BIBB COUNTY CAREER ACADEMY – Course Syllabus

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COURSE: DIGITAL MEDIA DESIGN

COURSE DESCRIPTION

Digital Media Design provides a creative, hands-on environment in which students collaborate to produce a variety of digital media projects. Students use various hardware, peripherals, software, and web-based tools to learn skills involving graphic design, digital photography, web design, and digital video production. Additionally, the standards are designed for students to engage in critical thinking skills and practice appropriate behavior in the use of technology. Emphasis is placed on exploring and demonstrating business-related skills such as teamwork, interpersonal skills, and ethics while completing their projects.

The prerequisites for this course are Career Preparedness or Business Software Applications I.

PROGRAM GOAL OF THE BUSINESS MANAGEMENT AND ADMINISTRATION DEPARTMENT

The goal of the Business Management and Administration Department is to prepare students to be competent in the Business Information Technology area by functioning in a technological society. Students who complete sequenced courses will be able to obtain entry-level positions in areas of business such as administrative support, human resources, operations, management, business information, office technology, and more.

COURSE FEE

$25.00

SUPPLIES

Required:

- Paper
- Pens/Pencils (Blue/Black Ink)

Optional Needed:

- Flash Drive
- Facial tissue (Kleenex)
- Paper Towels

RESOURCES

- Google including Classroom
- Certiport
- Gmetrix
- Microsoft Office 2019/365

STUDENT EVALUATION

The use of various procedures ensures that students of all abilities can be successful. Any student who is having difficulty should notify the instructor immediately. Students and parents may access PowerSchool to see students grades at any time.

Evaluation Criteria	Method of Evaluation	% of Grade
Assessments/ Daily Activities	Weekly assignments including notes, classwork, Tests, projects, etc.	40%
Workplace/ Employability Skills	Work ethic in the classroom, clocking in for class, bell ringers, etc.	40%

The grading system above calculates to be 80% of the student's grade. The Final Exam is weighted to be the remaining 20% of the student's grade.

GRADING SCALE

A = 90-100
B = 80-89
C = 70-79
D = 60-69
F = 59 or below

ATTENDANCE

The attendance policy is outlined in the Bibb County Schools Student Policies Handbook.

Students with excused absences must contact the instructor for any missed work. Make-up work for excused absences must be completed and returned within 3 days of the student's return to class.

Be Here! On Time, All Day, Every Day ATTENDANCE COUNTS

MICROSOFT OFFICE SPECIALIST CERTIFICATIONS

Microsoft Certified Associate | Microsoft Certified Expert

Students will have the opportunity to receive multiple certifications in the Microsoft Office Specialist program. Two certifications will qualify for an Industry credential. Certifications offered include:

Microsoft Office Specialist (Word) | Microsoft Office Specialist (PowerPoint) | Microsoft Office Specialist (Excel) | Microsoft Office Specialist (Outlook)

CAREER TECHNICAL STUDENT ORGANIZATION (CTSO)

Career and technical student organizations (CTSO) are integral, co-curricular components of each career and technical education course. These organizations serve as a means to enhance classroom instruction while helping students develop leadership abilities, expand workplace readiness skills, and broaden opportunities for personal and professional growth.

DECA

MISSION STATEMENT

DECA prepares emerging leaders and entrepreneurs in marketing, finance, hospitality and management in high schools and colleges around the globe.

DIGITAL MEDIA DESIGN

COURSE OF STUDY CONTENT STANDARDS

HARDWARE AND SOFTWARE

1. Compare and contrast types of multimedia design, including desktop publishing, graphic design, web page design, digital photography, animation, and digital video.
   a. Describe components of digital design, including text, images, animation, audio, and video.
   b. Explain how creativity and technical skills can be utilized to create multimedia projects.
2. Use a variety of hardware to digitize information in various formats, including digital camera, video camera, scanner, and mobile devices.
3. Utilize a variety of software and equipment to create, modify, and enhance multimedia projects.
4. Perform basic computer functions as they apply to the multimedia design industry.
   a. Explain how the file storage capacity of media storage devices is affected by the resolution of photographs and other factors.
   b. Utilize file system folders, online file management services, and naming conventions to organize and back up files.

DIGITAL PHOTOGRAPHY

5. Demonstrate appropriate use of digital photography equipment and techniques.
   a. Utilize various photo composition techniques.
   b. Transfer still shot images from equipment to the computer.
6. Utilize photo editing software to edit and enhance digital photographs.

GRAPHIC DESIGN

7. Demonstrate design techniques using graphic design software.
8. Apply the design process to digital media.
   a. Demonstrate the process of planning a digital document.
   b. Utilize the elements of design (line, shape, form, texture, pattern, color, value, and space) when creating digital media products.
   c. Demonstrate the principles of design (contrast, repetition, balance, movement, emphasis, harmony, proportion, and unity) when creating digital media projects.
   d. Demonstrate the effective use of color in digital media.
9. Identify and apply the principles of typography.
   a. Describe typeface classifications and their uses, including serif, sans-serif, script, and decorative.
   b. Identify the anatomy of typography including serif, ascender, descender, x height, counter, baseline, and cap height.
   c. Identify and apply typography elements including typeface, style, contrast, color, font size, leading, kerning, tracking, alignment, and white space.
10. Use precision software tools to manipulate images.
11. Apply integration principles to import scanned, digitized graphics and text, tables, charts, and pictures into a publication.

VIDEO PRODUCTION

12. Demonstrate the process of pre-production when creating videos.
   a. Utilize basic storytelling principles.
   b. Create a storyboard.
   c. Organize and plan a production including shot list, shoot schedule, and crew and cast responsibilities.
13. Identify and demonstrate effective use of a variety of shots, movements, and angles.
14. Apply proper transitions, edits, titles, effects, and media to create videos for various purposes.

WEB DESIGN

15. Compare and contrast elements and purposes of websites, web pages, and web browsers.
16. Develop interactive web pages and sites using a variety of component formats, including HTML, HTML editors, and web authoring programs.
17. Determine and apply the appropriate format for digital files for different needs.
18. Manipulate digital image file sizing.

ETHICS/COPYRIGHT

19. Summarize laws governing copyright, intellectual property, and software licensing as they relate to multimedia design.
   a. Describe the process of obtaining permission to use copyrighted materials.

FOUNDATIONAL STANDARDS

Foundational standards, shown below, are an important part of every course. Through these standards, students learn and apply safety concepts, explore career opportunities and requirements, practice the skills needed to succeed in the workplace, develop leadership qualities and take advantage of the opportunities afforded by Career and Technical Student Organizations (CTSOs), and learn and practice essential digital literacy skills. The foundational standards are to incorporated throughout the course.

1. Incorporate safety procedures in handling, operating, and maintaining tools and machinery; handling materials; utilizing personal protective equipment; maintaining a safe work area; and handling hazardous materials and forces.
2. Demonstrate effective workplace and employability skills, including communication, awareness of diversity, positive work ethic, problem-solving, time management, and teamwork.
3. Explore the range of careers available in the field and investigate their educational requirements, and demonstrate job-seeking skills including resume-writing and interviewing.

4. Advocate and practice safe, legal, responsible, and ethical use of information and technology tools specific to the industry pathway.
5. Participate in a Career and Technical Student Organization (CTSO) to increase knowledge and skills and to enhance leadership and teamwork.
6. Discuss and demonstrate ways to value diversity.

EMBEDDED NUMERACY & LITERACY ANCHOR ASSIGNMENTS

New Cereal Product Creation (worth 200 points)

Students will research popular brands of cereal in the US. An entire product marketing promotional campaign of a new cereal concept will be developed including product logo, slogans, and packaging. Packaging will need correct mathematical measurements for box dimensions, logos, Nutrition Facts, bar codes, etc. Students will stage and photograph cereal to be placed on the packaging. The final product will then be photographed and used in mock advertisements and a commercial suitable for TV promotion. The final products will then be placed in the student portfolio.