

Hayfield High School

Multimedia and Video I

2023-2024
Room 4

Mrs. Grav

Phone: 507-671-1564

.5 Credit, 1 Semester Class

Course Description

Multimedia and Video I students develop the knowledge and skills to create, design, and produce visual communication media products to support their use of technology in the current age. The key student outcome is developing the ability to present information through multimedia and video materials for effective business messaging. This course will introduce students to the technical, artistic, and conceptual principles of video design and digital work as applied in a variety of careers including advertising, art direction, television and radio, journalism, writing and publishing, public relations, film and video editors, computer games, marketing, and media practices. Images, logos, backgrounds, and navigation tools for digital display will be used in this course. Areas of study include elements of design, technical software skills, media vocabulary, layout principles, structure and style of media, history of design and media, ethical and legal issues related to media creation, image editing, animation, file compression, digital audio/video editing, and planning for multimedia applications will also be introduced. Enhancements such as proper format and appropriate use of graphics, animations, and transitions will also be covered. Students will apply problem-solving, critical and creative thinking, and use computer skills to create projects simulating real-world media publishing situations. Industry-standard software including Adobe Photoshop, Adobe Premier Pro, Audacity, and Microsoft 365 are used. (Completion of Intro to Computers and Computer Applications II is strongly recommended prior to this class).

Minnesota Frameworks Alignment:

Performance indicators and objectives in this course are aligned with the Minnesota Frameworks for Business, Marketing, and Information Technology for "Computer Applications II" found on the MDE website at (<https://education.mn.gov/MDE/dse/cte/prog/biz/>). These Frameworks are based on national standards and aligned with Minnesota Technical Skill Assessments. Daily formal and informal assessments will be based on Learning Targets that align with these Frameworks.

Course Performance Indicators:

IT66.10.01 Compare and contrast multimedia and video file types and formats used in business communications.

IT66.10.02 Format and edit multimedia and video content using industry-standard hardware and software to create business messages.

IT66.10.03 Develop business communication and media elements aligned with target market characteristics.

IT66.10.04 Apply project management skills to plan and organize multimedia and video projects for specific target market audiences. AS10.10.02 Demonstrate the effective use of software and desktop publishing techniques for print and digital desktop publishing projects.

IT66.10.05 Utilize platform-specific features of multimedia and video to create information sources for synchronous business applications.

Attendance

See the Student/Parent Handbook for the most recent attendance policies.

Attendance for the class is required. It is especially important that students are in class every day to develop their skills and abilities. New concepts are introduced regularly, and participating as a team member in a group is mandatory. Attendance for group assignments and participation in group projects is a critical part of successful teamwork and is required in this course.

Make-up Work

Make-up work and due dates for that work will be given by the teacher upon the student's return to class with a make-up slip. Students with unexcused absences will receive no credit for work or tests missed in class the day(s) of the unexcused absence(s). Make-up work **MUST** be completed within TWO (2) school days of the absence. **It is the student's responsibility to gather and complete any missing assignments.**

Disciplinary Procedure

We will follow the disciplinary procedure as outlined in the Student Handbook.

Expectations and Rules

All students are entitled to learn and develop in a setting which promotes respect for self, others, and property. Students must conduct themselves in an appropriate manner that maintains a climate in which learning can take place. In addition to the Student Responsibilities and Code of Student Conduct outlined in your student handbook the following classroom rules apply:

- Respect yourself, classmates, teachers, staff, substitutes, guests, and your school.
- Be on time for class and come prepared. You will receive a tardy if you are not inside the classroom when the bell rings. (See Tardiness Policy in Handbook.)
- Cell phones are to be stored in the cell phone pocket holder during the class period unless specified by the teacher for instructional purposes only.
- Adhere to all school policies regarding dress code, attendance, etc.
- Students must keep the room and desk areas neat and clean.
- No food or beverages are allowed in the classroom or computer lab.

Required Materials

- | | |
|------------------|-------------------------------|
| 1. Textbook | 4. School e-mail address |
| 2. Notebook | 5. Internet access |
| 3. Pen or Pencil | 6. Cell phone or video camera |

Instruction and Assignments

Class instruction and daily assignments may include but will not be limited to lectures, group work, discussion, vocabulary assignments, individual projects, group projects, quizzes, and exams. All assignments given during the unit are due on the date specified on Moodle unless specific arrangements have been made in advance with me.

Grading Criteria and Course Evaluation

Your grade is determined based on the percentage of points you earn during the semester and the weights applied to each category. Points are earned through daily assignments, individual projects, group projects, tests, activities, and final exams.

Summative Assessments – 75% of Grade – Tests/Projects

Students are to check the course outline to see when summative assignments are scheduled.

Retakes

1. Students have one opportunity to re-take summative assessments and have five school days to do so.
2. Re-takes will cover the same content but may be in a different format.
3. It is possible to retake sections of the assessment instead of the entire test.
4. Students are expected to initiate a re-take according to the instructor's schedule and must have all formative assessments completed prior to a re-take.
5. A student's re-take score is the final score for the assessment in question.

Formative Assignments – 25% of Grade – Daily Assignments

Due dates, along with any pertinent class information are posted on Moodle. Daily outcomes and assignments are also posted on the whiteboard.

Assignments are assessed based on the following submission dates:

<u>Turned in by:</u>	<u>Credit available:</u>
Due Date	Full Credit
Deadline (after due date but before chapter/ unit test)	90% credit
Chapter/Unit Test (if taken within 5 days after due date)	50% credit

Missing assignments are reflected on JMC as MI which means it is late and figured in your grade percentage as a zero but can still be turned for the percentage listed above.

The points you earn are translated to a letter grade based upon the following grading scale:

100 – 94%	A	83 – 80%	B-	69 – 67%	D+
93 – 90%	A-	79 – 77%	C+	66 – 64%	D
89 – 87%	B+	76 – 74%	C	63 – 60%	D-
86 – 84%	B	73 – 70%	C-	below 60%	F

Semester Grade Calculation

Quarter 1 or 3 Grade	45%
Quarter 2 or 4 Grade	45%
Comprehensive Final Exam	10%

This syllabus is subject to change without notice.
Revised by Dorien Grav on August 31, 2023.

Curriculum Map and Semester Outline

Week #	Topic
1-2	Copyright, Ethics, Audience
3-4	Photoshop Projects (Digital Photos, Art Filters, Visual Dictionary)
5-6	Photoshop Projects (Human Collage, Pop Portraits, Joiners)
7-8	Photoshop Projects (Express Yourself & Open Minded)
9	Photoshop Advertisement
10-11	Intro to Sound Editing with Audacity (Mix 1 & Lyric Link Up)
12	Audacity Radio Advertisement
13	Storyboarding and Intro to Premier Pro
14	How to Video
15	Public Service Announcement
16-17	School Feature
18	Comprehensive Final