

DIGITAL MEDIA TECHNOLOGY
Class times: AM 7:55-10:00 am | PM 11:50 am- 1:55 pm
Dr. Shawn Harrel, Instructor
Course Syllabus

Main Office: 816-986-3410

Attendance: 816-986-3413

Office Hours: 7:25–7:55 a.m. or 2:00–2:50 p.m.

Virtual appointments available upon request

Teacher email and direct phone available in Schoology and PowerSchool

COURSE INFO:

Digital Media Technology

Credits: 3 units (Weighted: 0.666), 1.5 Fall Semester, 1.5 Spring Semester; Grades: 11-12

PREREQUISITE: GPA: 2.5 cumulative or higher; Attendance: 90% or higher; Math: Algebra I, C or higher; Reading/Writing: 10th grade level; a total of two (2) credits in any of the following areas: Fine Arts, Practical Arts related to Arts and Communications Career Pathway (e.g. Intro Video Tech/Broadcasting, News for Print and Online I, Visual Arts, Advanced Video Tech, or comparable courses).

ADDITIONAL REQUIREMENTS: Applicants are required to submit one (1) audio/visual portfolio artifact such as: a video created and/or edited by the applicant (not to exceed 3 minutes), an audio file created, recorded, and/or mixed by the applicant (not to exceed 3 minutes), a digital photograph captured and edited by the applicant, a video recording of the applicant performing (this could be from a school large or small ensemble or solo performance), OR any similar item of the applicant's choice.

Recommended: Computer Applications or Programming; proficiency in keyboarding.

Please see [STA Student Handbook and Other Info](#) for additional information.

COURSE DESCRIPTION: *The Digital Media Technology program at Summit Technology Academy prepares students for college and careers in arts, audio/video technology, and communications. Students will focus on the complete video and audio production workflow from pre-production through post-production. They will work in teams to integrate video, sound, music, and motion graphics in entrepreneurial and client-based projects for their schools and/or communities. Students have the opportunity to gain skills towards an industry-recognized certification in Final Cut Pro or Logic Pro.*

INSTRUCTIONAL PHILOSOPHY: *Digital Media Technology uses a project-based learning approach. Each project has phases that follow a design and development process, from project planning and analysis to evaluation and distribution. Students gain experience through real-world projects that help them understand roles and processes across various careers involving audio and video. To simulate a professional work environment, students gradually migrate their work from an individual process to a group process, focused on personal and client work. The projects contain activities requiring students to plan and focus on their communication and then evaluate and improve it. Specific attention has been paid to developing concepts and principles for effective communication to multiple audiences.*

COURSE LEARNING OBJECTIVES:

- 1.) EFFECTIVELY SET-UP AND OPERATE CAMERAS, LIGHTS, AND OTHER EQUIPMENT FOR PROFESSIONAL-QUALITY PRODUCTIONS.
- 2.) UNDERSTAND AND DEMONSTRATE QUALITY AUDIO FOR LIVE SOUND AND RECORDING.
- 3.) DEMONSTRATE AND EMPLOY VIDEO EDITING TECHNIQUES AND WORKFLOWS.
- 4.) CREATE COMPELLING STORIES USING VIDEO.
- 5.) DEMONSTRATE AUDIO EDITING TECHNIQUES.

- 6.) COMBINE AUDIO/VIDEO SKILLS TO EFFECTIVELY CARRY OUT A LIVE EVENT.
- 7.) CULTIVATE PROFESSIONAL TEAMS AND RELATIONSHIPS.
- 8.) UNDERSTAND AND PRACTICE WORKING SAFELY WITH AUDIO/VIDEO EQUIPMENT.
- 9.) CREATE AND MAINTAIN A PROFESSIONAL PRESENCE THROUGH PROJECT AND PORTFOLIO WORK.

MAJOR ASSIGNMENTS/PROJECTS MAY INCLUDE THE FOLLOWING:

1. *Develop and evaluate effective uses of video-shot techniques and build a video sequence.*
2. *Edit event action footage to create a short video.*
3. *Select a subject, conduct an interview, and report a story.*
4. *Plan, shoot, edit, create music for and produce a public service announcement.*
5. *Work with a client to create a commercial complete with music that will be deployed on the web.*
6. *Students work in teams to create a mini-documentary with sound design, identifying the theme, audience, and goals for a particular topic.*
7. *Students work in teams to plan, record, edit and produce a music video.*
8. *Complete a Digital Media portfolio that highlights student skills and accomplishments.*

ASSESSMENT PLAN: *Weekly formative assessments will identify whether students are attaining the essential learning targets daily. Online quizzes, Socrative (online informal quizzes), Exit slips etc. will be used to identify comprehension of the learning targets. Summative assessments will be given, including a comprehensive final at the end of each semester that shows achievement of the essential standards and concepts needed to progress. Finally, student work will be evaluated against an industry-level standard.*

DUAL CREDIT OPPORTUNITIES: Offered to eligible students according to the Coordinating Board of Higher Education. University of Central Missouri: COMM 1519 Media Aesthetics (3 credit hours) and Music 1480 Fundamentals of Music Technology (2 credit hours). **Course Description and Objectives:** See the end of this syllabus.

CERTIFICATE OPPORTUNITIES: Apple Certified status validates skills in **Final Cut Pro** and **Logic Pro**. Students with sufficient aptitude will be prepared to take the Apple Certification for Final Cut Pro X and Logic Pro X when the class is complete. Differentiate yourself to schools, potential employers, and prospective clients as an Apple Certified Professional and gain a competitive edge in the ever-changing job market. Careful preparation and certification will be the responsibility of the student. Instructors will provide the necessary information as needed. More information can be found at the [Apple Certification website](https://fpcertification.com/). (https://fpcertification.com/)

GRADING POLICY: Digital Media Technology uses an adapted, collaborative [contract- and competency-based grading system](#) informed by [Dr. Harrel's dissertation](#) research on creativity, collaboration, and risk-taking. This approach prioritizes demonstration of skills, real-world application, and student ownership of learning. Semester grades are determined through a combination of documented competencies, project outcomes, intentional goal setting, and contributions to the DMT learning community. Grades are determined as follows:

General expectations (all grades)

- Meet expectations in the [STA Student Handbook](#)
- Maintain a current and complete [portfolio](#)
- Complete [capstone](#) (or semester) project
- Participate in collaborative assessment conversations (engaging in discussions about progress, goal setting)
- Engage in active project revision based on mentor and/or peer feedback to foster creative growth

A (95–100%) – Amplify

- Four (4) or more goals demonstrated at Level 4: Lifelong
- No goal below Level 3: Independence
- At least one [client-connected](#) or community-impact project

- Minimum 12 hours of real-world work (STA/DMT events, podcasts, or other flexible options as appropriate)

B through A- (80–94%) – Apply

- At least 5 goals demonstrated at Level 3: Independence, and up to two goals at Level 4: Lifelong
- No more than 2 goals below Level 3
- At least one [client-connected](#) media project
- Minimum 6 hours of real-world work (as described above)

C (70–79%) – Acquire

- All nine (9) goals assessed, with the majority at Level 2: Support or higher. (Creatives with goals at Level 1 should plan to engage in reassessment to support growth toward a passing level)

If students do not complete some or a portion of the requirements (this can include missing work, student handbook-related concerns, and un-demonstrated DMT skills), semester grades will be lowered through a grading conference. Additional percentage points may be earned for exemplary work above and beyond expectations. These expectations are subject to change. Changes will always favor creatives (as long as the creative works hard to master DMT skills).

The competency-based grading system will be converted to the following standardized grading scale used for STA:

<i>A = 95 - 100</i>	<i>C = 73 - 76</i>
<i>A- = 90 - 94</i>	<i>C- = 70 - 72</i>
<i>B+ = 87 - 89</i>	<i>D+ = 67 - 69</i>
<i>B = 83 - 86</i>	<i>D = 63 - 66</i>
<i>B- = 80 - 82</i>	<i>D- = 60 - 62</i>
<i>C+ = 77 - 79</i>	<i>F = 59 & below (No Credit)</i>

Colleges use a four-point system of grading (A= 4, B=3, C=2, D=1, F=0) without a minus and plus option.

TUTORING/EXTRA HELP PLAN: STA utilizes a pyramid of interventions to ensure students successfully meet the course requirements. Tutoring or extra help can be obtained by contacting the STA teacher through Schoology, PowerSchool, or Basecamp (for Digital Media Technology creatives). The teacher will provide immediate assistance, set up a meeting time, *or utilize an online conference method.*

ATTENDANCE POLICY: *Regular attendance reflects dependability. The experience gained by students in the DMT studios and lab cannot be duplicated in the event of absence. **Summit Technology Academy's policy may differ from that of the home school and will be in effect for the period of attendance at STA.***

A student shall be allowed no more than nine (9) absences, excused or unexcused, per semester in any one class. When a student reaches 9 days, the school will send an informational letter to the parents, regardless of prior contact by phone or conference. The letter serves as notification of the number and type of absences by the student in each class. On the tenth (10) absence, in any one class, the student will not earn credit for that class. Students will have the opportunity to work with their administrator or teacher to make up missed time prior to the end of the semester. If a student still has 10 or more absences at the conclusion of the semester the student will be required to complete an attendance waiver appeal. A waiver to maintain full credit must be submitted by the end of the semester. This waiver should include documentation of illness, funeral, or family emergency from a medical doctor, dentist, minister, or other official sources. The waiver should be turned into the attendance office.

ELECTRONIC GRADEBOOK/PARENT CONNECT WEBSITE: *Grades are updated on a weekly basis. The Parent Connect website address is <https://powerschool.lsr7.org/public/>.*

ACADEMIC LETTERING: *Students who have earned a 94.50% or higher in a STA program for the first semester and a 94.50% or higher grade at the time of the fifth grading period will receive the academic letter, also known as a Chenille letter. (see student handbook p.27)*

UCM Dual Credit Course Descriptions and Objectives:

Music 1480 Fundamentals of Music Technology (2 credit hours)

Course Description:

Overview of music technology hardware and software, including basic operating principles, terminology, and real-world applications. Fundamentals of music technology and audio production. Signal processing, system operation, and other core topics.

Course objectives:

After completing Fundamentals of Music Technology, students will understand how basic hardware and software components of audio systems work, how to operate them, and how to interface them to accomplish common tasks in sound reinforcement, recording, and other audio production contexts. Students will possess a working knowledge of common signal processing techniques, typical approaches to session setup and organization, industry-standard solutions for common production challenges, and other core knowledge relevant to most live sound and audio production environments.

COMM 1519 Media Aesthetics (3 credit hours)

Course Description:

This course focuses on the analysis and production of fundamental image and sound elements in visual and aural media. During this course, we will cover the following topics:

- 1.) Media Literacy-critical consumption of media and critical thinking about mediated programs.
- 2.) Media Convergence-technologies now allow messages to be produced and consumed through various media.
- 3.) Critical Analysis of media aesthetics, including:
 - a.) Light
 - b.) Color
 - c.) Two-dimensional Space
 - d.) Three-dimensional Space
 - e.) Editing (Time and Motion)
 - f.) Sound
- 4.) Developing messages for mass media, including:
 - a.) Semiotics
 - b.) Media aesthetics
 - c.) Screen grammar and conventions

Course Objectives (At the end of this class, each student will be able to):

- 1.) Understand and provide examples of each aesthetic field.
- 2.) Produce messages that incorporate and exemplify each aesthetic field.
- 3.) Critically analyze the aesthetic fields in a film or video.

AI Usage Guidelines

These guidelines outline the responsible use of Artificial Intelligence (AI) in the Digital Media Technology program at Summit Technology Academy. These guidelines are intended to be used along with the [LSR7 Student Use AI Guidelines](#).

Overview:

AI is integrated into the digital media production pipeline for ideation, writing, pre-visualization, image and sound creation, filtering, and editing. Industry-standard AI tools, like those in Adobe Creative Cloud, are permissible for digitally editing student-created content.

Ethical Considerations:

Students are urged to maintain traditional skill development, focusing on individual style and voice. The use of AI tools should enhance, not replace, student creativity. Save unedited versions of original files; cite tool usage when in doubt of fair usage.

Permission for Additional AI Tools:

Students seeking to use additional AI tools beyond standard ones must obtain permission from their instructor and document/cite usage in project work.

DMT Skills Emphasis:

DMT will prioritize active, real-world, project-based learning to showcase student efforts and skill development. By adhering to these guidelines, students in Digital Media Technology at Summit Technology Academy will responsibly explore the creative potential of AI in digital media, aligning with industry standards and ethical considerations.

Last updated 5/13/2025