Digital Media Design Course Syllabus 2023-2024

Prerequisite: Career Preparedness OR Business Software Applications I
Credential: Adobe Certified Professional - Photoshop   **CTSO:** FBLA   **Credit:** 1
Career Pathway: Business Information Technology   **Dual Enrollment:** N/A

Instructor Information

Teacher: **David Hicks**

Room #: B18

Contact: email **david.hicks@acboe.net** or call the school at 334-387-1910 to set up a conference

Also visit www.marburyhighschool.org and click on "Faculty & Staff" to view teacher bio, class schedule, lesson plans, course syllabus, and additional information.

Digital Media Design Course Description

Digital Media Design is a one-credit course designed to provide 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. Foundational standards 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 be incorporated throughout the course.

Digital Media Design Course Goals

After completing the course, the student will:

- 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.
- Demonstrate effective workplace and employability skills, including communication, awareness of diversity, positive work ethic, problem-solving, time management, and teamwork.
- Explore the range of careers available in the field and investigate their educational requirements, and demonstrate job-seeking skills including resume-writing and interviewing.
- Advocate and practice safe, legal, responsible, and ethical use of information and technology tools specific to the industry pathway.
- Participate in a Career and Technical Student Organization (CTSO) to increase knowledge and skills and to enhance leadership and teamwork.
- Discuss and demonstrate ways to value diversity.
- Compare and contrast types of multimedia design, including desktop publishing, graphic design, web page design, digital photography, animation, and digital video.
- Use a variety of hardware to digitize information in various formats, including digital camera, video camera, scanner, and mobile devices.
- Utilize a variety of software and equipment to create, modify, and enhance multimedia projects.
- Perform basic computer functions as they apply to the multimedia design industry.
- Demonstrate appropriate use of digital photography equipment and techniques.
- Utilize photo editing software to edit and enhance digital photographs.
- Demonstrate design techniques using graphic design software.
- Apply the design process to digital media.
- Identify and apply the principles of typography.
- Use precision software tools to manipulate images.
- Apply integration principles to import scanned, digitized graphics and text, tables, charts, and pictures into a publication.
- Demonstrate the process of pre-production when creating videos.
- Identify and demonstrate effective use of a variety of shots, movements, and angles.
- Apply proper transitions, edits, titles, effects, and media to create videos for various purposes.
- Compare and contrast elements and purposes of websites, web pages, and web browsers.
- Develop interactive web pages and sites using a variety of component formats, including HTML, HTML editors, and web authoring programs.
- Determine and apply the appropriate format for digital files for different needs.
- Manipulate digital image file sizing.
- Summarize laws governing copyright, intellectual property, and software licensing as they relate to multimedia design.
  - The class will prepare students to take the ACP Adobe Photoshop certification assessment.

Essential Questions *Student course work will answer these essential questions*
- What criteria should be considered when determining the correct type of software and equipment to be used for photography?
- What are the planning stages when photography is concerned?
- What are the most effective methods for editing photographs?
- What criteria should be considered when determining the correct type of software and equipment to be used for video production?
- What are the planning stages when video production is concerned?
- What are the most effective methods for video production?
- What criteria should be considered when determining the correct type of software and equipment to be used for website development?
- What are the planning stages when website development is concerned?
- What are the most effective methods for website development?

Student Class Supplies
Black or Blue Pen, Personal Paper, ½" Binder to file graded work and study materials
> *Teacher Wish List (optional donations that would be greatly appreciated):*
> facial tissues, hand sanitizer, paper towels.

Fees and Textbooks
There is a **required $25 fee** for the Digital Media Design course. This fee offsets software licensing and consumable material needs. There is an **optional $20 fee** to pay all local, state, and national membership dues for FBLA. Checks should be made payable to Marbury High School. Students will not be issued a personal textbook.

FBLA Student Organization Integration
All Business students are expected to participate in FBLA (Future Business Leaders of America). FBLA gives students the opportunity to learn business leadership skills, engage in service activities, and compete in Area, State, and National competition. FBLA is an integral, cocurricular component of this course. For more information, see fbla-pbl.org. Students must have a C average or higher and be a paid member to participate in FBLA activities.

Computer and Equipment Usage
Your student is required to wipe down their keyboard and mouse with cleaning wipes at the end of each class, every day. Your student is expected to abide by the Autauga County Schools internet usage agreement. Any student caught misusing the equipment and software will be referred to the administration, appropriate action will be taken. Your student will be responsible to pay for any financial loss incurred. *Students should only run software programs and visit websites that they have been given permission to use to complete class assignments.* Violation of this expectation will be handled as a discipline matter.

Grading Policy and Assessments
Student grades will be updated on a regular basis through "PowerSchool" and will be available to parents who have paid the $10 fee for guardian access. Averages are weighted following Autauga County Board of Education policy and all assessments are based on a 100 point system. The grading scale used is as follows: A=90-100, B=80-89, C=70-79, D=60-69, F=0-59. Grades of 0.5 or higher will round up.
- Tests and Projects – 65%
  Tests could be standard specific, mid-chapter, or end of chapter and always graded for accuracy. Project include completed productions, portfolios, presentations or publications, and are graded for quality and accuracy based on provided rubrics.
- Classwork and Homework – 35 %
  Could be reviewed anytime and graded for effort.

I will be glad to inform any student of their current average at any time if asked.

Extra credit will not be available, but there will be multiple opportunities for students to improve their average.

Final average is calculated as 1st quarter average=40%, 2nd quarter average=40%, final exam score=20%

A midterm exam counting 20% will be included in the 1st quarter average with no exemptions.

Board of Education policy states exemptions are allowed for the final exam based on the course criteria:
> *"5 absences with A average, 3 absences with B average, 1 absence with C average"*

Make-Up Work

If a student is absent from class, <u>they</u> are responsible to stay caught up in the curriculum. Excused absences allow for a student to make up missed assignments (points will be deducted for assignments that are turned in late). Students have 3 days following an absence to turn in an excuse or that absence will be considered unexcused. Assessments that are missed due to unexcused absences will result in a zero according to administration policy.

Daily Schedule and Instructional Delivery Plan

Our normal routine will begin with production of daily video project. Once production session is complete, we will have a short bellringer. This time is used to refine yesterday's material or to review a specific concept. New material will then be presented through instructional examples, video instruction and strategies followed by guided practice. Some days will consist of interactive activities, virtual groupwork, or peer tutoring to reinforce learning. On most days there will be some kind of summarizing activity or assessment at the end of class. At the end of the period, classwork may be reviewed as a grade for student participation.

Anchor Project

Over the course of the Semester, students will create a digital portfolio, to include photography, graphic design, and video production assignments posted on a website.

Embedded Numeracy

- Students will apply fractions and percentages to filters and effects.
- Students will calculate precise measurements as it relates to image sizes.

Embedded Literacy

- Students will utilize reading strategies in order to interpret and comprehend material and lab instructions.
- Students will increase literacy and vocabulary skills by defining terms in each unit of the course.

Classroom Rules

1. Be on-time, on-task, and prepared to learn everyday
2. Keep all electronics and distractions put away
3. Be responsible for your own learning
4. Respect the teacher, the classroom, and other students
   *Always be mindful of the school policies and expectations in the student handbook.

Four-Step Discipline Policy (Some actions may cause steps to be skipped)

When behavior issues arise, the following system will be followed with documentation in order to address the issue:

(1) Verbal warning
(2) Stop and Think form
(3) Contact parent/guardian
(4) Office referral
   *A tardy student must provide pass from front office before allowed to enter class. Tardies follow the same four-step discipline policy. Excessive tardies and absences will result in disciplinary action at discretion of the administration.

ACKNOWLEDGEMENT OF RECEIPT AND AGREEMENT TO COURSE SYLLABUS
GOVERNING CLASSROOM RULES, PROCEDURES, AND EXPECTATIONS

I have read in detail the guidelines and expectations set forth for Digital Media Design. I understand that successful completion of this course will be based largely upon my following these guidelines and expectations. As it is my intention to successfully complete this course with a passing grade and credit granted, I agree to follow all of the guidelines given.

Printed Student Name: _____

Student Signature: _____

_____

Dear Parent/Guardian:

Your child is enrolled in the Digital Media Design class at MHS. I look forward to the opportunity to teach your student. Let me encourage you to take an active role in their education as we partner together to provide them the best experience possible. As such, if you have any questions at any time, please feel free to call me at the school or e-mail me at david.hicks@acboe.net. I will respond to all emails within 24 hours.

Parent/Guardian Signature: _____

Parent/Guardian Email: _____

Parent/Guardian 1 Contact Phone number _____

Parent/Guardian 2 Contact Phone number _____