

# Digital Media II

## Syllabus

### Coconino High School

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#### Course Description:

This course is an introduction and advancement of skills learned in Digital Media I, advancing the following skill sets:

##### Graphic Design & Print Media:

An introduction to the basic tools and techniques of computer graphics and principles of design, along with their application in the workplace environment. Students will become familiar with and advance prior familiarity with software and hardware that enables them to create and compose two-dimensional images. Students will also learn to import images from other software sources as well as from scanned images.

##### Web Design:

Students will use the graphic design skills to augment the visual appeal of websites as they learn to create and deploy websites on various platforms, using various CMS, Dreamweaver, HTML, CSS, and Python coding. They will learn the present and current workplace standards expected of web and content designers for various business models.

##### Film & Video:

Students will learn and apply current production techniques and professional protocols such as pre-production, digital workflow, set cadence, and other topics relevant to both broadcast and motion picture distribution models. They will also explore media production concerns for emerging platforms such as streaming video systems such as YouTube, Netflix and Amazon Prime.

Digital Media II builds on year one (Digital Media I is prerequisite) and provides students a dual enrollment prospect that allows them to gain college credit. We delve deeper into visual communication including film & video production techniques, graphic and website design with emphasis on composition, color theory, principles of design and production. The class model is a multimedia business organization structure. Students here choose an area of interest and work within rotating departments. Departments include, Marketing, Graphic Design, Video Production and Website development. The curriculum is differentiated by these; each department is responsible for creating content for a specific entity. These entities are Panther TV (a school based video blog website), providing support maintaining the school website, creating graphic design projects for Coconino High School, as well as support and layout of the school newspaper, The Coconino Press. These projects will provide real world experience and will help to either launch into a post high school career or allow students to work in a multimedia field while in college.

***This is a dual enrollment course; We partner with CCC allowing students to earn the following college credits: Students earn (3) Credits for ART 130, Computer Graphics I at CCC. Fine Arts credit approval pending.***

**Course Goals and Content:** The purpose of Digital Media II, is to expose students to the 'real world' of media. Here, we bridge the gap between theory and application by not only further enhancement of skills but additionally showing students how to turn those skills into a viable income producing future employment prospect.

**Student Expectations:** Students will be expected to be actively in all aspects of film and video production. Professional behavior is required of all students when dealing with customers and attending off campus extracurricular activities. Each student is financially responsible for the care and maintenance of all video equipment and facilities.

#### Grading, Assessment & Grade Distribution:

All assignments are designed to show whether students have met the standards for the course.

The grading policy will follow the FUSD handbook.

This is project intensive class that requires students to work together on a daily basis to contribute to the lesson, or project. The following is the distribution for a final grade. Measurement/Performance 80%, Practice 20%. Grades are as follows, some assignments may NOT have point values –

**A** is work that exceeds expectations/standards, and on point value assignments will be 90-100%

**B** is work that fully meets expectations/standards, and on point value assignments will be 80-89%

**C** is work that meets expectations/standards without major omission, and on point value assignments will be 70-79%

**D** is work that approaches expectations/standards with notable omission, and on point value assignments will be 60-69%

**F** is work that is missing or is well below expectations/standards, and on point value assignments will be 0-59%

## **Digital Media II Syllabus Coconino High School (Cont.)**

### **Course Policies:**

- **Absence/Makeup Work:** Excused, verifiable absence work must be done within 3 days of returning to class. It is your responsibility to find out if there is any makeup work to be done, and to make arrangements for doing so. Students absent on a test date will be expected to report to the teacher on the first day back to make arrangements for testing. Some graded items will not have due dates and are based on the student demonstrating what they learn.
- 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 the parents.
- **TREAT OTHERS AS YOU WANT TO BE TREATED.** We are building a team.
- No **FOOD** or **DRINKS** in classroom
- Do not abuse equipment – you sign a liability replacement cost contract to be in this class.
- Keep workstation clean
- Attendance is expected to be exceptional.

### **Course Materials:**

- With parents' permission, bring your technology to class, Smartphone, Tablet and Laptop. **YOU ARE RESPONSIBLE FOR YOUR OWN TECHNOLOGY, FLAGSTAFF UNIFIED SCHOOL DISTRICT ACCEPTS NO RESPONSIBILITY LOST, STOLEN OR DAMAGED EQUIPMENT. YOU ARE PARTICIPATING AND BRINGING YOUR TECHNOLOGY TO CLASS OF YOUR OWN VOLITION.**
- Listening Device (i.e. Headphones)
- Composition Book and Writing utensil.

**Class critiques:** Students will be expected to comment both orally and in writing on each project they complete. In a critique each negative comment must be supported by a constructive suggestion. Each comment positive or negative should be constructed of clear quantifiable terms. Examples of non-quantifiable terms: "I like it, I don't like it, It's good or it's bad". These kinds of comments give little feedback and don't help the student to improve his/her work.

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