

# DIGITAL MEDIA/WEB PRODUCTIONS

## 2014-2015 SYLLABUS

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 Classroom: MPATC #604

### **Course Description:**

The Digital Media/Web Productions program will be taught using a “hands-on” project-based approach to the world of information technology for business applications and multimedia design. Industry standard software (Photoshop, Flash, Dreamweaver, Premiere, Soundbooth, Fireworks, etc.) will be used to complete real-world projects. The program is divided into twelve segments:

- |  |                              |
|--|------------------------------|
| 1) Project Management                        | 7) Web Site Design & Layout  |
| 2) Legal, Ethical, Design & Safety Standards | 8) Web Development           |
| 3) Graphic Design                            | 9) Web Administration        |
| 4) Customer Service & Planning               | 10) Multimedia Production    |
| 5) Digital Communication                     | 11) Web Testing & Evaluation |
| 6) Development Tools                         | 12) Technical Support        |

The goal of the program is to provide comprehensive skills in the design and use of information technology and be able to successfully pass an industry standard certification (Adobe ACE, Strata IT or CIW (Certified Internet Web) Exam).

### **Suggested Course Instructional Outline:**

Year 1	Trimester 1	
	Segment 2	Legal, Ethical, Design & Safety Standards
	Segment 3	Graphic Design
	Trimester 2	
	Segment 7	Web Design & Layout
	Segment 8	Web Development
	Trimester 3	
	Segment 5	Digital Communication
	Segment 6	Development Tools
Year 2	Trimester 1	
	Segment 1	Project Management
	Segment 4	Customer Service & Planning
	Trimester 2	
	Segment 10	Multimedia Production
	Segment 9	Web Administration
	Trimester 3	
	Segment 11	Web Testing & Evaluation
	Segment 12	Technical Support

### **Course Management/Communication:**

The instructor will use *Moodle* to post announcements, resources, discussion and assignment materials. Visit the *Moodle* site ([mtpleasant.glk12.org](http://mtpleasant.glk12.org)) to access the course using your assigned id and password. You will be required to have an active e-mail account for course communication.

### **Course Delivery:**

The instructor will use a combination of lecture and lab to facilitate daily learning. The first part of the class hour will consist of an introduction, lecture, demonstration and/or activity related to the current topic. The second part of the class hour will be used as student work time (lab project).

### **Determination of Grades:**

This course is divided into three trimesters (each one a separate marking period). This is a project-based course with at least 50% of the points coming from the completion of these projects. The remainder of the points available will be from technical assignments and assessments.

### **Grading Scale (approved by the MPPS Board of Education):**

A	93 to 100	B+	87 to 89.9	C+	77 to 79.9	D+	67 to 69.9	F	< 59.9
A-	90 to 92.9	B	83 to 86.9	C	73 to 76.9	D	63 to 66.9		
		B-	80 to 82.9	C-	70 to 72.9	D-	60 to 62.9		

### **Attendance/Tardiness/Late Assignments:**

Attendance and punctuality is very important. Your timely attendance is essential because of the technical lectures and in-class projects. Excess tardiness can/may result in the deduction of employability points. **It is your responsibility to make-up the work for all missed classes.**

### **Storage Materials:**

Save all your files to your personal user account and properly back-up (ie. thumb drive, DropBox, CD, DVD, etc.). You will also be issued a Google account for saving, editing, sharing and backing up of classroom materials. *Always assume that your primary storage option will fail.* **It is your responsibility to properly save and manage all digital projects and documents.**

### **Course Resources, etc.:**

The classroom is equipped with state-of-the-art multimedia workstations. The class will primarily utilize the *Adobe Creative Cloud Master Collection* (Photoshop, Flash, Dreamweaver, Premiere, After Effects, Flash Pro, Illustrator, etc.) of software as well as others (Bryce, Poser, Blender, GIMP, etc.). The instructor will utilize a variety of books and resources to cover classroom materials (such as: *Digital Media: Concepts & Applications 3<sup>rd</sup> Ed. 2013*, *Adobe Classroom in a Book CS5 series*, *Adobe REVEALED series*, Lynda.com, etc.)

### **Work Based Learning:**

Work Based Learning opportunities (job shadowing, internships, field trips, guest speakers, etc.) will be utilized to promote careers in the use of digital media.

### **Leadership Opportunities:**

There will be an opportunity to participate in Business Professionals of America (BPA). BPA is a leading CTSO (Career and Technical Student Organization) for students pursuing careers in business management, office administration, information technology and other related career fields.

### **Digital Media Career Information:**

Information about careers in the world of Digital Media can be accessed at the MPATC website (<http://www.mpatc.com/digital-media.html>) and at O Net Online (<http://www.onetonline.org/>). Additional career assessments can be found through Career Cruising ([www.careercruising.com](http://www.careercruising.com)). In addition, students may have the opportunity to attend the Mock Interview Day at CMU.

### **College Credit (Articulation):**

Upon completion of the Digital Media program students may have the opportunity to earn college credit. Students may apply for articulation credit with the following colleges and universities: Baker College (up to 8 credits), Davenport University (up to 7 credits), Delta College (up to 6 credits), Ferris State University (up to 3 credits) & Mid-Michigan Community College (up to 3 credits)

### **Open Lab:**

The classroom is available for use during the instructor's prep period and lunch hour. Periodically the lab is open before and after school. (*Availability is subject to change*).

### **Classroom Guidelines & Expectations:**

- **Positive Learner** – Show initiative, be energetic, be creative, challenge yourself, and make the most of your time in this course.
- **MPATC/MPHS Technology Guidelines** – You may have to sign the *MPATC/MPHS Acceptable Use Policy for Technology* to be issued a MPATC user account. You must adhere to the AUP standards.
- **Computer Use** – The firewall and server settings have been established for the safety of the MPATC network and its users. **The use of a proxy or playing games will not be allowed.**
- **Headphone Use** – The use of audio must be limited to individual use/enjoyment.
- **Submission of Work** – Projects and tasks are expected to be submitted on a timely basis.

- **Hall Pass** – The use of the hall pass is a privilege. Abuse of the hall pass policy can/may result in a suspension of this privilege.
- **Food & Beverages** – Because of the necessity for proper computer maintenance/care; no food, candy, gum, or beverages are allowed in the computer lab.
- **Clean up** – Each individual is responsible for organizing and putting away books, supplies, disposing of waste materials at their workstation, and logging off their workstation.
- **Printer Use** – The use of the printer is a privilege. The majority of the projects will be submitted electronically. The class will try to embody a “paperless” organization.
- **Seating Arrangement** – Depending on the dynamics of the class, a seating chart may be implemented.
- **Respect** – Each student will be expected to be respectful, cooperative, and polite to the instructor and fellow classmates at all times. Disruptions to others exhibit a lack of respect and courtesy. **Inappropriate language and behavior will not be tolerated.**
- **Academic Dishonesty** – In order to develop a positive attitude toward business ethics, cheating and/or plagiarism will not be tolerated.
- **Accommodations** – If you are in need of special accommodations (IEP, etc.) please notify the instructor immediately for their implementation.
- **Promotional Projects** – Projects completed in class may be used for promotional display and examples.
- **Non-discrimination Policy** – It is the practice in the Digital Media class to follow the MPPS Affirmative Statement:

In compliance with Title VI of the Civil Rights Act of 1964, Title IX of the Education Amendments of 1972, Section 504 of the Rehabilitation Act of 1973, the Age Discrimination Act of 1975, the Americans with Disabilities Act of 1990 and the State of Michigan’s Elliot-Larsen Civil Rights Act of 1977, Section 102(a) it is the policy of Mt. Pleasant Public Schools that no person shall on the basis of race, color, religion, national origin or ancestry, gender, age, disability, height, weight, or marital status be excluded from participation in, be denied the benefits of, or subjected to discrimination during any program or activity or in employment