



Multimedia II

CURRICULUM

Board Approved: [date]

Course Information

Course Description:

This course will develop four key skill areas of multimedia creation: project management and collaboration; media design; research and communication; and professional video production, using Adobe tools.

Transfer Goals:

- Students will be able to maintain, update, and republish an electronic portfolio with their work throughout the course.
- Students will be able to record videos from various angles, load videos and maintain file management, import videos to the video editing program, find and import audio files, and arrange the video and audio files in the timeline to create a sequence.
- Students will be able to use advanced editing skills such as adding transitions, text and titles, motion graphics, and effects to enhance the video before exporting.
- Students will be able to work collaboratively with teammates during the video production process.

Curriculum Standards: [DESE Multimedia Standards- 2022](#)

Curriculum Resource(s): Adobe Creative Cloud

**priority standards indicated in bold*

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Unit 1: Video Production Basics

Copyright, Digital Portfolio, Storyboards, Careers in Video Editing, Layout of Premiere Pro, etc.

Timeframe: 3 weeks

Unit Description:

Students will maintain an updated digital portfolio of projects, ensuring good file management practices by saving documents correctly, creating folders and subfolders, and backing up their work. They will continue to create storylines using a storyboard template, adding descriptions and images of scenes while planning transitions, text effects, and other elements. Alongside these technical skills, students will explore careers in video editing, develop workplace readiness skills, and practice using various shot types. They will also research intellectual property protection laws and become proficient in identifying components of the Adobe Premiere Pro program, including panels, buttons, project setup, and interface settings.

Enduring Understandings:

- Maintaining an organized file management system and regularly backing up projects can benefit workflow and project outcomes.
- Creating a storyboard allows the creator to define concepts, outline the story, sketch scenes, consider timing, include shot types, add visual effects, explain audio, and add text to have a well-thought-out plan.
- There are several career paths in video editing including film and TV, advertising and marketing, corporate, educational, and freelance editing.
- The skills needed to help maintain a healthy and productive work environment include technical proficiency, attention to detail, communication skills, time management, creativity, and adaptability.
- Understanding and adhering to intellectual property protection laws in video editing is crucial because of legal compliance, respect for creators, protection of your own work, and maintaining professionalism.

Essential Questions:

- How can maintaining an organized file management system and regularly backing up your projects benefit workflow and project outcomes?
- When creating a storyline using a storyboard template, what elements should be included to ensure a comprehensive plan for the video editing project?
- What are some potential career paths in video editing, and what skills and practices are essential for maintaining a healthy and productive workplace environment in these roles?
- Why is it important to understand and adhere to intellectual property protection laws in video editing, and how can this knowledge be applied when creating projects?

Unit 1 Standards

STANDARD CODE	STUDENTS WILL KNOW, BE ABLE TO, AND UNDERSTAND:
FC1	I can develop vocabulary related to multimedia.

**priority standards indicated in bold*

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FC4	I can demonstrate organizational skills to plan multimedia products.
F Comm 4	I can demonstrate the ability to format written communications to include numbers and punctuation.
MF2	I can develop electronic file management management systems.
MF4	I can convert files to various formats.
V2	I can apply basic filming techniques.
V3	I can access, capture and import a variety of file sources.
V4	I can arrange video clips, audio clips, titles and still images on a timeline.
V5	I can manipulate clips.
ET2	I can utilize web-based technologies to publish media.
WRS1	I can compare copyright and patent laws for multimedia between educational and workplace settings.
WRS2	I can demonstrate ethical behavior when designing multimedia applications.
WRS3	I can research various career opportunities within multimedia production and create a presentation to showcase their findings.
*WRS7	I can demonstrate mastery through work samples.
WRS8	I can demonstrate the ability to function as a team member.

**priority standards indicated in bold*

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Unit 2: Action Events

Timeframe: 5 weeks

Unit Description:

Students will learn various video editing skills (split screen effect, rectangle tool, speed change, Lumetri Color - black and white, Lumetri Color - change of color, clip trimming, text, and rectangle borders, title with fill and stroke color, background music, green screen, video effects, and editing motion graphics) to create an action event video project.

Enduring Understandings:

- Using the split screen effect and the rectangle tool can enhance the visual storytelling of action event video projects.
- Lumetri Color is a powerful color correction and grading toolset available in Adobe Premiere Pro.
- Using black and white allows emphasis of drama, evoking nostalgia, and focusing on contrast.
- Using color change can allow selective colorization, enhance vibrancy, and convey emotion.
- Incorporating background music, green-screen effects, and motion graphics can significantly enhance the overall quality and engagement of the action event video project.
- Background music can set the tone, evoke an emotional impact, and improve flow.
- Using a green-screen allows visual flexibility, enhanced realism, and creative freedom.
- Motion graphics add visual enhancement, give clarity to information, and can improve brand identity.

Essential Questions:

- How can using the split screen effect and the rectangle tool enhance the visual storytelling of the action event video project?
- What role does Lumetri Color play in video editing, and how can the black and white and color change features create a specific mood or highlight certain aspects of the action event video project?
- How can incorporating background music, green-screen effects, and motion graphics improve the overall quality and engagement of the action event video project, and what are the key considerations when using these elements?

Unit 2 Standards	
STANDARD CODE	STUDENTS WILL KNOW, BE ABLE TO, AND UNDERSTAND:
Unit 1 Standards	Including standards from Unit 1: ET2, FC1, FC4, MF2, MF4, V2, V3, V4, V5, WRS1, WRS2, WRS7 , WRS8.
FC5	I can apply design principles used in multimedia productions.
MF3	I can upload and download files from various sources.

**priority standards indicated in bold*

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A2	I can import and pull audio from a variety of sources.
A3	I can create original audio.
A4	I can edit audio.
A5	I can apply effects to audio.
V6	I can apply special effects, transitions, key frame/motion settings, animations, filters and text.
V7	I can synchronize audio with video.
V8	I can apply advanced editing techniques.
WRS6	I can use help tools.

**priority standards indicated in bold*

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Unit 3: News Stories

Timeframe: 3 weeks

Unit Description:

Students will learn various editing skills (title screen, add logo as an overlay, record news reports, use props, record B-Roll, voice narration, various camera angles/shots, cutaway shots, chroma key, transitions, effects, background music) to create a news story.

Enduring Understandings:

- Effectively using various camera angles and shots can greatly enhance the storytelling and visual appeal of a news story project.
- Using chroma key, adding transitions, and incorporating effects are key steps in creating a professional and polished news story project.
- Incorporating chroma key, transitions, and effects into a news story project, will make the final product more professional and polished.
- Using various formatting techniques to elevate the visual quality, improve the flow and pacing, and add visual interest to your news story, results in a more engaging and impactful viewing experience.

Essential Questions:

- How can you effectively use various camera angles and shots, including cutaway shots, to enhance the storytelling and visual appeal of your news story project?
- How can using chroma key and adding transitions and effects in your news story project contribute to a more professional and polished final product?

Unit 3 Standards

STANDARD CODE	STUDENTS WILL KNOW, BE ABLE TO, AND UNDERSTAND:
Unit 1 Standards	<ul style="list-style-type: none"> • Including standards from Unit 1: ET2, FC1, FC4, MF2, MF4, V3, V4, V5, WRS2, WRS7, WRS8.
Unit 2 Standards	<ul style="list-style-type: none"> • Including standards from Unit 2: A2, A3, A4, A5, FC5, MF3, V6, V7, V8, WRS6.
MI7	<ul style="list-style-type: none"> • I can create original artwork using illustrative software.

**priority standards indicated in bold*

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Unit 4: Public Service Announcements / Commercials

Timeframe: 2 weeks

Unit Description:

Students will learn various editing skills (add titles/text, record B-roll, motion graphics, voice narration, portrait shot, candid shot, landscape shot, action shot, still images, transitions, effects, background music, and sound effects) to create a public service announcement or commercial.

Enduring Understandings:

- Effectively using different shot types can help convey the message more effectively.
- Portrait shots can convey emotions and establish an emotional connection.
- Candid shots portray authenticity and real-life scenarios.
- Landscape shots establish context and visual appeal.
- Action shots help highlight activities and capture dynamic energy.
- Incorporating motion graphics, transitions, and sound effects can greatly enhance the impact by adding visual interest.

Essential Questions:

- How can different shot types, such as portrait, candid, landscape, and action be used effectively to convey the message of a public service announcement or commercial?
- How does incorporating motion graphics, transitions, and sound effects into a public service announcement or commercial enhance the overall impact of the video?

Unit 4 Standards

STANDARD CODE	STUDENTS WILL KNOW, BE ABLE TO, AND UNDERSTAND:
Unit 1 Standards	Including standards from Unit 1: ET2, FC1, FC4, MF2, MF4, V3, V4, V5, WRS2, WRS7 , WRS8.
Unit 2 Standards	Including standards from Unit 2: A2, A3, A4, A5, FC5 , MF3 , V6 , V7, V8 , WRS6.

**priority standards indicated in bold*

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Unit 5: Film Trailer

Timeframe: 3 weeks

Unit Description:

Students will learn various editing skills (add titles/text, record major scenes, use props, transitions, effects, and background music) to create a film trailer.

Enduring Understandings:

- The use of titles, text, and transitions can significantly enhance the storytelling and visual appeal of a film trailer.
- Recording major scenes, using props, and incorporating background music and effects are crucial elements in creating a compelling film trailer.

Essential Questions:

- How can the use of titles, text, and transitions enhance the storytelling and visual appeal of a film trailer?
- What are the crucial elements when creating a compelling film trailer?
- How can background music and effects further enhance the viewer's experience?

Unit 5 Standards

STANDARD CODE	STUDENTS WILL KNOW, BE ABLE TO, AND UNDERSTAND:
Unit 1 Standards	Including standards from Unit 1: ET2, FC1, FC4, MF2, MF4, V3, V4, V5, WRS2, WRS7 , WRS8.
Unit 2 Standards	Including standards from Unit 2: A2, A3, A4, A5, FC5 , MF3 , V6 , V7, V8 , WRS6.

**priority standards indicated in bold*

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