CTE/ROP Web Publishing and Media Design

San Diego County Office of Education - Sweetwater Union High School District
Pacing Guide/Course Description

Course Length: 1 year (2 semesters)	**Classroom Instruction:** 180 hours
SUHSD Course Number:	**Grade Level:** 9, 10, 11, 12
SDCOE Course Number:	**SDCOE Total Hours:**
CBEDS Number/Title:	**Year of Implementation:**2012
Course Pre-requisites: none	**Articulation (school/credits):** none
CTE Industry Sector: Arts, Media and Entertainment	**CTE Pathway(s):** Media and Design Arts; Production & Managerial Arts, Informational Technology, Manufacturing and Product Development
Job Titles: Graphic Designer, Web Designer	
Credential Information: Preliminary or Clear Full-Time Designated Subjects CTE Teaching Credential in Arts, Media and Entertainment	
Required Textbooks: none	
Course Description:	

CTE/ROP Web Publishing and Media Design

Semester 1

Unit 1: Basic Production Knowledge and Skills (5 hours)
Unit 2: Basic Computer Operation Hardware (6 hours)
Unit 3: File Management (2 hours)
Unit 4: Web Page layout and Design (30 hours)
Unit 5: Electronic Communications (15 hours)
Unit 6: Composition and The Artistic Process (8 hours)
Unit 7: Digital Imaging and Capture (4 hours)
Unit 8: Computer Image Making (15 hours)
Unit 9: Creative Interactive Web Graphics (5 hours)
= 90 hours

Semester 2

Unit 10: Persuasive Communication (15 hours) ------
Unit 11: Internet Multimedia Presentations (20 hours) ------
Unit 12: Animation For New Media (15 hours)
Unit 13: Web Design - Multimedia Authoring Production Skills (20 hours) -----
Unit 14: Page Layout, Digital Imaging, Graphic Design Software (3 hours) ------
Unit 15: Video, Audio, Animation and Browser Software (7 hours) -----
Unit 16: Interpersonal Employment Skills and Transferrable skills (5 hours) -----
Unit 17: Exploring Careers in the Visual Arts for New Media (5 hours)
= 90 hours

CTE/ROP Web Publishing and Media Design

Semester 1 - **Unit 1 – Basic Production Knowledge and Skills (6 hours)**			
Competencies	**Standards**	**Suggested Pacing**	**Resources/Materials**
A - Identifies the role of digital artists and web designers **B -** Identifies technology used in contemporary design **C -** Demonstrates language and math skills necessary for web page and graphic design. **D -** Uses the language of the Industry to communicate with individual's employer as web designers and web developers. **E -** Demonstrates care in the handling of media production hardware and software. **F -** Demonstrates knowledge of a concern for production values and Industry Standards.	**Career Technical Education:** ***IT/MSSVP/** **B4.2** Know the available resources for identifying and resolving problems. B5.10 Differentiate among various versions of Internet programming languages. **Core Academic:** ***IT/C/2.4LS/LSSA/G9-10/** **(1.1)** Formulate judgments about the ideas under discussion and support those judgments with convincing evidence.	**A:** Course objectives, expectations, procedures **B:** Introduction to web design and media production technology **C:** Terminology **D:** Presentation types **E:** Production environments	**Teacher Resources:** DreamWeaver Tutorials: http://www.thesitewizard.com/gettingstarted/dreamweaver1.shtml **Student Resources:** DreamWeaver CS3 Tutorials

CTE/ROP Web Publishing and Media Design

Semester 1 - **Unit 2 – Basic Computer Operation Hardware (5 hours)**			
Competencies	**Standards**	**Suggested Pacing**	**Resources/Materials**
2A - Performs basic computer operation including proper startup & shut down procedures. **2B** -Understands computer operation terminology. **2C** - Understands computer operating systems, file structures & formats, peripheral devices & applications. **2D** - Utilizes network including internet, stores & exchanges information.	**Career Technical Education:** ***IT/MSSVP/** **B2.1** Know multiple ways in which to transfer information and resources (e.g., text, data, sound, video, still images) between software programs and systems. **B2.3** Use multiple online search techniques and resources to acquire information. **B3.1** Understand the appropriate peripherals and hardware needed to achieve maximum productivity for various projects. **B3.2** Know how to identify and integrate various types of peripherals and hardware to meet project requirements. **B5.2** Know the relative features, strengths, and weaknesses of different authoring programs and cross-platform issues. **B5.10** Differentiate among various versions of Internet programming languages. **Core Academic:** ***IT/A/1.2S/IE/G9-12/** **(1.a)** Select and use appropriate tools and technology (such as computer-linked probes, spreadsheets, and graphing calculators) to perform tests, collect data, analyze relationships, and display data.	**A:** Basic equipment operation & terminology **B:** Windows/Macintosh environment **C:** Input-output devices, Peripherals **D:** Role of the operating system and operating system commands **E:** Safety & Equipment protection procedures	**Teacher Resources:** http://www.google.com *Have students create a Google account where they can keep notes and files. **Student Resources:** Gmail accounts Google Documents

CTE/ROP Web Publishing and Media Design

	Semester 1 - **Unit 3 – File Management (2 hours)**		
Competencies	**Standards**	**Suggested Pacing**	**Resources/Materials**
3A - Demonstrates file management skills for opening, copying, saving & deleting files. **3B** - Selects various file formats in relation to final output. **3C** - Distinguishes between & selects appropriate applications for word processing, web page layout, graphics and photo manipulation	**Career Technical Education:** ***IT/TC/** **4.2** Understand the use of technological resources to gain access to, manipulate, and produce information, products, and services. **Core Academic:** ***IT/C/2.2W/WSA/G11-12/** **(1.7)** Use systematic strategies to organize and record information (e.g., anecdotal scripting, annotated bibliographies).	**A:** Networking - Accessing data and web servers **B:** Import, Export, Placing files between Applications	**Teacher Resources:** File management tips: http://sbinfocanada.about.com/od/datamanagement/a/computerfilemgt.html **Student Resources:** Dreamweaver Tutorials: File management

CTE/ROP Web Publishing and Media Design

Semester 1 - **Unit 4 – Web Page layout and Design (30 hours)**			
Competencies	**Standards**	**Suggested Pacing**	**Resources/Materials**
4A - Demonstrates knowledge of HTML, XMTML and HTML5 tags and syntax. **4B** - Demonstrates an understanding of basic terminology, techniques, Dreamweaver software and hardware related to web design. **4C** - Demonstrates the ability to write or hand code and link external style sheets without the aid of Dreamweaver or another HTML editor. **4D** - Understands how to combine content and graphics to create an effective, interactive web page. **4E** - Creates interactive web forms, adds for objects, and formats fields by naming values. **4F** - Has a working knowledge of cross platform issues such as browser interpretation, differing resolutions, appearance of images based on gamma settings and text size variations. **4G** - Considers client-sided screen resolution variables and unfixed display dimensions when developing web page layouts. **4H** - Places copy from word	**Career Technical Education:** ***IT/TC/** **4.3** Understand the influence of current and emerging technology on selected segments of the economy. **4.4** Understand effective technologies used in Web site development and the Internet. ***IT/MSSVP/** **B1.4** Analyze media and develop strategies that target the specific needs and desires of the audience. **B1.5** Understand the development and management process of a show (e.g., television programs, musicals, nd radio programs). **B5.1** Understand the purpose, scope, and development of a Web site. **B5.3** Use industry-standard programs to produce a Web-based business operation or simulation. **B5.7** Know the full process of Web hosting, including registering domain names, setting up Web hosting, setting up e-mail addresses, and recognizing privacy issues. **B5.8** Understand the hardware (server) and software required for Web hosting. **B5.9** Know the tools and process for registering Web sites with search directories and engines and for enabling e-commerce capabilities (e.g., sell products, create a shopping cart, and handle credit card transactions). **B5.10** Differentiate among various versions of Internet programming languages. ***IT/ISSP/** **A7.1** Know common industry-standard software and its applications.	**A:** Introduction to open source scripting languages **B:** Introduction to WYSIWIG editors **C:** Cascading Styles Sheets 1. Embedded 2. Inline 3. Pseudo Styles 4. External link styles **D:** Using CSS to control page layout, typography and the elements of page content **E:** Design web sites and multimedia in compliance with American Disabilities Act and the W3C **F:** GUI Interface mathematical variables 1. Establishing the correct dimensions for page layout for multiple screen resolutions, browser interfaces and operating systems **G:** Integrating applications **H:** Electronics Publishing in Adobe Acrobat **I:** Dynamic Content **J:** JavaScript - HTML5	**Teacher Resources:** Adobe Dreamweaver DreamWeaver Tutorials: http://www.thesitewizard.com/gettingstarted/dreamweaver1.shtml **Student Resources:** Adobe Dreamweaver Http://www.blogger.com

processing program to web page layout program. **4I** - Uses electronic dictionary spell checker and automatic site linkage indication & correction tools. **4J** - Creates and publishes PDF from digital artwork, a spreadsheet or a Word Document. **4K** - Creates formats, modifies, controls, and targets hyperlinks with in frames in a Frameset, iframe or scrolling div tag. **4L** - Incorporates client-side web programming with JavaScript to enhance web pages with complex, interactivity, data manipulation, and page control **4M** - Interprets edits and implements JavaScripts. **4N** - Correctly assigns the method and action of a CGI Script form handler and addresses the URL of the gateway that processes a email form	**A7.2** Evaluate the effectiveness of software to solve specific problems. **A7.3** Know a variety of sources for reference materials (e.g., online help, vendors' Web sites, online discussion groups, tutorials, manuals). <u>Core Academic:</u> ***IT/C/2.4LS/LSSA/G9-10/** **(1.1)** Formulate judgments about the ideas under discussion and support those judgments with convincing evidence. **(1.2)** Compare and contrast the ways in which media genres (e.g., televised news, news magazines, documentaries, online information) cover the same event. **(1.3)** Choose logical patterns of organization (e.g., chronological, topical, cause and effect) to inform and to persuade, by soliciting agreement or action, or to unite audiences behind a common belief or cause. **(1.7)** Use props, visual aids, graphs, and electronic media to enhance the appeal and accuracy of presentations. ***VA/AV/PR/** **4.3** Formulate and support a position regarding the aesthetic value of a specific work of art and change or defend that position after considering the views of others.	interactivity **K:** User input via forms 1. CGI - Common Gateway Interface	

CTE/ROP Web Publishing and Media Design

	Semester 1 - **Unit 5 – Electronic Communications (15 hours)**		
Competencies	**Standards**	**Suggested Pacing**	**Resources/Materials**
5A - Demonstrates awareness of key historical developments in the communications industry. **5B** - Defines key terms related to the electronic design, digital art, and animation industry. **5C** - Demonstrates knowledge of basic terminology, techniques, software and hardware related to Internet communications. **5D** - Understands domain registration, DNS, and Web site hosting process. **5E** - Posts, updates, & manages files using a FTP utility. **5F** - Interprets copyright laws and can explain terms such as fair use, public domain and stock photography **5G** - Understands the importance or originality by creating artwork for web page designs **5H** - Discusses how emerging technologies are changing the definition, role, and function of digital media art.	**Career Technical Education:** ***IT/NCP/** **C1.1** Evaluate emerging products, services, and business models in relation to the creation, setup, and management of network communication products and services. **C5.1** Know the appropriate uses of communication services, products, and applications. **C2.1** Know the types of networks and their features and applications. **C5.2** Use a variety of online services (e.g., purchasing, selling, tracking, communicating, banking, investing). ***IT/MSSVP/** **B2.3** Use multiple online search techniques and resources to acquire information. **Core Academic:** ***VAPA/VPA/PR/** **2.1** Solve a visual arts problem that involves the effective use of the elements of art and the principles of design. ARTS, BLD, FASH **3.2** Identify and describe the role and influence of new technologies on contemporary works of art. ARTS **4.1** Articulate how personal beliefs, cultural traditions, and current social, economic, and political contexts influence the interpretation of the meaning or message in a work of art. ARTS, FASH ***IT/C/2.4LS/SA/G11-12/** **(2.4)** Deliver multimedia presentations: a. Combine text, images, and sound by incorporating information from a wide range of media, including films, newspapers, magazines, CD-ROMs, online information, television, videos, and electronic media-	**A:** History of Electronic communications **B:** Concepts & terminology related to graphic communications **C:** Terminology related to the Internet Publishing including popular acronyms **D:** Web Hosting, DNS registration **E:** File Transfer Protocol, RSS Feeds, Blogs, **F:** Ethics, Copyright laws & Originality in Artwork **G:** Introduction to the computer as an artistic tool	**Teacher Resources:** http://www.cyberbee.com/cb_copyright.swf http://mail.google.com/ **Student Resources:** http://www.cyberbee.com/cb_copyright.swf http://mail.google.com/

	generated images. b. Select an appropriate medium for each element of the presentation. c. Use the selected media skillfully, editing appropriately and monitoring for quality. d. Test the audience's response and revise the presentation accordingly.		

CTE/ROP Web Publishing and Media Design

	Semester 1 - **Unit 6 – Composition and The Artistic Process (8 hours)**		
Competencies	**Standards**	**Suggested Pacing**	**Resources/Materials**
6A - Uses line, shape, form, space, value, color, texture, and value in graphic designs. **6B** - Demonstrates knowledge of the art principle of contrast, balance, proportion, movement, rhythm, variety and emphasis **6C** - Understands traditional and digital color theory. **6D** - Uses negative and positive space. **6E** - Understands value, perspective, lighting, form and scale. **6F** - Uses symmetrical and asymmetrical design. **6G** - Applies the design principles of proximity, alignment, repetition and contrast to new media **6H** - Creates logos in a draw (vector) program. **6I** - Creates an animated logo using multimedia-authoring software. **6J** - Applies symbolism in design by creating a identity mark for self-promotion	**Career Technical Education:** ***AME/MDAP/A1.1/ADV/G9-12/** **(1.1)** Analyze and discuss complex ideas, such as distortion, color theory, arbitrary color, scale, expressive content, and real versus virtual in works of art. ***AME/MDAP/A1.2/CE/VA/PR/G9-12/** **(2.1)** Solve a visual arts problem that involves the effective use of the elements of art and the principles of design. **(2.3)** Develop and refine skill in the manipulation of digital imagery (either still or video). **Core Academic:** ***VAPA/VA/ADV/4.0AV/** **4.1** Describe the relationship involving the art maker (artist), the making (process), the artwork (product), and the viewer. **4.2** Identify the intentions of artists creating contemporary works of art and explore the implications of those intentions. **4.3** Analyze and articulate how society influences the interpretation and message of a work of art.	**A:** The elements of art in design **B:** The principles of art in design **C:** Color theory 1. Color Harmonies 2. Digital color" **D:** Form and Function **E:** Value, perspective, lighting, form, scale **F:** Dominance/Subordination **G:** Graphic Design Principles **H:** Typography 1. Illuminations with Type 2. Development of Typography 3. Terminology & Categories of Type 4. Selecting Typefaces and Fonts **I:** Symbols in Graphic Art Identity Marks in Contemporary Society"	**Teacher Resources:** Word Processing Adobe Flash Adobe Illustrator **Student Resources:** Adobe Flash Adobe Illustrator

CTE/ROP Web Publishing and Media Design

	Semester 1 - **Unit 7 – Digital Imaging and Capture (6 hours)**		
Competencies	**Standards**	**Suggested Pacing**	**Resources/Materials**
7A - Uses the digital camera with the computer in the studio. **7B** - Demonstrates appropriate scanner operations for capturing line art and continuous tone artwork. **7C** - Places, crops, or resizes electronically scanned graphics into page layouts for the Internet. **7D** - Identifies the use of camera angles to highlight or expressive content of compositions in Photoshop	<u>**Career Technical Education:**</u> ***AME/MDAP/A1.2/VA/PR/** **(2.3)** Develop and refine skill in the manipulation of digital imagery (either still or video). ***AME/MDAP/VA/ADV/** **(2.1)** Solve a visual arts problem that involves the effective use of the elements of art and the principles of design. **(2.2)** Prepare a portfolio of original two- and three-dimensional works of art that reflects refined craftsmanship and technical skills. **(2.4)** Review and refine observational drawing skills. ***AME/MDAP/A1.1/ADV/G9-12/** (**1.5)** Compare how distortion is used in photography or video with how the artist uses distortion in painting or sculpture. ***IT/MSSVP/** **B1.2** Use appropriate software to design and produce professional-quality images, documents, and presentations. **B1.6** Know the basic design elements necessary to produce effective print, video, audio, and Web-based media. ***IT/MSSVP/** **B3.3** Use various types of audio and video equipment (e.g., digital cameras, recorders, scanners, Web cams, CD and DVD recorders), as appropriate, for different projects.	**A:** Digital Capture with scanners and digital cameras **B:** Resolution- Image Resolution & screen resolution **C:** Point of View & simulated Point of View in Photoshop compositions	<u>**Teacher Resources:**</u> Adobe Photoshop <u>**Student Resources:**</u> Adobe Photoshop

CTE/ROP Web Publishing and Media Design

Semester 1 - **Unit 8 – Computer Image Making (15 hours)**			
Competencies	**Standards**	**Suggested Pacing**	**Resources/Materials**
8A - Demonstrates knowledge of terminology related to computer graphics. **8B** - Uses digital imaging techniques to merge photographs, transform, and manipulate images. **8C** - Alters or enhances original artwork with filters, masks, actions, blending modes in Photoshop. **8D** - Creates digital imagery using actions, alpha channels, layers, clipping paths and layer masks in Photoshop. **8E** - Demonstrates photographic compositional techniques in artwork in Photoshop **8F** - Produces two-dimensional and three dimensional (motion) graphics **8G** - Demonstrates the use of overlapping, scale, placement, value and perspective in creating the illusion of depth in artwork. **8H** - Creates still life value study, shaded and animated geometric forms, and uses gradient tools with digitizer tablets **8I** - Is proficient at using photo manipulation software to retouch, restore	**Career Technical Education:** ***AME/MDAP/** **A2.1** Analyze the way in which technical design (e.g., color theory, lighting, graphics, typography, posters, sound, costumes, makeup) contributes to a performance or presentation. **A2.2** Know the component steps and skills required to design, edit, and produce a production for audio, video, electronic, or printed presentation. ***AME/MDAP/A1.1/ADV/G9-12/** (**1.5**) Compare how distortion is used in photography or video with how the artist uses distortion in painting or sculpture. ***AME/MDAP/A1.2/VA/PR/** (**2.3**) Develop and refine skill in the manipulation of digital imagery (either still or video). **Core Academic:** ***AME.A.1.1M/A1/G8-12/** (**15.0**) Students apply algebraic techniques to solve rate problems, work problems, and percent mixture problems. (**25.1**) Students use properties of numbers to construct simple, valid arguments (direct and indirect) for, or formulate counterexamples to, claimed assertions.	**A:** Technology and Terminology of Digital Imaging **B:** Photoshop image manipulation **C:** Compositional Techniques Rule of Thirds, Lines of Motion, Leading lines, Placement, etc" **D:** Perspective and the Illusion of Depth 1,2,3 & 4 Point Perspective Other Illusions of Depth **E:** Value Studies and animating lighting effects **F:** Enhancing, Retouching and Restoring and color corrections **G:** Distortion **I:** Three Dimensional Media 1. Motion Graphics 2. Digital Mosaics 3. Impasto Techniques" **J:** Simulating Studio Lighting Effects	**Teacher Resources:** Adobe Photoshop **Student Resources:** Adobe Photoshop

photographs and make digital color corrections. **8J** - Uses Photoshop distortion tools to create futuristic characters **8K** - Produces digital images in Photoshop with painterly qualities for landscapes in virtual environments. **8L** - Demonstrates an understanding of creating texture in a digital environment **8M** - Demonstrates the ability to make adjustments/corrections on composited images to simulate studio lighting			

CTE/ROP Web Publishing and Media Design

	Semester 1 - **Unit 9 – Creative Interactive Web Graphics (5 hours)**		
Competencies	**Standards**	**Suggested Pacing**	**Resources/Materials**
9A - Demonstrates the understanding of Web graphics production. **9B** - Creates Image maps for web pages **9C** - Creates interactivity images, JavaScript rollovers, animations and interactions for new media **9D** - Designs graphic artwork to be sliced, scripted, exported, and optimized to operate as a multiple state navigation bar in new media.	**Career Technical Education:** ***IT/MSSVP/** **B1.2** Use appropriate software to design and produce professional-quality images, documents, and presentations. **B1.6** Know the basic design elements necessary to produce effective print, video, audio, and Web-based media. **B2.4** Know the appropriate ways to validate and cite Internet resources. **Core Academic:** ***AME/C/2.4LS/G11-12/** **(2.4)** Deliver multimedia presentations: **a.** Combine text, images, and sound by incorporating information from a wide range of media, including films, newspapers, magazines, CD-ROMs, online information, television, videos, and electronic media-generated images. **b.** Select an appropriate medium for each element of the presentation. **c.** Use the selected media skillfully, editing appropriately and monitoring for quality. **d.** Test the audience's response and revise the presentation accordingly.	**A:** Terminology of Web Interactivity **B:** Design considerations for motion graphics **C:** Digital Output as a Graphic User Interface 1. GUI	**Teacher Resources:** Adobe Dreamweaver Adobe Flash **Student Resources:** Adobe Dreamweaver Adobe Flash

CTE/ROP Web Publishing and Media Design

Semester 1 - **Unit 10 – Persuasive Communication (15 hours)**			
Competencies	**Standards**	**Suggested Pacing**	**Resources/Materials**
10A - Communicates marketing concepts such as "brand", "image" and "target audience". **10B** - Identifies consumer, trade or public service advertisements **10C** - Applies basic marketing strategies related to graphics industry by applying strategies in the creation of graphic artwork **10D** - Examines artwork used in advertising to identify intensions of the marketing campaign and the implication of those intensions. **10E** - Develops an awareness of marketing tactics aimed at teen through the creation of their own mock advertising campaigns **10F** - Identifies the elements of an Ad: visual, line, body copy, claim, and sign off **10G** - Creates relevant META content for SEO ratings demonstration an understanding of industry standard online marketing techniques and trends for new media. **10H** - Identifies and analyzes targeted audience and determines most effective format. **10I** - Sets goals, defines	**Career Technical Education:** ***AME/CPM/** **(3.1)** Know the personal qualifications, interests, aptitudes, knowledge, and skills necessary to succeed in careers. ***AME/PSCT/** **(5.1)** Apply appropriate problem-solving strategies and critical thinking skills to work-related issues and tasks. **Core Academic:** ***AME/C/2.1R/RC/G9-10/** **(2.1)** Analyze the structure and format of functional workplace documents, including the graphics and headers, and explain how authors use the features to achieve their purposes. **(2.3)** Generate relevant questions about readings on issues that can be researched. **(2.5)** Extend ideas presented in primary or secondary sources through original analysis, evaluation, and elaboration. ***AME/C/2.4LS/LSSA/G11-12/** **(1.1)** Recognize strategies used by the media to inform, persuade, entertain, and transmit culture (e.g., advertisements; perpetuation of stereotypes; use of visual representations, special effects, language.)	**A:** Communicates marketing concepts such as "brand", "image" and "target audience". **B:** Identifies consumer, trade or public service advertisements **C:** Applies basic marketing strategies related to graphics industry by applying strategies in the creation of graphic artwork **D:** Examines artwork used in advertising to identify intensions of the marketing campaign and the implication of those intensions. **E:** Develops an awareness of marketing tactics aimed at teen through the creation of their own mock advertising campaigns **F:** Identifies the elements of an Ad: visual, line, body copy, claim, and sign off **G:** Creates relevant META content for SEO ratings demonstration an understanding of industry standard online marketing techniques and trends for new media.	**Teacher Resources:** Adobe InDesign Adobe Illustrator Word Processing **Student Resources:** Adobe InDesign Adobe Illustrator Word Processing

Revised 06/17/2011

objectives and meets timelines **10J** - Outlines proposed content and develops a hierarchal flowchart.		**H:** Identifies and analyzes targeted audience and determines most effective format. **I:** Sets goals, defines objectives and meets timelines **J:** Outlines proposed content and develops a hierarchal flowchart.	

CTE/ROP Web Publishing and Media Design

	Semester 1 - **Unit 11 – Internet Multimedia Presentations (20 hours)**		
Competencies	**Standards**	**Suggested Pacing**	**Resources/Materials**
11A - Understands basic terminology, techniques, software and hardware related to video production, web design, and multimedia authoring. **11B** - Is proficient at incorporating copy, graphics, video and other forms of multimedia into various interfaces in an aesthetically pleasing layout. **11C** - Designs a Self-running PowerPoint presentation or a Self-running Adobe Acrobat Presentation **11D** - Imports, controls and adds transitional effects to video, animations, and sound. **11E** - Produces a variety of multimedia projects, such as interactive web pages, multimedia presentations, interactive tutorials, games, and CD-ROM's. **11F** - Tests functionality of web page content delivery methods	**Career Technical Education:** ***AME/MDAP/** **A2.1** Analyze the way in which technical design (e.g., color theory, lighting, graphics, typography, posters, sound, costumes, makeup) contributes to a performance or presentation. **A2.2** Know the component steps and skills required to design, edit, and produce a production for audio, video, electronic, or printed presentation. **A2.3** Use technology to create a variety of audio, visual, written, and electronic products and presentations. **A2.5** Know the writing processes, formats, and conventions used for various media. ***IT/MSSVP/** **B1.2** Use appropriate software to design and produce professional-quality images, documents, and presentations. **B1.6** Know the basic design elements necessary to produce effective print, video, audio, and Web-based media. **B2.4** Know the appropriate ways to validate and cite Internet resources. **Core Academic:** ***AME/C/2.2W/WA/G11-12/** **(1.1)** Demonstrate an understanding of the elements of discourse (e.g., purpose, speaker, audience, form) when completing narrative, expository, persuasive, or descriptive writing assignments. **(1.2)** Use point of view, characterization, style (e.g., use of irony), and related elements for specific rhetorical and aesthetic purposes. ***AME/C/2.4LS/G11-12/** **(2.4)** Deliver multimedia presentations:	**A:** Oral Presentations **B:** Visual Presentations **C:** Internet presentations	**Teacher Resources:** Adobe Flash Adobe InDesign Adobe Illustrator Adobe Dreamweaver Microsoft Powerpoint **Student Resources:** Adobe Flash Adobe InDesign Adobe Illustrator Adobe Dreamweaver Microsoft Powerpoint

	a. Combine text, images, and sound by incorporating information from a wide range of media, including films, newspapers, magazines, CD-ROMs, online information, television, videos, and electronic media-generated images. **b.** Select an appropriate medium for each element of the presentation. **c.** Use the selected media skillfully, editing appropriately and monitoring for quality. **d.** Test the audience's response and revise the presentation accordingly. ***IT/C/2.1R/G9-10/** **(2.4)** Synthesize the content from several sources or works by a single author dealing with a single issue; paraphrase the ideas and connect them to other sources and related topics to demonstrate comprehension.		

Revised 06/17/2011

CTE/ROP Web Publishing and Media Design

Semester 1 - **Unit 12 – Animation for New Media (15 hours)**			
Competencies	**Standards**	**Suggested Pacing**	**Resources/Materials**
12A - Understands basic terminology, techniques, software & hardware related to animations published via the World Wide Web. **12B-** Authors a variety of animations that demonstrate an understanding of the principles of animation **12C -** Adapts and incorporates cinematic techniques in 2-D environment. **12D -** Draws storyboard design/writes a script. **12E -** Uses 2-D animation software and sound editing software to create an animated cartoon with original sound track. **12F -** Uses 2-D animation software to prepare a presentation and a e-greeting card. **12G -** Uses sound editing software to import, create, edit, modify, compress, export, and publish sound tracks. **12H -** Uses 2-D animation software to prepare an interactive tutorial on the Elements of Art this is published on the World Wide Web and CD Rom	**Career Technical Education:** *IT/MSSVP/ **B3.1** Understand the appropriate peripherals and hardware needed to achieve maximum productivity for various projects. *IT/MSSVP/ **B1.4** Analyze media and develop strategies that target the specific needs and desires of the audience. **B1.5** Understand the development and management process of a show (e.g., television programs, musicals, nd radio programs). *IT/TC/ **4.3** Understand the influence of current and emerging technology on selected segments of the economy. **4.4** Understand effective technologies used in Web site development and the Internet. **Core Academic:** *VA/AV/PR/ **4.3** Formulate and support a position regarding the aesthetic value of a specific work of art and change or defend that position after considering the views of others.	**A:** The Principles of Animation a. Squash and Stretch b. Slow in - Slow out c. Timing and Motion d. Staging e. Follow Through & Overlapping Action f. Exaggeration g. Secondary actions h. Appeal e. Anticipation **B:** Cinematic Techniques **C:** Storyboarding **D:** Publishing animations on the WWW **E:** Create Preloaded **F:** Rendering 3-D Forms, modeling **G:** Brainstorming and Visualization in Group Projects	**Teacher Resources:** Adobe Dreamweaver Adobe Flash Adobe Photoshop **Student Resources:** Adobe Dreamweaver Adobe Flash Adobe Photoshop

12I - Completes complex projects: Web pages that include animations with multiple levels and timelines, audio and video. **12J -** Creates functional, user centered designs that include interactivity using Action Script in FLASH. **12K -** Designs and produces three-dimensional illustrations and animation **12L -** Understands conceptualization techniques to include brainstorming, thumbnails and group project interaction.			

Revised 06/17/2011

CTE/ROP Web Publishing and Media Design

<u>Semester 1</u> - **Unit 13 – Web Design - Multimedia Authoring Production Skills (20 hours)**			
Competencies	**Standards**	**Suggested Pacing**	**Resources/Materials**
13A - Uses digital imaging, computer graphics or page layout software for designing and web page development. **13B** - Uses Dreamweaver and Photoshop to create a business web site **13C** - Uses Dreamweaver and Photoshop to prepare an educational web site. **13D** - Uses Dreamweaver and Photoshop to prepare an informational web site. **13E** - Uses Dreamweaver to redesign a large business or educational web site. **13F** - Uses Dreamweaver and Photoshop to prepare an e-commerce web site. **13G** - Uses web design and database software to create a database integrated web site. **13H** - Uses Dreamweaver and Photoshop to prepare a portfolio web site. **13I** - Uses 2-D animation software to prepare an electronic art portfolio. **13J** - Designs a page layout for the Internet to present an electronic art portfolio that reflects his/her artistic style.	<u>**Career Technical Education:**</u> ***AME/MDAP/A1.2/VA/PR/** **(2.2)** Prepare a portfolio of original two- and three-dimensional works of art that reflects refined craftsmanship and technical skills. **(2.3)** Develop and refine skill in the manipulation of digital imagery (either still or video). ***IT/MSSVP/** **B1.2** Use appropriate software to design and produce professional-quality images, documents, and presentations. **B1.6** Know the basic design elements necessary to produce effective print, video, audio, and Web-based media. <u>**Core Academic:**</u> ***AME/C/2.2W/WA/G11-12/** **(1.1)** Demonstrate an understanding of the elements of discourse (e.g., purpose, speaker, audience, form) when completing narrative, expository, persuasive, or descriptive writing assignments. **(1.2)** Use point of view, characterization, style (e.g., use of irony), and related elements for specific rhetorical and aesthetic purposes. ***AME/C/2.4LS/G11-12/** **(2.4)** Deliver multimedia presentations: **a.** Combine text, images, and sound by incorporating information from a wide range of media, including films, newspapers, magazines, CD-ROMs, online information, television, videos, and electronic media-generated images. **b.** Select an appropriate medium for each element of the presentation.	**A:** Emerging Technologies of multimedia in web publishing **B:** Information Design in a Graphic User Interface **C:** Design and functionality considerations of web publishing	**Teacher Resources:** Adobe Dreamweaver Adobe Flash Adobe Photoshop **Student Resources:** Adobe Dreamweaver Adobe Flash Adobe Photoshop

	c. Use the selected media skillfully, editing appropriately and monitoring for quality. **d.** Test the audience's response and revise the presentation accordingly. ***IT/C/2.1R/G9-10/** **(2.4)** Synthesize the content from several sources or works by a single author dealing with a single issue; paraphrase the ideas and connect them to other sources and related topics to demonstrate comprehension.		

CTE/ROP Web Publishing and Media Design

Semester 1 - Unit 14 – Page Layout, Digital Imaging, Graphic Design Software (3 hours)			
Competencies	**Standards**	**Suggested Pacing**	**Resources/Materials**
14A - The student demonstrates proficiency using Adobe Dreamweaver CS3 **14B** - The student demonstrates proficiency using Adobe Photoshop CS3 **14C** - The student demonstrates proficiency using Adobe Illustrator CS3	**Career Technical Education:** ***AME/MDAP/** **A2.2** Know the component steps and skills required to design, edit, and produce a production for audio, video, electronic, or printed presentation. **A2.3** Use technology to create a variety of audio, visual, written, and electronic products and presentations. **A2.5** Know the writing processes, formats, and conventions used for various media. ***AME/MDAP/A1.2/VA/PR/** **(2.3)** Develop and refine skill in the manipulation of digital imagery (either still or video). ***AME/MDAP/VA/ADV/** **(2.1)** Solve a visual arts problem that involves the effective use of the elements of art and the principles of design. **(2.2)** Prepare a portfolio of original two- and three-dimensional works of art that reflects refined craftsmanship and technical skills. **(2.4)** Review and refine observational drawing skills. ***AME/MDAP/A1.1/ADV/G9-12/** (**1.5)** Compare how distortion is used in photography or video with how the artist uses distortion in painting or sculpture.	**A:** Web Page Layout & Design Applications **B:** Digital Imaging Applications **C:** Vector Drawing Applications **D:** Document Presentation Application **E:** Web Graphics Applications	**Teacher Resources:** Adobe Dreamweaver Adobe Photoshop Adobe Illustrator **Student Resources:** Adobe Dreamweaver Adobe Photoshop Adobe Illustrator

CTE/ROP Web Publishing and Media Design

	Semester 1 - **Unit 15 – Video, Audio, Animation and Browser Software (7 hours)**		
Competencies	**Standards**	**Suggested Pacing**	**Resources/Materials**
15A - The student demonstrates proficiency using Adobe FLASH CS3 **15B** - The student demonstrates proficiency using SoftImage-Maya **15C** - The student demonstrates proficiency using Final Cut **15D** - The student demonstrates proficiency using Internet Explorer, Firefox and Safari **15E** - The student demonstrates proficiency using Adobe Audition **15F** - The student demonstrates proficiency using Garage Band	**Career Technical Education:** ***IT/MSSVP/** **B1.1** Know the basic functions of media design software, such as keyframe animation, two-dimensional design, and three-dimensional design. **B1.2** Use appropriate software to design and produce professional-quality images, documents, and presentations. **B1.6** Know the basic design elements necessary to produce effective print, video, audio, and Web-based media. ***AME/MDAP/A1.2/VA/PR/** **(2.2)** Prepare a portfolio of original two- and three-dimensional works of art that reflects refined craftsmanship and technical skills. ***AME/MDAP/A1.2/** **(2.3)** Develop and refine skill in the manipulation of digital imagery (either still or video). ***AME/MDAP/A1.7/** **(2.3)** Write reflective compositions: **a**. Explore the significance of personal experiences, events, conditions, or concerns by using rhetorical strategies (e.g., narration, description, exposition, persuasion). ***AME/PMA/** **C1.4** Know the elements involved in creating a media or performing arts production for video or electronic presentation. **C2.4** Understand how the various aspects of story development contribute to the success or nonsuccess of an arts, media, and entertainment project or production. **Core Academic:** ***AME/C/2.1R/LRA/G8** **(3.2)** Evaluate the structural elements of the	**A:** Animation in 2-D Applications **B:** Animation in 3-D Applications **C:** Video Editing, Special Effects **D:** Internet Browser Applications **E:** Sound Editing and Compression **F:** Sound & Music Authoring Applications	**Teacher Resources:** Adobe Flash Softimage – Maya Final Cut Internet Explorer Firefox Safari **Student Resources:** Adobe Flash Final Cut Internet Explorer Firefox Safari

Revised 06/17/2011

	plot (e.g., subplots, parallel episodes, climax), the plot's development, and the way in which conflicts are (or are not) addressed and resolved. ***AME/C/2.2W/WO/G11-12** **(1.1)** Demonstrate control of grammar, diction, and paragraph and sentence structure and an understanding of English usage. **(1.2)** Produce legible work that shows accurate spelling and correct punctuation and capitalization.		

CTE/ROP Web Publishing and Media Design

	Semester 1 - **Unit 16 – Interpersonal Employment Skills and Transferrable skills (5 hours)**		
Competencies	**Standards**	**Suggested Pacing**	**Resources/Materials**
16A - Works independently and collaboratively **16B** - Communicates effectively and appropriately **16C** - Performs reliably and responsibly **16D** - Respects diversity **16E** - Respects individual classroom and school safety rules in the computer lab **16F** - Applies basic skills, critical thinking skills, and problem solving skills during the performance of work site and classroom activities.	**Career Technical Education:** ***AME/CPM/** **3.6** Know important strategies for self-promotion in the hiring process, such as job applications, résumé writing, interviewing skills, and preparation of a portfolio. **Core Academic:** ***AME/A/1.4VPA/VA/ADV/** **(5.3)** Prepare portfolios of their original works of art for a variety of purposes (e.g., review for postsecondary application, exhibition, job application, and personal collection). ***AME/C/2.3WO/ELC/G11-12/** **(1.2)** Produce legible work that shows accurate spelling and correct punctuation and capitalization. ***AME/C/2.2W/WA/G11-12/** **(2.5)** Write documents related to career development, including simple business letters and job applications: **a.** Present information purposefully and succinctly and meet the needs of the intended audience. **b.** Follow the conventional format for the type of document (e.g., letter of inquiry, memorandum). ***AME/C/2.2W/WSA/G11-12/** **(2.5)** Write job applications and résumés: **a**. Provide clear and purposeful information and address the intended audience appropriately. **b**. Use varied levels, patterns, and types of language to achieve intended effects and aid comprehension. **c**. Modify the tone to fit the purpose and audience. **d**. Follow the conventional style for that type	**A:** Attitudes and human relations **B:** Communications (oral and written) **C:** Customer relations **D:** Leadership, ethics **E:** Decision making, problem solving **F:** Time management, productivity	**Teacher Resources:** Safety test Microsoft word Job Finder Guide **Student Resources:** Safety Test Job Finder Guide Microsoft word

	of document (e.g., résumé, memorandum) and use page formats, fonts, and spacing that contribute to the readability and impact of the document.		

CTE/ROP Web Publishing and Media Design

	Semester 1 - **Unit 17 – Exploring Careers in the Visual Arts for New Media (5 hours)**		
Competencies	**Standards**	**Suggested Pacing**	**Resources/Materials**
17A - Demonstrates awareness of advanced educational and career opportunities and the need for continuous education. **17B** - Demonstrates the ability to perform an advanced online search for information or services. **17C** - Creates Resume & Cover Letter **17D** - Demonstrates ability to adapt to changing technology and uses various forms of communication technology effectively. **17E** - Prepares an electronic presentation portfolio of original works of artwork for postsecondary application, exhibition, job application and personal collection. **17F** - Demonstrates appropriate methods of delivering electronic resumes, such as Internet or CD-ROM.	**Career Technical Education:** ***AME/CPM/** **3.1** Know the personal qualifications, interests, aptitudes, knowledge, and skills necessary to succeed in careers. **3.2** Understand the scope of career opportunities and know the requirements for education, training, and licensure. **3.6** Know important strategies for self-promotion in the hiring process, such as job applications, résumé writing, interviewing skills, and preparation of a portfolio. **Core Academic:** ***AME/A/1.4VPA/VA/ADV/G9-12/** **(5.3)** Prepare portfolios of their original works of art for a variety of purposes (e.g., review for postsecondary application, exhibition, job application, and personal collection). ***AME/C/2.2W/WSA/G11-12/** **(2.5)** Write job applications and résumés: **a.** Provide clear and purposeful information and address the intended audience appropriately. **b.** Use varied levels, patterns, and types of language to achieve intended effects and aid comprehension. **c.** Modify the tone to fit the purpose and audience. **d.** Follow the conventional style for that type of document (e.g., résumé, memorandum) and use page formats, fonts, and spacing that contribute to the readability and impact of the document. ***AME/C/2.3WO/ELC/G11-12/** **(1.2)** Produce legible work that shows accurate spelling and correct punctuation and capitalization.	**A:** Educational Opportunities a. Community Colleges, Universities b. Private Art Schools c. Trade Schools d. Online Resources e. Professional Organizations, User Groups f. Internships **B:** Opportunities in the Industry a. Agencies b. Education c. Corporations d. Freelance e. Publishing f. Industrial g. Government h. Other related fields **C:** Job Search Instruction a. Performing an Online Job Search b. Researching employment opportunities c. Research Labor Market information **D:** Resume & Cover Letter a. Resume types: Functional, Chronological, Combination b. Resume File Formats: PDF, HTML, and MS Word Document **E:** Interviewing Techniques a. Professional attire	**Teacher Resources:** Job Finder's Guide Employability Skills Handbook (lesson plan examples) http://www.baldyviewrop.com/teachers_staff/lesson_plans.htm **Student Resources:** Job Finder's Guide Employability Skills Handbook (lesson plan examples) http://www.baldyviewrop.com/teachers_staff/lesson_plans.htm

	*AME/C/2.2W/WSA/G11-12/ **(1.6)** Develop presentations by using clear research questions and creative and critical research strategies (e.g., field studies, oral histories, interviews, experiments, electronic sources).	b. Common Interview Questions **F:** Electronic Portfolios Student Checklist Porfolio Professional Porfolio"	