Media Production Management - Digital Media Production Management Course Syllabus

INSTRUCTOR: Sarah Nichols
ROOM NUMBER: C-2
OFFICE HOURS: M-F 7-7:40 a.m. and by appointment
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COURSE PAGE: whs.rocklinusd.org/cte
ACADEMIC UNITS: 5 units per semester
ACADEMIC CREDIT: Elective Credit

DESCRIPTION - This course is a capstone option in an extensive media and digital communication strand offered at the school. Students will have successfully completed prerequisites in design/photography and publications/media production and writing. This leads to a year of serving in a leadership role in production teams for student media as well as studying college and career options in a setting similar to an internship. Options will range from serving as the design editor in WED teams (Writer-Editor-Designer) as the chief design organizer and planner to serving as editors over larger staffs. Students learn about media production by leading student staffs to production of the school's publications. The course offers instruction and practice in digital storytelling; copy writing and editing; proofreading; writing in a variety of journalistic formats; headline writing, design, photo management, and business, including entrepreneurship and social media tools for successful 21st-century media management.

PURPOSE - This is a capstone course to demonstrate practical application of skills students learned in previous years within the pathway/program for Whitney High Student Media, so all students will be in a leadership position of some sort. Students will gain additional knowledge about publications organization and production, strengthen skills in journalistic writing and reporting, apply knowledge and skills learned to journalistic publications, use prior experience to implement changes to improve the quality of the publications, use critical thinking skills to plan and execute all aspects of journalism production and enhance their sense of personal responsibility and dependability in a deadline-driven environment. In this class, editors and managers get the opportunity to serve the school and community through service learning projects with media-related projects. Learning is conducted through collaborative projects and production of the student media publications rather than through tests, quizzes, packets or other more traditional methods.

Students will train and manage a student staff, coordinating with all stakeholders (printers, vendors, service providers, technicians, sales representatives, students, community members, advertising clients and story sources) and will gain exposure to professional opportunities through special projects, field trips and job shadowing.

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

- Students will be prepared to enter the workforce in desktop publishing, print production and/or multimedia production.
- Students will demonstrate proficiency in industry technical standards.
- Students will be able to identify and describe specific design career options and job skill requirements.
- Students will demonstrate proficiency in industry-standard safety procedures.
- Students will demonstrate proficiency in customer service skills and interaction with stakeholders in their roles with marketing, sales, advertising, reporting and production.

COURSE TOPICS - The course will cover the following topics: Advanced digital file management, Mastery level understanding of digital image editing (using Adobe Photoshop and Adobe Bridge), Mastery application of pagination and graphics software (Adobe InDesign CC, Adobe Illustrator CC), Mastery level understanding of use/application of digital image production equipment, Application of best practices for social media use as a reporting, marketing and crowdsourcing tool appropriate to audience and product, Ability to meet printer specifications to deliver a product on time and within budget., and Application of pre-production, production, post-production and publishing skills and tasks based on career study and job shadowing from local professionals.

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: Capstone
- 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 - Production assistant, production crew member
    - Post-secondary Training - Production manager, freelance digital journalist
    - College/University - Multimedia editor/publisher/owner, production manager

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: Make It Memorable: Writing and Packaging Visual News With Style, Bob Dotson Society of News Design Work Happy, Jill Geisler
- Computer Programs and/or software: Adobe CC (InDesign, Photoshop, Illustrator)
- Supplies: computers with Adobe CC and internet access, DSLR cameras and accessories,

GRADING PLAN - Students will demonstrate learning through hands-on media management projects such as meeting deadlines for student publications. Group and individual work on deadline to publish at professional standards will be the main component of students' grades. Photo shoots and reporting/design projects will be graded with rubrics with an opportunity for revision within the deadline schedule. The course does not have tests or a final exam; the culminating project is a digital portfolio online.

CLASSROOM RULES OF CONDUCT

- Respect others.
- Respect the equipment, materials and professional work environment.
- Adhere to all policies regarding equipment use, including checkin and checkout procedures.
- Conduct yourself professionally with regard to interpersonal skills and media pass use during all interviews, meetings, photo shoots and media events.

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.