

Coastline ROP – Career Technical Education

INTERMEDIATE MEDIA ARTS & PHOTOGRAPHY

INDUSTRY SECTOR: Arts, Media and Entertainment Sector
PATHWAY: Design, Visual and Media Arts - Visual/Commercial Art
CALPADS TITLE: Intermediate Media Arts (Concentrator)
CALPADS CODE: 7220

HOURS:

Total	Classroom	Laboratory/CC/CVE
180	77	103

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 builds on competencies in film, video, computer, and live production design, as well as foundational knowledge in design. Coursework will focus on particular careers in the multimedia/communications /game design workforce. Instruction will focus on the interaction between media sources in live, recorded, and web-based productions. Coursework will deepen specific skills in computer design, film and video production, lighting, sound, and projection design, and print media design in preparation for a content-specific capstone course.

A-G APPROVAL: No

ARTICULATION: None

DUAL ENROLLMENT: None

PREREQUISITES:

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

I.	INTRODUCTION AND ORIENTATION	CR	Lab/ CC	Standards
	<ul style="list-style-type: none"> • Course overview and syllabus • Review Introduction to Media Arts' big ideas • Review the steps in the media arts pathway • Preview projects and skills to be covered in Intermediate Media Arts <ul style="list-style-type: none"> • Elements & principles of art and design • The design processes • Computer software: Ps, Ai, etc. • Photography concepts/skills • Film /video concepts/skills • Portfolio review • 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, 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, 11-12.5 WHSST: 11-12.4, 11-12.5</p> <p>CTE Anchor: Communications: 2.1, 2.2, 2.3 Career Planning and Management: 3.1, 3.2, 3.3</p> <p>CTE Pathway: A1.1, A1.2, A1.4, A1.5, A2.1, A2.2, A2.3, A2.4, A5.1, A5.2, A5.3, A5.4</p>
II.	IMAGE EDITING	CR	Lab/ CC	Standards
	<ul style="list-style-type: none"> • Navigate industry-standard software <ul style="list-style-type: none"> • Understand the editing tool functions • Modify, retouch and enhance still images • Use layers to create collages, montages, and other original artwork • Apply software photo effects • Complete comprehensive layouts 	10	25	<p>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: 11-12.4, 11-12.5, 11-12.7, 11-12.8 S-ID: 1</p> <p>CTE Anchor: Technology: 4.1, 4.2, 4.3, 4.4 Problem Solving and Critical Thinking: 5.1, 5.2, 5.3 Technical Knowledge and Skills: 10.1</p> <p>CTE Pathway: A1.6, A1.7, A1.4, A1.5, A1.2, A1.1, A8.1, A8.2, A8.4, A8.6, A8.7</p>
III.	FUNDAMENTAL MEDIA DESIGN PROCESS	CR	Lab/ CC	Standards

	<ul style="list-style-type: none"> • Understand the basics of graphic design <ul style="list-style-type: none"> • Study each of the elements and principles of graphic design • Understand the effects of the elements/principles when used in producing the desired message • Identify the effectiveness of elements/principles as seen in professional publications • Practice the elements/principles when creating page layouts • Reproduce collages and montages using elements/principles design concepts • Produce sketches, rough and comprehensive layouts for print while considering design principles • Evaluate graphic arts copies, designs, and layouts for adherence to specifications 	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: 11-12.4, 11-12.5, 11-12.7, 11-12.8 S-ID: 1 CTE Anchor: Career Planning and Management: 3.1, 3.2, 3.3, 3.4, 3.5 Problem Solving and Critical Thinking: 5.1, 5.2, 5.3, 5.4 Demonstration and Application: 11.2 CTE Pathway: A1.1, A1.2, A1.3, A1.7, A1.5, A1.4, A1.6, A3.1, A3.2, A3.3, A3.4, A7.1, A7.2, A7.3, A7.4, A7.5
IV.	MEDIA DESIGN PRODUCTION	CR	Lab/CC	Standards
	<ul style="list-style-type: none"> • Produce a digital media project <ul style="list-style-type: none"> • Identify client purpose and audience need • Plan an original design solution <ul style="list-style-type: none"> • Produce sketches, rough layouts, and comprehensive layouts for printed documents while using design principles to guide the process • Evaluate the design layout for proper grammar punctuation, and adherence to specifications • Produce an original design solution using industry software <ul style="list-style-type: none"> • Meet deadline • Assure accuracy • Reach quality standards 	10	25	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 ETS: ETS1.A, ETS1.B, ETS1.C CTE Anchor: Communications: 2.1, 2.2, 2.3, 2.4, 2.5, 2.6 Career Planning and Management: 3.1, 3.2, 3.3, 3.4, 3.5, 3.6 Health and Safety: 6.2, 6.3, 6.4, 6.5, 6.6 Demonstration and Application: 11.2, 11.3 CTE Pathway:

A3.5, A3.3, A3.2,
A3.4, A3.6, A3.1,
A5.2, A5.3, A5.1,
A5.4, A5.5, A7.1,
A7.2, A7.3

V.	MULTIMEDIA DESIGN	CR	Lab/ CC	Standards
	<ul style="list-style-type: none"> • Explore multimedia industry-standard software <ul style="list-style-type: none"> • Develop the technical skills to add sound and animation to enhance the overall effect of the final design project • Learn storyboarding and layout <ul style="list-style-type: none"> • Practice the basic concepts of storyboarding to produce clear and understandable messages • Produce a complete storyboard message as part of the multimedia design process • Design multisensory aesthetic experiences using sound and movement for a target audience <ul style="list-style-type: none"> • Plan, design, and produce a multimedia project while meeting a deadline • Complete the multimedia project according to outlined specifications 	10	25	<p>Academic: LS: 11-12.1, 11-12.2 RSIT: 11-12.1, 11-12.2, 11-12.3, 11-12.4 WS: 11-12.1, 11-12.2, 11-12.4, 11-12.5 ETS: ETS1.B, ETS1.C, ETS1.A, ETS1 US: 11.11, 11.5 WH: 10.11</p> <p>CTE Anchor: Career Planning and Management: 3.1, 3.2, 3.3, 3.4 Problem Solving and Critical Thinking: 5.1, 5.2, 5.3 Demonstration and Application: 11.2, 11.3</p> <p>CTE Pathway: A1.6, A1.5, A1.3, A1.4, A1.1, A1.2, A3.1, A3.2, A3.3, A3.4, A3.5, A3.6, A7.3, A7.5, A7.4, A7.1, A7.2</p>
VI.	PROJECT PORTFOLIO	CR	Lab/ CC	Standards
	<ul style="list-style-type: none"> • Compile a web-based portfolio • 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 	5	8	<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</p> <p>CTE Anchor: Career Planning and Management: 3.4 Leadership and Teamwork: 9.1, 9.2, 9.3 Demonstration and Application: 11.1, 11.5</p>

				CTE Pathway: A1.5, A1.6, A1.2, A1.1, A1.4, A1.3, A5.5, A5.6
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: 11-12.1, 11-12.2 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
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: LS: 11-12.1, 11-12.2 CTE Anchor: Leadership and Teamwork: 9.5, 9.6, 9.7 CTE Pathway: A1.2, A2.1
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: LS: 11-12.1, 11-12.2 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: WS: 11-12.4, 11-12.5, 11-12.6 CTE Anchor: Communications: 2.3, 2.5 CTE Pathway: A7.4, A8.2