12.H, cc.1.2.11-12.F, 15.3.12.C, 15.3.12.E, 15.3.12.S, 15.4.12.A, 15.4.12.B, 15.4.12.C, 15.4.12.D, 15.4.12.K, 5.2.12.A, 5.2.12.F, 5.2.12.G,

Lesson Essential Questions:

1. Can you describe the general make up of HTML tags?
2. Can you describe the purpose of the DOCTYPE tag?
3. Can you describe the rules for naming files?
4. Can you explain the advantage of having all whitespace ignored when coding web pages?
5. Can you explain CSS's ability to be used at varying levels of specificity – inline, embedded, and external?
6. Can you explain the use of classes and identifiers in CSS?
7. Can you explain the purpose of attributes in HTML tags?
8. Can you describe the evolution of HTML standards?
9. Can you describe the relationship between HTML and XHTML?
10. Can you explain how HTML forms interact with server-side scripts to provide interactivity?
11. Can you create simple forms to help understand the basic process?
12. Can you list all the types of form controls you can use to create radio buttons, check boxes, and other aspects of a form?
13. Can you utilize more advanced form controls to more fully utilize the power of forms?
14. How do users find my website?
15. Can you create meta-tags that accurately describe your websites?

Vocabulary:

DOCTYPE, White Space, Inline, Embed, class tag, id tag, XHTML, radio button, Spry Form, PHP, SEO, Search terms, spider, Sub-Domain, Meta Tag, Meta robot, link popularity, exit page, White Hat, title, redirect, mouse over, rollover, mouse out, Out-bound Link, hits,

