



MEDIA DESIGN 10

3 credit course

Beaverlodge Regional High School

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Rationale

MEDIA DESIGN comes from Media, Design & Communication Arts (MDC) cluster -- one of the five clusters of Career and Technology Studies (CTS)

The focus of the MDC cluster is for students to develop and apply important knowledge, skills and attitudes so they can provide well designed and aesthetically effective communication solutions.

CTS courses enable students to make reasoned and effective career decisions and target efforts to meet their goals. Students will have opportunities to expand their knowledge about careers, occupations and job opportunities, as well as the education and/or training requirements involved.

Competencies achieved by mastering CTS course outcomes will allow students to make relevant connections with work and/or post-secondary training.

CTS also enables students to develop the confidence they need as they move into adult roles by allowing them to assume increased responsibility for their learning; cultivate their individual talents, interests and abilities; and define and act on their goals. The CTS pathways model includes the following benefits for students, educators and employers.

Course Description

Students discover and develop skills to relay a message effectively using various forms of media, including animation, print, photography and audio/visual.

Main Focus: for students to develop and apply important knowledge, skills and attitudes so they can provide well designed and aesthetically effective communication solutions.

Careers/Jobs: This course is a lead in to numerous career or job areas

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| <p><u>Advertising Copywriter</u></p> <p><u>Photographer:</u> aerial photographer commercial photographer forensic photographer industrial photographer photojournalist portrait photographer scientific photographer</p> | <p><u>Graphic designers and illustrators:</u> 3D animation artist advertising designer animator – animated films bank note designer cartoonist commercial artist graphic artist graphic designer graphic designer – multimedia illustrator layout designer medical illustrator multimedia illustrator scientific illustrator</p> |
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Course Outcome

When you have successfully completed all the projects with prescribed outcomes of the course work you will earn 3 credits on your high school transcript. (Must achieve a mark of 50% or greater for a passing grade.)

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| <p><u>Project 1</u></p> <p>Media Design Backpack Digital Flipbook and Web Page</p> <ul style="list-style-type: none"> ~Principles and Elements of Design ~Web Design ~Font Infusion ~Intro to photography | <p><u>Project 2</u></p> <p>Magazine (Digital), 20 pages</p> <ul style="list-style-type: none"> ~themed, principle and elements of design, font and photo infusion -layout and design | <p><u>Project 3</u></p> <p>County of Grande Prairie Media Designs Promo Packs</p> <ul style="list-style-type: none"> ~Brochures, Logos, Billboards, Newsletters, Flyers, full page ads, Infographics, Video (commercials), web pages, font and photo infusion |
| <p>VISUAL COMPOSITION</p> <p>Students learn to employ fundamental elements and principles of design for various media and gain a strong foundational multidisciplinary experience in preparation for future course projects.</p> | <p>TYPOGRAPHY</p> <p>If there is no type on the page, it isn't graphic design, it is fine art. Students learn about the power of typography and its uses in today's world.</p> | <p>Media</p> <p>Students discover the impact of the media and develop fundamental skills to relay a message effectively using various forms of media; e.g., photography, print, Web and audio or video production.</p> |

Assessment

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| Projects | 70% | |
| Assignments | 20% | |
| Tests/Quizzes | 10% | = 100% |

Resources

Your teacher will provide a majority of resources (tools and equipment) for the course work. Software and hardware technology will be provided as needed. No textbook is required. *Some* websites and web 2.0 tools mentioned below, will be used to complete projects.

Web resources:

<http://www.johnlovet.com/test.htm>

<http://www.incredibleart.org/files/elements.htm>

https://www.getty.edu/education/teachers/building_lessons/principles_design.pdf

http://en.wikipedia.org/wiki/Design_elements_and_principles

<http://www.weebly.com> --web page design

<http://prezi.com> --presentation tool

Photo editing: <https://www.picmonkey.com/>, <http://www190.lunapic.com/editor/>

Adobe Photoshop, Illustrator, Elements.

Timeline

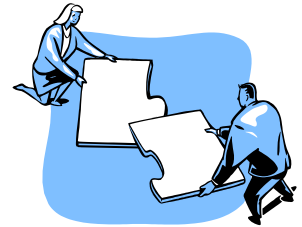
You have the *Quarter* to complete all course work. (Approx. 10 weeks)

Respect all due dates.

Expectations

- **Be on time – Attendance is taken at the beginning of every class. If you are late you will miss the instructions of the day, which are very important. If you are late because you were with another teacher, I need a note to verify it. You are responsible for missed days. You need to see me if you will be away for a number of days. Don't expect me to find you!**
- **Be prepared and Be ready to work – This will help you utilize your class time to the fullest.**

- Be respectful – This is a big one. If you want to be treated in a well-respected manner, be expected to act in one. You need to respect not only me, your teacher, but your fellow classmates as well. Inappropriate behavior will not be tolerated, whether it is in a joking manner or not. Respect yourself as well.
- Respect the environment and space around you. Don't leave big messes for the caretakers to clean up. They are not responsible to clean up after you – you are. Food and drinks are to be consumed at tables only. NEVER near or at computer work areas.
- If it's not yours, don't touch! Be respectful of not only your classmate's work/property, but your own.
- Respect all supplies/equipment/resources. Borrowing is a privilege not a right. If you are seen misusing /equipment/resources in any way, you will lose that privilege and will have to finish your projects by some other means.
- Be responsible – Keep everything that is given to you, handouts, notes, exercises etc. In case there is a mistake on marks, or perhaps an assignment was not marked, you have the evidence to prove otherwise. You may use a classroom folder to contain you 'stuff'.
- Personal electronic devices are allowed, however, only for educational purposes, so NO TEXTING, RECEIVING or SENDING CALLS on cellular devices for personal reasons. Misuse will result in confiscation/disciplinary actions. Don't let it get to that, show manners and respect. No one should ever touch your electronic device unless you agree to it.



Dear Student,
I know when you're
texting in class. Seriously,
no one just looks down at
their crotch and laughs.

Sincerely,
Teacher

- MOST OF ALL BE – **KIND, gentle, HELPFUL**
and understanding TO EVERYONE AND
 EVERYTHING