

# Digital Media I - Syllabus

## Coconino High School, Flagstaff Arizona

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**Course Description:** Year one in Digital Media is an exploratory, project-based learning environment offering students the opportunity to gain experience in the medium of visual communication. We teach the fundamentals of film & video production, website and graphic design. Emphasis is placed on common threads of writing, visual composition (video framing, graphic design and website page layout), and application of the Principles and Elements of design as they relate to each content area. Participants will find the class and the program a springboard to a possible future in some of the most highly sought after 21<sup>st</sup> century careers. We approach these opportunities with diverse technology and versatile design skills applicable to a number of professions. We operate in a state-of-the-art computer lab using industry standard software. Students will create projects in Adobe Premiere, Illustrator, and Photoshop. Each student will use the WordPress content management system to create a Digital Portfolio as an archive for their projects and assignments.

**Course Goals:** The course will develop student interest in media occupations and computer science. Film/Video image acquisition and professional set etiquette are covered. Students learn basic workflow of video editing programs like Final Cut Pro and Adobe Premiere Pro. The workflow of production, from pre to post, is covered and practiced by the learner. Web design is also investigated. Students learn the basic structure of the internet, learn to manipulate Hypertext Transfer Protocol and learn to the difference between static and dynamic websites. They will be exposed to CSS and learn the importance of scripting methods to enhance the functionality of a site. Students will use Content Management Systems to deploy their own website and will use basic HTML coding to make modifications to a web presence that will serve as their portfolio site for their time in the Digital Media program.

Students get introduced to the basic tools and operations in Adobe Photoshop software and bitmap editing software in general. Students will develop and advance skills in editing digital images and their underlying characteristics. Students will work with and understand masks, layers, and composite images. They learn basic image capture, scanning, and printing techniques. Special attention is paid to the differences in purpose and usage of Illustrator and Photoshop.

**Student Expectations:** Students are expected to adhere fully to the current Coconino High School Student Handbook. Students will further be expected to participate in all aspects of film/video production, graphic design, and website development. They will implement and deploy these skills into a media specialist position. **To pass the class, students must participate in a timely manner, attend class regularly, and be ready to work. Project completion will be essential in this context.** Professional behavior is required of all students when in class, attending off-campus extracurricular activities, dealing with school faculty, or community members. Each student is responsible for the care and maintenance of all video equipment and facilities, and in order to use this equipment, must sign an agreement to replace or pay for equipment damaged due to negligence or abuse. Taking this course functions as tacit agreement that the student will adhere to classroom, school, and district policies.

### Anticipated Program of Study:

**Unit 1:** Classroom communication and artefact systems (how you communicate, turn in work, etc.):

- Google Docs, Edmodo, Dropbox, YouTube, Vimeo, Quizlet

**Unit 2:** Graphic Design

- Adobe Photoshop CS6
  - Describe bitmap file formats, their appropriate applications and advantages
  - Describe/demonstrate the relationship between image resolution, image size, color depth, and file size.
  - Demonstrate how to edit image characteristics such as color, light/dark levels and contrast, and color saturation.
  - Overview of Photoshop menus and tools
  - Describe the advantage of working with layers and demonstrate how to use them in working with images.
  - Creating composite images from multiple sources
  - Combine multiple images into a single composite image
  - Importing digital images and basic scanner operations
  - Create and use masks for a variety of image editing functions.
  - Work with type
  - Use basic filters to enhance image qualities such as Unsharp Mask, Blur, etc.
  - Demonstrate basic printing techniques with ink jet and laser printers
- Adobe Illustrator CS6
  - Pen tool usage for illustration
  - Describe vector file formats, their appropriate applications and usages
  - Print color standards

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- Principles and elements of design
- Color Theory
- Typography
- Composition

**Unit 3:** Introduction to Video Production and Cinematography – please note the three areas have overlap

- *Pre-Production*
  - ~ Concept generation, planning and organizing projects
  - ~ Treatment, scriptwriting and storyboarding
- *Production*
  - ~ Cinematography & lighting
  - ~ Equipment, care, maintenance and operation
  - ~ Hierarchy and workflow of production crew
  - ~ Audio
- *Post Production*
  - ~ Project evaluation
  - ~ Video editing
  - ~ Output and file formats
  - ~ Archival and posting

**Unit 4:** Introduction to Website design

- Content Management Systems
- Wordpress
- Search Engine Optimization
- HTML & CSS (basics)
- Writing content for websites
- Responsive page design using standard design elements and principles

**Unit 5:** Career Guidance

- Certifications
- Future Prospects

## Grades & Assessment:

All projects and assignments will demonstrate whether students have met standards for the course. In addition, application of knowledge and skills are assessed in a final project. The grading policy will follow FUSD & CHS handbooks.

## Grade Distribution:

This project-intensive class requires students to work individually, as well as in groups, on a daily basis to complete a lesson(s), or project(s). Grade distribution is in accordance to FUSD policy, projects and assignments will be categorized by measurement/performance and practice. Measurement/performance is 80% and practice is 20% of overall grade.

## Course Policies:

- Obey all school rules as set forth in student handbook.
- Students should come to class ready to learn.
- Students should be in seat when tardy bell rings.
- Policies on cheating are to give all involved a zero on the work and notify guardians. This could escalate on repeated offenses as spelled out in the CHS handbook.
- Be considerate and respectful of others.
- No FOOD or DRINKS in classroom
- Do not abuse equipment including keeping the workstation clean
- Attendance is expected to be exceptional. For excused, verifiable absences, work must be done within 3 days of returning to class. It is your responsibility to find out about and make arrangements for makeup work to be done. Students absent on a test date will report to the teacher on the first day back to make arrangements for testing.

## Course Materials:

- Headphones/earbuds for class assignments that involve individual audio
- Writing tools and paper

**Class critiques:** Students will be expected to comment both orally and in writing on their own as well as others work. In a critique each all criticism must be supported by a constructive suggestion to help the student improve. We are a team solving problems and working together to grow our skills. All comments should be constructed in clear quantifiable terms. Examples of non-quantifiable terms: "I like it, I don't like it, It's good / it's bad."

**General Grading Rubric for Project Evaluation:** Students will engage in creation of a rubric for some assignments.

**\*\*\*Please note that other than the course description and goals, this syllabus is subject to change by the instructor provided the teacher gives students/guardians sufficient notice of the change(s).\*\*\***