

Coastline ROP – Career Technical Education

INTRODUCTION TO MEDIA ARTS & PHOTOGRAPHY

INDUSTRY SECTOR: Arts, Media and Entertainment Sector
PATHWAY: Design, Visual and Media Arts - Visual/Commercial Art
CALPADS TITLE: Introduction to Media Arts
CALPADS CODE: 7219

HOURS:

Total	Classroom	Laboratory/CC/CVE
180	80	100

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 course will combine competencies in film, video, computer, and live production, as well as foundational knowledge in design to introduce students to a variety of jobs in the multimedia/communications/game design workforce. Instruction will focus on the interaction between media sources in live, recorded, and web-based productions. Students will develop skills in computer design, film and video production, lighting, sound, and projection design, and print media design. Students will also explore career options within this rapidly expanding industry sector.

A-G APPROVAL: No

ARTICULATION: None

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 assignments

INDUSTRY CERTIFICATION:

- None

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	Introduction to Media Arts & Photography
10, 11, 12				Concentrator	Intermediate Media Arts & Photography
11, 12				Concentrator	Advanced Media Arts Portfolio

I.	INTRODUCTION AND ORIENTATION	CR	Lab/ CC	Standards
	<ul style="list-style-type: none"> • Course Overview & Syllabus <ul style="list-style-type: none"> • Explore the steps in the media arts pathway • Preview projects and skill introduced throughout the class term • 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"> • Explore the multiple career options available in the media arts field • Discover what learning trips and speakers will be offered throughout class term 	5	1	Academic: LS: 11-12.1, 11-12.2, 11-12.3, 11-12.5, 11-12.6 RSIT: 11-12.1, 11-12.2, 11-12.3, 11-12.4, 11-12.5, 11-12.6, 11-12.7 WS: 11-12.4, 11-12.5 G-MG: 3 CTE Anchor: Career Planning and Management: 3.1, 3.3 CTE Pathway: A1.7, A1.6, A3.1
II.	ELEMENTS & PRINCIPLES OF ART/DESIGN	CR	Lab/ CC	Standards
	<ul style="list-style-type: none"> • Master the Classical Elements of Art <ul style="list-style-type: none"> • Express the qualities and similarities of line, shape, and form in art • Understand value as a function of the form • Recognize space in atmospheric perspective, overlapping, and positive and negative space • Practice judicious use of color <ul style="list-style-type: none"> • Use warm or cool colors to convey mood • Exhibit the use of a monochromatic color scheme • Use color for emphasis in editing • Understand texture and the sense of texture in two-dimensional space • Synthesize concepts of texture that are rough and smooth • Implement the elements of art in media <ul style="list-style-type: none"> • Consider light and sound to clarify a message • Employ timing and framing to emphasis message • Construct a clear narrative and point of view • Edit and revise before finalizing • Recognize the classical principles of design <ul style="list-style-type: none"> • Compose considering balance, rhythm, and pattern • Revise to emphasis and demonstrate contrast • Check for unity and movement within the work • Explore the principles of design in media <ul style="list-style-type: none"> • Detect the concepts of duration, hybridization, interactivity, and point of view to be covered in the advanced course 	10	18	Academic: LS: 11-12.1, 11-12.2, 11-12.3, 11-12.5, 11-12.6 RSIT: 11-12.1, 11-12.2, 11-12.3, 11-12.4, 11-12.5, 11-12.7 WS: 11-12.4, 11-12.5 G-MG: 1, 3 CTE Anchor: Communications: 2.1, 2.2, 2.3, 2.4, 2.6 CTE Pathway: A1.2, A1.3, A2.1, A2.6
III.	DESIGN PROCESS	CR	Lab/ CC	Standards
	<ul style="list-style-type: none"> • Identify the five-steps of the design process <ul style="list-style-type: none"> • Define the problem • Research the problem • Generate Ideas • Design and Implement • Test, evaluate, and modify • Understand the importance of the design process in finding solutions to visual problems • Utilize the five-step design process in creating student work 	10	20	Academic: LS: 11-12.1, 11-12.2, 11-12.3, 11-12.5, 11-12.6 RSIT: 11-12.1, 11-12.2, 11-12.3, 11-12.5, 11-12.6, 11-12.7 WS: 11-12.4, 11-12.5, 11-12.6,

				11-12.7 WHSST: 11-12.5 G-MG: 1, 3 ETS: ETS1 CTE Anchor: Communications: 2.5 Technology: 4.1, 4.2, 4.3, 4.4, 4.5, 4.6 Problem Solving and Critical Thinking: 5.1 CTE Pathway: A1.6, A1.7, A1.2, A1.1, A1.8, A1.9, A1.4, A1.5, A1.3, A2.1, A2.2, A2.3, A2.6, A2.4, A2.5, A2.9, A2.7, A2.8, A4.3
IV.	COMPUTER DESIGN	CR	Lab/ CC	Standards
	<ul style="list-style-type: none"> • Explore and create projects that demonstrate an understanding of the use of the computer in media arts • Utilize one, or more, of the following computer-based programs to complete student projects. <ul style="list-style-type: none"> • Adobe Photoshop • Adobe Illustrator • Adobe Premiere • Adobe InDesign • Adobe Animate • Demonstrate the ability to effectively use the major tools and commands of Adobe Photoshop <ul style="list-style-type: none"> • Choose the right tools and settings within Photoshop to create imagery and files for graphic design, web design, and photography • Demonstrate the ability to apply the concepts of digital imaging such as resolution and digital color and be able to manipulate them effectively • Apply the skills of photo retouching, manipulation, and composition to achieve the desired results 	15	18	Academic: LS: 11-12.1, 11-12.2, 11-12.3, 11-12.5, 11-12.6 RSIT: 11-12.1, 11-12.2, 11-12.3, 11-12.4, 11-12.5, 11-12.6, 11-12.7 WS: 11-12.4, 11-12.5, 11-12.6, 11-12.7 G-MG: 1, 3 CTE Anchor: Communications: 2.4, 2.5 Technology: 4.1, 4.2, 4.3, 4.5 Problem Solving and Critical Thinking: 5.1, 5.2, 5.3, 5.4 CTE Pathway: A1.5, A1.1, A1.3, A2.6, A2.7, A2.1, A2.8, A2.9, A4.1, A4.2, A4.4, A5.2, A5.3, A5.4, A5.5
V.	PHOTOGRAPHY	CR	Lab/ CC	Standards
	<ul style="list-style-type: none"> • Apply core photographic concepts when creating digital images including those of composition • Practice photo editing techniques • Recall an introductory history of photography • List the professional practices in the field of photography • Complete projects that demonstrate each of the following: <ul style="list-style-type: none"> • DSLR camera skills 	10	23	Academic: LS: 11-12.1, 11-12.2, 11-12.3, 11-12.6 RSIT: 11-12.3, 11-12.4, 11-12.6, 11-12.7

	<ul style="list-style-type: none"> • Academic vocabulary used in photography • Editing techniques • Lightroom and proper workflow practices 			WS: 11-12.6, 11-12.7 S-ID: 1, 3 CTE Anchor: Career Planning and Management: 3.1, 3.2 Technology: 4.1, 4.2 Problem Solving and Critical Thinking: 5.1, 5.2 Technical Knowledge and Skills: 10.1 CTE Pathway: A2.3, A2.1, A2.2, A5.6, A7.1, A8.1, A8.2, A8.3
VI.	FILM AND VIDEO	CR	Lab/ CC	Standards
	<ul style="list-style-type: none"> • Understand the fundamentals of camera setup and operation • Identify and implement a variety of camera shots, perspectives, movements, and angles • Practice lighting and sound requirements for professional video production • Understand basic storytelling techniques in film production • Produce several projects requiring editing and post-production 	8	20	Academic: LS: 11-12.1, 11-12.2, 11-12.6 RSL: 11-12.1, 11-12.6 WS: 11-12.6, 11-12.7 S-ID: 1, 3 CTE Anchor: Technology: 4.1, 4.2, 4.3 Problem Solving and Critical Thinking: 5.1, 5.2, 5.3 Technical Knowledge and Skills: 10.1 CTE Pathway: A2.7, A2.2, A2.3, A2.5, A2.6, A2.1, A7.1, A7.2, A7.3, A8.1, A8.3, 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 portfolio • Research internship and externship opportunities 	10	0	Academic: LS: 11-12.5, 11-12.6 WHSST: 11-12.6, 11-12.7 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: A1.5, A1.1
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: A1.1, A1.2
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: 5.2, 5.3 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	Academic: LS: 11-12.1, 11-12.2 WS: 11-12.4, 11-12.5, 11-12.6 CTE Anchor: Communications: 2.3, 2.5 Technology: 4.1

