

Course Title: Multimedia Design III

Department: Visual and Performing Arts

Course Number: 7752

Grade Level/s: 10-12

Length of Course: Year

Prerequisite/s: Successful completion of Multimedia Design II

UC/CSU (A-G) Req: G (Pending)

Brief Course Description: This course will include instruction based on the Visual Performing Arts and Career Technical Education Arts, Media and Entertainment Standards. The course will build upon the skills acquired from Multimedia Design II and students will learn advanced/professional digital image creation methods and investigate industry-related careers. Students will have the opportunity to further develop their skills with industry applications and receive more in-depth training for success in post-secondary education and/or an entry-level position in an industry field. Students will manage small crews and facilitate campus-wide multimedia support for school events.

I. GOALS

The students will:

- A. Understand photographic skills including camera function and aesthetics to create meaningful digital images (VPA 2.0, 2.1, 2.3, 2.4, 2.5, 11.0) (CTE AME A 8.1, 8.2, 8.3, 8.4, 8.5, 8.6, 8.7)
- B. Develop the ability to create projects utilizing multimedia design and authoring software (VPA 2.1, 2.2, 3.2) (CTE AME A 2.1, 2.2, 2.3, 2.4, 2.5, 2.6, 2.7, 2.8, 2.9, 8.1, 8.2, 8.3, 8.4, 8.5, 8.6, 8.7)
- C. Develop technical skills through the use of audio and video recording equipment (VPA 2.1, 2.2, 3.2) (CTE AME A 2.1, 2.2, 2.3, 2.4, 2.5, 2.6, 2.7, 2.8, 2.9, 8.1, 8.2, 8.3, 8.4, 8.5, 8.6, 8.7)
- D. Develop production skills by planning, creating and managing multi-faceted projects including school events (VPA 5.0, 5.1, 5.2, 5.3, 5.4, 10.3) (CTE AME A 8.1, 8.2)
- E. Understand web design principles and constraints (VPA 4.2, 4.3, 4.4, 4.5, 4.6, 10.0) (CTE AME A 1.6, 4.2, 4.3, 4.4, 4.5, 5.1, 5.2, 5.3, 8.6)

- F. Create advanced web graphics (VPA 5.0) (CTE AME A 8.1, 8.2, 8.3, 8.4, 8.5, 8.6, 8.7)
- G. Create advanced animation projects (VPA 5.0) (CTE AME A 8.1, 8.2, 8.3, 8.4, 8.5, 8.6, 8.7)
- H. Incorporate sound to multimedia projects and webpages (VPA 2.0, 2.1, 2.3, 2.4, 2.5, 11.0) (CTE AME A 8.1, 8.2, 8.3, 8.4, 8.5, 8.6, 8.7)
- I. Create and publish podcasts on the web (VPA 2.0, 2.1, 2.3, 2.4, 2.5, 11.0) (CTE AME A 8.1, 8.2, 8.3, 8.4, 8.5, 8.6, 8.7)
- J. Develop the evaluative and analytical skills necessary to make appropriate changes and modifications to a project (VPA 1.3) (CTE AME A 6.1, 6.2, 6.3)
- K. Demonstrate the ability to evaluate, refine and offer insight into the value of a project (VPA 1.3) (CTE AME A 1.3, 1.4, 1.5, 1.6, 1.7, 6.1, 6.2, 6.3)
- L. Develop managerial skills and CALOSHA safety protocol (CTE AME A 2.1, 2.2, 2.3, 2.4, 2.5, 2.6, 3.1, 3.2, 3.3, 3.4, 3.5, 3.6, 3.7, 3.8, 3.9, 4.1, 4.2, 4.3, 4.4, 4.5, 4.6, 5.1, 5.2, 5.3, 5.4, 6.1, 6.2, 6.3, 6.4, 6.5, 6.6, 6.7, 7.1, 7.2, 7.3, 7.4, 7.5, 7.6, 7.7, 7.8, 8.1, 8.2, 8.3, 8.4, 8.5, 8.6, 8.7, 9.1, 9.2, 9.3, 9.4, 9.5, 9.6, 9.7, 10.1, 10.2, 10.3, 10.4, 11.1, 11.2, 11.3, 11.4, 11.5) (CTE AME C 1.1, 1.2, 1.3, 1.4, 2.1, 2.2, 2.3, 3.1, 4.1, 4.2, 4.3, 4.4, 4.5, 5.1, 5.2, 6.1, 6.2, 6.3, 6.4, 6.5, 7.1, 7.2, 7.3, 7.4, 7.5, 7.6)

II. OUTLINE OF CONTENT FOR MAJOR AREAS OF STUDY

Semester 1

- A. Professional Conduct and Application
 - 1. Resume and portfolio creation
 - 2. Schedule multimedia support for events
 - 3. Manage multimedia support for events (plan, coordinate, spec and execute)
 - 4. Test equipment (Industry standard quality check)
 - 5. Troubleshoot faulty equipment
 - 6. Basic repair techniques
 - 7. Strategies to monetize media
 - 8. Support and methodologies for audio, video and multimedia applications
 - 9. Event timeline and script creation
 - 10. CALOSHA Workplace Safety Standards
- B. Digital Photography
 - 1. History of photography, major figures and the transition from traditional film to digital
 - 2. Photo composition rules and design elements

3. Image acquisition resources
 4. Camera basics: SLR, point and shoot and mobile devices
 5. Cropping, resizing, color enhancement and filters
 6. Storing, manipulating and publishing photos
 7. Review professional photography products and careers
 8. Organize and manage photography jobs and projects
- C. Multimedia Presentations
1. Explore a variety of online and offline presentation mediums
 2. Study principles of design
 3. Master the art of presenting through media arts
 4. Organize and implement presentations for jobs and projects
- D. Animation
1. Use basic action script
 2. Incorporate sounds
 3. Work with symbols and interactivity
 4. Build simple to complex animations
 5. Create special effects
 6. Import and modify graphics
 7. Prepare and publish movies

Semester 2

- A. Audio
1. Manipulate and edit audio files
 2. Create, manipulate and edit music
 3. Export audio and music tracks to be used in podcasts, web pages and movies
 4. Organize and manage audio jobs and projects
- B. Podcasting
1. Create and maintain podcasts for the web
 2. Develop broadcasting skills
 3. Organize and manage podcasting jobs and projects
- C. Video
1. Introduction to recording video
 2. Downloading and rendering video
 3. Movie Maker/iMovie
 - a. Edit and produce video
 - b. Slide shows and effects
 - c. Sound
 4. Organize and manage videography jobs and projects
- D. Web Design
1. Create and maintain a digital portfolio

2. Understand the purpose of website platforms
3. Understand HTML code for visual enhancement and embedding
4. Organize and manage web design jobs and projects

II. ACCOUNTABILITY DETERMINANTS

A. Key Assignments

1. Illustration Project – Students will create illustrations for actual or hypothetical clients maintaining the client's vision. The illustrations must look professional with stylization being consistent throughout the pieces. The master product will be the creation of a famous work of art that will look refined and be gallery ready.
2. Magazine Cover - Students will create a magazine or program for actual or hypothetical clients maintaining the client's vision. The magazine/program cover will be influenced by current publications. The product will need to be at the level so it could be found on the shelves of a major magazine rack or at a paid event. Dimensions and resolution must be maintained at a professional level.
3. Managerial Photography – Students will create photographic images for actual or hypothetical clients maintaining the client's vision. Students will apply advanced equipment and photographic skills. Photos will exude advanced properties such as light, focus, saturation and framing. This project will, this will be done in conjunction with level I and II students. Level III students will act in a managerial capacity.
4. Illustrations - Students will create illustrations for actual or hypothetical clients maintaining the client's vision. Students will apply 2-D and 3-D animation principles to create a 30-second animated piece including sound and special effects. This project will, this will be done in conjunction with level I and II students. Level III students will act in a managerial capacity.
5. Website – Students will create a website for actual or hypothetical clients. The website will incorporate buttons, tags, links, sound and animation. This project will, this will be done in conjunction with level I and II students. Level III students will act in a managerial capacity.
6. Sound Tracks – Students will create simple “Stock” or royalty free music for use in audio/video productions. Students will create sound tracks with music themes mixing prerecorded tracks for clarity. The music mix will feature student created midi-tracks and advanced sound manipulation. This project will, this will be done in conjunction with level I and II students. Level III students will act in a managerial capacity.
7. Videography - Students will learn videography involving advanced equipment, storyboards and shot planning. Students will learn live video mixing and shot angles conducive to multi-camera formats. Students will learn professional video importation, creation, editing and publishing. Students will learn to watermark, code and format video for commercial application. Students will create tutorial videos and publish the final product. Students will learn how to monetize their videos through product placement, subscriptions and paid advertising. This

project will, this will be done in conjunction with level I and II students. Level III students will act in a managerial capacity.

8. Podcast - Students will create a podcast including audio and video along with sponsors, on location interviews and multi-camera shots. As part of podcasts, students will learn and apply industry standard special effects or “CGI” Computer Generated Images. This project will, this will be done in conjunction with level I and II students. Level III students will act in a managerial capacity.

B. Assessment Methods

1. Skill mastery and quality of work
2. Individual/ group projects
3. Individual/group presentations
4. Quizzes and tests
5. Performance tasks
6. Classwork/homework
7. Reflective digital portfolio
8. Oral language Personal Communications Skills
9. Final Exam

III. INSTRUCTIONAL MATERIALS AND METHODOLOGIES

A. Required Textbook
None

B. Supplementary Materials

The following software will be utilized:

1. Adobe Creative Suite: Photoshop, Illustrator, After Effects, Animate, Bridge
2. Internet Browsers: Chrome, Explorer, Firefox, Safari
3. Programs: Movie Maker, iMovie, Final Cut Pro, Adobe Premiere and After Effects
4. Programs: Audacity, Garageband and Logic
5. Presentation Software: PowerPoint, Keynote, Prezi and Haiku Deck
6. Freeware

C. Instructional Methodologies

1. Direct instruction
2. Class discussions
3. Cooperative learning
4. Inquiry learning
5. Demonstrations and simulation activities
6. Close reading
7. Collaborative peer review
8. Project-based learning
9. Individual/group projects and presentations
10. Use of technology and instructional resources