

## Intro to Publication Design & Multimedia - Intro to Publication Design & Multimedia Course Syllabus

INSTRUCTOR: Sarah Nichols  
ROOM NUMBER: C-2  
OFFICE HOURS: Daily 7-7:30 a.m. and after school by appointment  
E-MAIL: snichols@rocklinusd.org  
COURSE PAGE: <http://whs.rocklinusd.org/CTE/Publications-Design-and-Multimedia/index.html>  
ACADEMIC UNITS: 5 units per semester  
ACADEMIC CREDIT: Technology Credit

DESCRIPTION - Students in this foundational class will explore all aspects of modern media production and design. Students will master basic design skills for print, social media and web using a variety of current software. In addition, students will work in teams using critical thinking skills to conceive, develop, report and produce projects on a variety of topics. The projects incorporate both independent work and group management skills for success — critical career skills in an ever-evolving work environment. Formats explored will be modern multimedia and social media for storytelling, which includes photography and video, preparation for web production and print readiness for magazine and yearbook. This Career and Technical Education (CTE) course will prepare students for a future in the nationally award-winning Whitney High Student Media program as well as begin to establish career skills in the Arts and Media Entertainment fields.

Modeled after a “real life” work environment this course is project-based and highly collaborative. This two-semester course has students exploring two-dimensional real-world applications of design. After learning a historical context of graphic design, students will develop skills in artistic perception, critiquing and application of design strategies through experiences that world design challenges focusing on print and web design. Students will develop an awareness of historical trends in design, themes, and subject matter from a variety of periods, places and cultures. Students will focus on developing perception and application of the elements and principles of design through contemporary design applications.

PURPOSE - This is a hands-on course to explore a variety of contemporary media topics and skills. New material is presented by the instructor and peer teachers, and students design and create individual and collaborative modules for publication. Students will learn to produce storytelling packages in a variety of digital formats, usually during class with a combination of Google Drive, Adobe Creative Cloud and several web-based digital and social media apps. The course is a prerequisite for the advanced media classes and editor positions on Details yearbook, The Roar news magazine and Whitney Update news website. Students do not need any prior experience to be successful in the design, photography and media production aspects of this course.

COURSE OBJECTIVES - By the end of this course, students will be able:

- Students will prepare to enter the workforce in visual design, multimedia design or desktop publishing.
- Students will demonstrate proficiency in industry technical standards.
- Students will research photography career options and job skill requirements.
- Students will demonstrate proficiency in industry standard safety procedures.
- Students will demonstrate proficiency in customer service skills.

COURSE TOPICS - The course will cover the following topics: Understanding and mastering the Principles of Design, Understanding and mastering the Elements of Design, Demonstrate basic level understanding of use/application of digital image production equipment and software, Demonstrate ability to work within a collaborative small student led group, Demonstrate basic understanding of and application of the following production tasks /steps:, Understand the role in communicating to audiences and the idea of target audiences, and Understand the role of culture in influencing design.

CAREER AND TECHNICAL EDUCATION (CTE) ELEMENTS - The following information is directly related to this course and its designation as a CTE course on campus:

- INDUSTRY SECTOR: Media and Design Arts
- COURSE LEVEL: Introductory
- ADVISORY COMMITTEE: The advisory committee for this course meets annually. Additional meetings are held at the discretion of the instructor and/or district office.
- ARTICULATION INFORMATION: UC-approved
- OCCUPATIONS FOR IDENTIFIED PATHWAY: Pathway occupations organized by level of education and training required for workplace entry.
  - High School - Digital artist or photographer; Multimedia journalist
  - Post-secondary Training - Production manager; Photography center management
  - College/University - Multimedia journalist; Editor or publisher

GENERAL: Recorded grades will be available for review at any time on Schoology. Remember to keep all class items returned so that any discrepancies can be easily and fairly straightened out. Except in cases of actual error, semester grades are permanent.

INSTRUCTIONAL SUPPLIES - Students may be required to purchase specific projects if they want to keep them and take them home. The list below provides information for the student regarding items they will be using in this course. Students may want to purchase items on this list if they are very interested in this course and/or pathway. Please see the instructor for specific information regarding supplies.

- Text: The Newspaper Designer's Handbook, 6th Edition McGraw Hill, by Tim Harrower
- Computer Programs and/or software: Adobe Creative Cloud (InDesign, Photoshop, Illustrator)
- Supplies: Desktop computers or laptops, smartphones, internet access, print and digital publications, digital cameras, USB card readers, SD cards

GRADING PLAN - Student work falls under four main categories: Projects (50 percent), Classwork (30 percent), Homework (10 percent) and Tests/Quizzes (10 percent). Much of what students learn and do is collaborative based on a partner or group of students' choosing. Because meeting deadlines is a key skill in communications fields, all assignments are tied to producing high-quality work on time. Late work will be accepted but will have a point reduction.

#### CLASSROOM RULES OF CONDUCT

- Respect others, including their viewpoints and their personal property.

- Treat equipment with care following Whitney High Student Media policies and procedures about check-in, acceptable use and maintenance/safety.
- Bring your media press pass to class each day.
- Leave the room only with teacher permission at designated, approved times, wearing your media pass and following the sign-in and sign-out procedures.

In general, your ideas, comments, suggestions, questions, grade challenges, and more are welcome. However, your discretion in these matters is expected. Furthermore, no part of your grade will be based on anything other than your coursework and attendance. You are encouraged to take advantage of instructor office hours for help with coursework or anything else connected with the course and your progress.