



## **Academy for the Arts, Science and Technology**

895 International Drive  
Myrtle Beach, SC 29579  
Phone: 843-903-8460

### **Digital Multimedia Syllabus**

Course #5030

Instructor: **Lesley Etherson**

**Rm: 614**

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**Planning Period 9:35AM-10:50AM**

**COURSE DESCRIPTION:** This course covers basic multimedia concepts, processes, and applications including games, print publications, presentations, tutorials, simulations, virtual reality, and web sites. Students will design, develop, and create various interactive multimedia projects culminating with an e-portfolio.

### **Course Activities**

A variety of learning activities will be used, including, but are not limited to:

Project based learning	Classroom discussions	Field experiences
Service activities	Online research	Group activities
Oral presentations	Blended Learning Strategies	Art Critique

The Career Technology in Education (CTE) standards are designed to prepare South Carolina learners to meet new challenges in college and career readiness through contextual knowledge, training, and life and career skills that will create a better-prepared workforce for tomorrow. The Digital Multimedia standards clarify and define a progression of learning in user-friendly language that learners can easily interpret. The standards documents help motivate learning by showing how to set achievable goals, self-assess, and chart progress. Learners take ownership of their individual digital art development.

BEST WORK, FIRST TIME, ON TIME  
Realize the Possibilities

The standards are designed to prepare South Carolina learners to meet new challenges in college and career readiness through contextual knowledge, training, and life and career skills that will create a better-prepared workforce for tomorrow.

CTE standards for Digital Multimedia are:

### **A. SAFETY**

Effective professionals know the academic subject matter, including safety as required for proficiency within their area. They will use this knowledge as needed in their role. The following accountability criteria are considered essential for students in any program of study.

- 1. Review school safety policies and procedures.**
- 2. Review classroom safety rules and procedures.**
- 3. Review safety procedures for using equipment in the classroom.**
- 4. Identify major causes of work-related accidents in office environments.**
- 5. Demonstrate safety skills in an office/work environment.**

### **B. STUDENT ORGANIZATIONS**

Effective professionals know the academic subject matter, including professional development, required for proficiency within their area. They will use this knowledge as needed in their role. The following accountability criteria are considered essential for students in any program of study.

- 1. Identify the purpose and goals of a Career and Technology Student Organization (CTSO). March, 2018 2**
- 2. Explain how CTSOs are integral parts of specific clusters, majors, and/or courses.**
- 3. Explain the benefits and responsibilities of being a member of a CTSO.**
- 4. List leadership opportunities that are available to students through participation in CTSO conferences, competitions, community service, philanthropy, and other activities.**
- 5. Explain how participation in CTSOs can promote lifelong benefits in other professional and civic organizations.**

### **C. TECHNOLOGY KNOWLEDGE**

Effective professionals know the academic subject matter, including the ethical use of technology as needed in their role. The following accountability criteria are considered essential for students in any program of study.

- 1. Demonstrate proficiency and skills associated with the use of technologies that are common to a specific occupation (e.g., keying speed).**
- 2. Identify proper netiquette when using email, social media, and other technologies for communication purposes.**
- 3. Identify potential abuse and unethical uses of laptops, tablets, computers, and/or networks.**
- 4. Explain the consequences of social, illegal, and unethical uses of technology (e.g., cyberbullying, piracy; illegal downloading; licensing infringement; inappropriate uses of software, hardware, and mobile devices in the work environment).**
- 5. Discuss legal issues and the terms of use related to copyright laws, fair use laws, and ethics pertaining to downloading of images, photographs, documents, video, sounds, music, trademarks, and other elements for personal use.**
- 6. Describe ethical and legal practices of safeguarding the confidentiality of business-and personal-related information.**
- 7. Describe possible threats to a laptop, tablet, computer, and/or network and methods of avoiding attacks.**
- 8. Evaluate various solutions to common hardware and software problems.**

#### **D. PERSONAL QUALITIES AND EMPLOYABILITY SKILLS**

Effective professionals know the academic subject matter, including positive work practices and interpersonal skills, as needed in their role. The following accountability criteria are considered essential for students in any program of study.

- 1. Demonstrate punctuality.**
- 2. Demonstrate self-representation.**
- 3. Demonstrate work ethic.**
- 4. Demonstrate respect.**
- 5. Demonstrate time management.**
- 6. Demonstrate integrity.**
- 7. Demonstrate leadership.**
- 8. Demonstrate teamwork and collaboration.**
- 9. Demonstrate conflict resolution.**
- 10. Demonstrate perseverance.**
- 11. Demonstrate commitment.**
- 12. Demonstrate a healthy view of competition.**
- 13. Demonstrate a global perspective.**
- 14. Demonstrate health and fitness.**
- 15. Demonstrate self-direction.**
- 16. Demonstrate lifelong learning.**

## **E. PROFESSIONAL KNOWLEDGE**

Effective professionals know the academic subject matter, including positive work practices and interpersonal skills, as needed in their role. The following accountability criteria are considered essential for students in any program of study.

- 1. Demonstrate effective speaking and listening skills.**
- 2. Demonstrate effective reading and writing skills.**
- 3. Demonstrate mathematical reasoning.**
- 4. Demonstrate job-specific mathematics skills.**
- 5. Demonstrate critical-thinking and problem-solving skills.**
- 6. Demonstrate creativity and resourcefulness.**
- 7. Demonstrate an understanding of business ethics.**
- 8. Demonstrate confidentiality.**
- 9. Demonstrate an understanding of workplace structures, organizations, systems, and climates.**
- 10. Demonstrate diversity awareness.**
- 11. Demonstrate job acquisition and advancement skills.**
- 12. Demonstrate task management skills.**
- 13. Demonstrate customer-service skills**

## **F. INTRODUCTION TO MULTIMEDIA**

Effective professionals demonstrate knowledge of data, terminology, hardware, and software used for multimedia purposes, as needed in their role. The following accountability criteria are considered essential for students in any Web and Digital Communications program of study.

- 1. Define terms related to multimedia.**
- 2. Identify multimedia hardware and software components.**
- 3. Analyze the six formats of multimedia (i.e., tutorials, website, print media, presentations, simulations, and games).**
- 4. Analyze the five elements used in multimedia formats, (i.e., audio, video, graphics/images, text, and animation (2D and 3D)).**

## **G. MULTIMEDIA DESIGN PROCESS**

Effective professionals demonstrate appropriate project management skills used for developing multimedia projects, as needed in their role. The following accountability criteria are considered essential for students in any Web and Digital Communications program of study.

- 1. Identify the purpose and audience when preparing a multimedia project.**
- 2. Describe the process of planning, organizing, and storyboarding a multimedia project.**
- 3. Summarize how designers make decisions about the type of content to include in a project, including considerations such as copyright, project fit, permissions, and licensing.**
- 4. Explain the design process (identify the problem, brainstorm, design, build, test and evaluate, redesign, share/present solution).**
- 5. Use rubrics to conduct individual and peer-evaluations.**
- 6. Use effective communication skills to present multimedia projects.**

## **H. VISUAL DESIGN PRACTICES**

Effective professionals demonstrate knowledge of visual design principles used in multimedia projects, as needed in their role. The following accountability criteria are considered essential for students in any Web and Digital Communications program of study.

- 1. Demonstrate effective use of color.**
- 2. Demonstrate effective use of type fonts, (e.g., face, color, and size).**
- 3. Demonstrate effective use of graphics.**
- 4. Demonstrate the concept of "effective white space".**

## **I. IMAGES AND GRAPHICS**

Effective professionals demonstrate knowledge and usage of images and graphics used in multimedia projects, as needed in their role. The following accountability criteria are considered essential for students in any Web and Digital Communications program of study.

- 1. Differentiate between raster and vector graphics.**
- 2. Compare and contrast image file extensions, (e.g., TIF, JPG, PNG, GIF, etc.).**
- 3. Acquire digital image from various sources such as scanners, digital cameras, cell phones, Internet/cloud, etc.**
- 4. List factors that affect image quality and size (e.g., image resolution, color mode).**
- 5. Demonstrate digital image editing skills based on project requirements.**
- 6. Convert various graphic file formats.**

## **J. AUDIO**

Effective professionals demonstrate knowledge and usage of audio in 5 multimedia projects, as needed in their role. The following accountability criteria are considered essential for students in any Web and Digital Communications program of study.

- 1. Define various types of audio files, (e.g., wav, avi, mp3, mp4, etc.)**
- 2. Create audio files, (e.g., narration/voice-over, audio effects, and music.)**
- 3. Convert audio files.**
- 4. Insert audio files from various media based on project requirements.**
- 5. Insert audio files from various media in a thematic multimedia presentation.**
- 6. Demonstrate parameters that affect the quality and file size of audio recording, such as the sampling rate, bits per sample, etc.**

## **K. VIDEO**

Effective professionals demonstrate knowledge and usage of video in multimedia projects, as needed in their role. The following accountability criteria are considered essential for students in any Web and Digital Communications program of study.

- 1. Define various types of video files, (e.g., mov, avi, wmv, mpg, etc.).**
- 2. Create video files.**
- 3. Edit digital video files.**
- 4. Demonstrate understanding of file compression importance and techniques.**
- 5. Insert digital video files based on project requirements.**

## **L. 2-D ANIMATION**

Effective professionals demonstrate knowledge and usage of animation in multimedia projects, as needed in their role. The following accountability criteria are considered essential for students in any Web and Digital Communications program of study.

- 1. Define terms related to animation, (e.g., tweening, frame-by-frame, rollover).**
- 2. Differentiate various types of animation files, (e.g., gif, swf, fla, flv, mov, and avi).**
- 3. Create animated objects and/or clip art.**
- 4. Create examples of 2-D animation.**
- 5. Insert animation into a thematic multimedia project.**

## **M. 3-D ANIMATION/GAME DESIGN**

Effective professionals demonstrate knowledge and usage of 3-D animation and game design in multimedia projects, as needed in their role. The following accountability criteria are considered essential for students in any Web and Digital Communications program of study.

- 1. Define terms related to 3-D animation, (e.g., events, methods, properties, parameters, algorithms, etc.).**
- 2. Build 3-D objects.**
- 3. Demonstrate effective lighting and camera positioning in animation projects.**
- 4. Utilize 3-D axis. March, 2018 6 5. Create 3-D animation.**

- 6. Incorporate user interactivity.**
- 7. Utilize pair programming to create animation projects.**

## **N. VIRTUAL REALITY/SIMULATIONS**

Effective professionals demonstrate knowledge and usage of virtual reality and simulations in multimedia projects, as needed in their role. The following accountability criteria are considered essential for students in any Web and Digital Communications program of study.

- 1. Define virtual reality.**
- 2. Using research skills, locate different uses of virtual reality and simulations.**
- 3. Create a virtual reality scene using pair programming and peer evaluations.**

## **O. WEB DESIGN**

Effective professionals demonstrate knowledge and usage of web design in multimedia projects, as needed in their role. The following accountability criteria are considered essential for students in any Web and Digital Communications program of study.

- 1. Discuss considerations for including images, sound, video, and/or animation into a site.**
- 2. Create/code a basic webpage incorporating various multimedia elements.**

## **P. MULTIMEDIA PROJECT**

Effective professionals demonstrate effective multimedia presentation skills, as needed in their role. The following accountability criteria are considered essential for students in any Web and Digital Communications program of study.

- 1. Determine the appropriate type of multimedia project based upon purpose, intended audience, life of the presentation, cost limits, time restraints, and equipment availability.**
- 2. Create an outline/storyboard for a presentation.**
- 3. Create a thematic presentation using text, charts, tables, graphics, drawing tools, audio and video capabilities, etc.**
- 4. Deliver a multimedia presentation using appropriate media based upon audience, room size, room setup, and environment using professional standards and techniques.**
- 5. Use rubrics to evaluate your own presentations and the presentations of others.**

## **Q. WEB RESOURCES**

Effective professionals demonstrate knowledge of various web resources used for networking and communications, as needed in their role. The following accountability

criteria are considered essential for students in any Web and Digital Communications program of study.

1. **Participate in current Web resources such as blogs, wikis, podcasts, vovis, etc.**
2. **Explore current voice over IP and video chat programs (e.g., Skype, iChat, Facetime).**
3. **Explore current real-time online meeting programs (e.g., GoToMeeting, Blackboard Collaborate, and WebEx).**

## R. CAREERS

Effective professionals demonstrate appropriate career-ready skills as needed in their role. The following accountability criteria are considered essential for students in any Web and Digital Communications program of study.

1. **Research careers in the multimedia creation and publishing industry.**
2. **Research education and training requirements for a particular career in multimedia creation and publishing industry.**
3. **Explain the role of portfolios in the design industry.**
4. **Create a resumé or biographical narrative to include in the e-portfolio.**
5. **Assemble and present an e-portfolio including a variety of multimedia projects produced in the course.**

- **COURSE MATERIAL REQUIREMENTS:**

- ✓ **Agenda/Electronic Agenda** to write down assignments
- ✓ **Pencils and Pens**
- ✓ **Headphones** (you will use these many times in my class and other classes)
- ✓ **USB drive** (at least 32GB)

- **GRADING POLICIES**

Each quarter grade will be calculated as follows: <table style="margin-left: 20px; border: none;"> <tr> <td>Major Assignments (High)</td> <td style="text-align: right;"><b>50%</b></td> </tr> <tr> <td>Mid-level Assignments (Mid)</td> <td style="text-align: right;"><b>30%</b></td> </tr> <tr> <td>Practice Work Assignments (Low)</td> <td style="text-align: right;"><b>20%</b></td> </tr> </table>	Major Assignments (High)	<b>50%</b>	Mid-level Assignments (Mid)	<b>30%</b>	Practice Work Assignments (Low)	<b>20%</b>	Final course grade will be calculated as follows: <table style="margin-left: 20px; border: none;"> <tr> <td>Quarter 1</td> <td style="text-align: right;">40%</td> </tr> <tr> <td>Quarter 2</td> <td style="text-align: right;">40%</td> </tr> <tr> <td>Final Exam</td> <td style="text-align: right;">20%</td> </tr> </table>	Quarter 1	40%	Quarter 2	40%	Final Exam	20%	Grade Scale <b>A 90-100</b> <b>B 80-89</b> <b>C 70-79</b> <b>D 60-69</b> <b>F 50-59</b>
Major Assignments (High)	<b>50%</b>													
Mid-level Assignments (Mid)	<b>30%</b>													
Practice Work Assignments (Low)	<b>20%</b>													
Quarter 1	40%													
Quarter 2	40%													
Final Exam	20%													

The student is responsible for maintaining his/her own grades/averages. These grades can be accessed online through the Power Schools program. Most assignments will be turned in electronically through Google Classroom.

### **Cheating and Plagiarism**

Cheating and plagiarizing another's work is a serious offense and will be dealt with accordingly. Cheating is detailed in the AAST Student Handbook. Cheating or plagiarism will result in the student's receiving a "0" on the assignment in question. Parents and administration will be contacted.

### **Homework**

Homework will **not** be excessive in this class and will typically be posted in Google Classroom.

**Late Work:** Deduction of 10% each day for any late assignment.

**"BEST WORK, FIRST TIME, ON TIME"**

### **Make-up Assignments**

The student is responsible for making up all work that was missed while he/she was absent. Assignments are due within the same time frame as the original assignment, unless multiple days have been missed, in which case the student should discuss a time frame for make-up assignments.

- If a student is absent because of a school field trip, he or she is responsible for obtaining all work before the trip and returning to class with the assignment completed. Failure to do so will result in the student earning only partial credit on the late assignment.
- If a student is present when an activity is assigned and is then absent on the due date, the assignment is due on the day the student returns to school.
- Discussions about assignments from absent periods will not be discussed during class time. Please arrange to see the instructor at another time.

### **Google Classroom**

Classroom.google.com is an online communication resource that will be used extensively in every class. It is expected that students will login to the site **daily** to check for assignments, turn in assignments, and read any other important class information.

### **Final Exam**

Students will have a final exam in this class.

### **Electronic Devices**

Technology will be used in the classroom under the express direction of the teacher. **Any use not specifically authorized by the teacher is a violation of the technology code.** All students must abide by the Horry County Schools technology code.

### **Food/Drinks**

**Per school mandate, food and drinks are not permitted in computer labs.**

### **Restroom Breaks During Class – please keep in mind that our class is only 80 minutes**

Restroom breaks will be allowed during independent practice time, as long as the student does not take advantage of this policy.

### **Use of Student work**

Student work may be used and displayed on the AAST websites/social media, hallways, and in art shows.

Failure to comply with these rules will result in one or more of the following consequences:

1. Warning
2. Student-Teacher Conference
3. Parental Contact
4. Disciplinary Referral

## **UNITS OF STUDY FOR DIGITAL MULTIMEDIA**

### **Unit 1: Media and the Digital Age**

1. Getting Started with Digital Media
2. Ethical and Legal Issues
- 3.

### **Unit 2: Digital Imaging and Design**

4. Image Files
5. Digital Photography
6. Color in Digital Media
7. Raster Editing
8. Vector Editing

### **Unit 3: Print Publishing**

9. Print Type
10. Print Graphics
11. Print Design

### **Unit 4: Audio and Video Production**

12. Audio
13. Video

### **Unit 5: Web Publishing**

14. Web Development
15. Web Design
16. Web Animation
17. Web Media
18. Web Standards

### **Unit 6: Presentation Strategies**

19. Presentation Planning
20. Presentation Design

**21. Presentation Effects**

**22. Presentation Production**

**Unit 7: Digital Media and the Changing Business Environment**

**23. Electronic Collaboration**

**24. Project Development Team**

**PARENT/ GUARDIAN RESPONSIBILITIES**

AAST is an academically rigorous school. For students to do well, they need the loving help and active support of the adults in their homes. When parents/guardians, students and teachers work as a team, student performance improves dramatically. To help ensure student success, parents/guardians are expected to take responsibility for the following items:

- Allow your child to be creative and create artwork at home.
- Schedule doctor appointments and family vacations outside of school hours.
- Help your child use his or her planner to stay organized and on task.
- Check grades online regularly and talk with your child about his or her progress.
- Communicate with teachers via phone or email regarding any questions that you have.
- Communicate any special circumstances that may inhibit your child's progress at school.

**Classroom Expectations**

<b>Successful Team Players:</b>  I will be a reliable and positive member of the school community.	<b>I will...</b> <ul style="list-style-type: none"><li>● Cooperate with adults to resolve conflicts.</li><li>● Follow teacher guidelines with substitutes.</li><li>● Follow adult instructions during emergency drills.</li><li>● Follow all regulations to ensure the safety of myself and others.</li></ul>
<b>Personal Responsibility</b>	<b>I will...</b>

<p>I will be accountable for my choices and my actions</p>	<ul style="list-style-type: none"> <li>● Be to class on time</li> <li>● Stay in my assigned seat unless directed otherwise by the teacher</li> <li>● Respect myself, others, and materials</li> <li>● Not bring food or drink into the classroom</li> <li>● Have all my materials and be ready for class</li> <li>● Use appropriate tone and volume of voice</li> <li>● Keep my hands, feet, and objects to myself</li> <li>● Dress according to the handbook guidelines</li> <li>● Return materials and furniture to proper location</li> <li>● Safely stow my personal property</li> <li>● Use technology responsibly, ethically, and according to the Horry County Technology Policy</li> <li>● Never use my cell phone. It will be turned off and silent during class, unless required for an assignment.</li> </ul>
<p><b>Academic Achievers</b></p> <p>I will give my best effort toward a high level of achievement.</p>	<p><b>I will...</b></p> <ul style="list-style-type: none"> <li>● Do work that reaches the high expectations of myself, my family, my class and the school community.</li> <li>● Ask for help when needed.</li> <li>● Complete all tasks on time.</li> <li>● Use good manners.</li> <li>● Model good citizenship; be good/helpful to</li> </ul>

	others.
<p><b>Respectful</b></p> <p>I will be considerate and cooperative.</p>	<p><b>I will...</b></p> <ul style="list-style-type: none"> <li>● Listen to others when they speak.</li> <li>● Use appropriate language.</li> <li>● Recognize and address adults properly.</li> <li>● Respect school property.</li> <li>● Respect everyone’s personal space.</li> </ul>
<p><b>Trustworthy</b></p> <p>I will be honest and trustworthy.</p>	<p><b>I will...</b></p> <ul style="list-style-type: none"> <li>● Complete my own work.</li> <li>● Own up to my actions- right or wrong.</li> <li>● Make an adult aware of <u>anything</u> that could be a threat to the safety of someone in my class or the school community.</li> <li>● Ask permission before using others’ property.</li> </ul>

**I am really looking forward to working with you and your student this year.**

**Lesley Etherson**

“Photography takes an instant out of time, altering life by holding it still.”  
- Dorothea Lange

“There is one thing the photograph must contain, the humanity of the moment.”

— **Robert Frank**

“To me, photography is an art of observation. It’s about finding something interesting in an ordinary place... I’ve found it has little to do with the things you see and everything to do with the way you see them.”

— **Elliott Erwitt**

Animation is not the art of drawings that move but the art of movements that are drawn.  
**Norman McLaren**