

CTE Multimedia Communications:

Instructor: Seth Wilson has been working in the creative industry since 1997 for small and large companies such as Compass Rose Media, Seagate, Microsoft, Rambus, Broderbund, Stanford and more. Seth continues to work as an independent contract artist developing motion graphics, design and illustration and has been teaching in the arts, media and entertainment pathway for 10 years.

Contact Info: Email sethwilson@sccs.santacruz.k12.ca.us Cell 831-212-0036

Class Website: TBD

Location and Time: Santa Cruz High School, Room 45, First Half of 4th Period, 1:45 to 2:30

Course Description: *CTE Multimedia Communications* - In this introductory course students will study journalism, filmmaking, photography and publishing through application of digital photography, video production and digital desktop publishing. In addition students will develop a portfolio to showcase their studies and applied skills upon course completion. For this course students will develop short films to showcase people, movements and issues on campus as well as produce an eye catching and engaging yearbook to promote student voice. This course will assist in preparing students to enter or study fields such as journalism, photography, design, filmmaking or corporate communications or make connections in communication studies as a major in higher education.

This **CTE (career technical education)** course will provide foundational competencies in film, video, computer, and production, as well as foundational knowledge in design to prepare students for employment in a variety of jobs in the multimedia/communications workforce.

Materials: Students should be prepared for class with a notebook for taking notes during lecture, interviews and lessons and for sketching designs, writing or drawing storyboards. Otherwise this class attempts to be paperless... some digital storage, an email account and a blog may be necessary for communication, turning in assignments and file transfers. Students are encouraged to document their creative and production process for portfolio inclusion.

Students may use their own equipment if desired on projects. Students may use cell phone cameras and point and shoot style cameras for some projects. This course provides DSLR cameras for use during class or for projects/assignments, checking out a camera may or may not be possible because of limited numbers and often class cameras are shared between many students. Students should invest in an SD Card for storing their photography long term.

Grading: A steady work ethic, showing effort and focus are what is most important to me when evaluating grades. Grading is delivered on a credit basis. Credit is gained by completing tasks, projects, assignments, contributing to group projects and developing content for the yearbook. All content developed must be approved for publishing (print/online) for receipt of credit. Students may work in teams:

A: 750 Credits (187 Credits Per Qtr)
B: 650 Credits
C: 600 Credits
D: 500 Credits
F: 400 Credits or below

How to earn credits:

Attendance: 1 credit per day

Participation: 1 credit per day

Complete all projects and assignments: 100 Credits

Complete 10 yearbook pages/sections: 100 Credits

Write a current events broadcast for school announcement: 10 Credits

Deliver the above announcement on the PA: 50 Credits

Develop a current events video for school website: 20 Credits

Complete an interview video project: 20 Credits

Complete a documentary/pov video: 50 Credits

Develop a final portfolio that meets CTE standards: 40 Credits

Equipment and Maintenance: Students must be respectful of the equipment used in class. Digital photography equipment is expensive and delicate. Students should ask for a demonstration before using any equipment. All students are expected to maintain a clean work space, organize equipment and stow equipment properly. Showing pride of ownership over equipment is a sign of a good work ethic. Lenses can be broken easily by being dropped or forced to focus manually while set to automatic, causing the gears to grind... simple mistakes can be costly.

Participation: Each student is given 10 credits for participation each day. Problems with behavior, tardiness, cell phone usage, failing to sign out/in, leaving early, speaking during lecture, excessive noise, playing video games, watching videos unrelated to course work, working on other class work or homework, improper material in class work, etc will result in a deduction of participation points. These small issues can impact your grade severely. Please show respect to your instructor and fellow students by maintaining a distraction free workspace and exhibiting a positive work ethic.

Turning in work in a paperless classroom: I try to keep my classroom as paperless as possible. Students may email work to me, turn in larger files on an external hard drive or USB thumbdrive, or post on a blog. Students are asked to create a blog with parent permission to

share work progress, post daily quizzes, post assignment results and document their creative process. I believe it encourages writing skills and digital literacy.

Portfolio: Students are expected to produce a print portfolio that shows the career material and photography they have created. Creating a portfolio is a standard assignment in all CTE classes. Students are also expected to show proper file management of assets created in class. File management is reviewed as an aspect of your portfolio. Portfolio's can be created online with parent permission. If a student has access to a photo printer they can create a hardcopy portfolio as well.

Assessment: These courses are largely performance based. This course is meant to be an introduction to media and a study of how it is used for communications. Students are expected to participate and create projects in a wide variety of disciplines. The credit system is used to provide a more flexible method for assessment for student and instructor. This course is production driven and will reinforce your new media skill sets through application.

Attendance: SCHS Attendance policies are enforced. Students are expected to be in class, on time and prepared every day. Missing classes can set a student back, and with this course it can be difficult to get back on track. **Project deadlines will be extended for excused absences only but assignments will not be waived.** If a student must miss class it is their responsibility to contact me to stay current and make an effort to complete assignments. Students entering class late in the semester can opt to complete previous assignments or take partial credit. Unexcused absences and excessive tardies show a poor work ethic.

Tardiness: Tardiness is not acceptable. If a student arrives to class late it disrupts the lesson and can distract other students focus. If a student is late they must enter as quietly as possible. Tardiness will result in a deduction of participation points. Arriving late to class without a valid excuse is disrespectful and shows lack of interest and a poor work ethic. If a student is 30 minutes late to class they are marked absent.

Breaks: All students must sign out to leave class **for any reason** and **cell phones and smart devices must be left behind.** A sign out form will be located near the front door. Students must log their name, time out, time in and the date. Failure to do so will result in a deduction of participation points. Excessive time taken during breaks will result in a deduction of participation points. Making phone calls/texting outside the classroom is still an infraction of cell phone use policy. Use during class time is prohibited whether the student is inside or outside the classroom.

Cell Phones: Cell phones and other electronic devices must be turned off while in class. If students are expecting an important phone call, the person making the phone call should contact the High School Administration Office and they will deliver the message through the normal message delivery system. This will afford students the opportunity to be excused from

the class and take care of any issue privately. Taking calls during class is disruptive and disrespectful.

Class Policies: Students are expected to be respectful of themselves and others. Students are expected to be respectful of the equipment used in class. This is a learning environment as well as a creative one. Students are expected to maintain a level of maturity and to work well with each other. The end of each semester marks the final cutoff for any late assignments. The time to be concerned about your grade is during the school year, not after. **Projects that are turned in late have points deducted for every day it is late.** Turn your work in on time to ensure a satisfactory grade.

Collaboration and Communication: Students are expected to communicate with each other and discuss the lessons and subject matter and especially to help each through these difficult and often very complicated software tools. Sharing information is key to developing software and computer skills. Collaboration and participation is a part of the creative process.

Internet Use: SCHS Internet and Web use agreements are enforced. Inappropriate use of the Internet is not tolerated. Internet use must be limited to communication/research/tutorials for class projects only. Breach of this policy is ground for detention. **Internet access is a privilege. If a student has difficulty focusing on class work the Internet access may be revoked.**

Class Time: Students are given adequate time to complete all assignments during class as long as they maintain focus, self motivation and a good work ethic. Any homework given can usually be completed with out a computer. If a student has access to the software we use in class they can use that to their advantage, but must still work during class time as well.

Photography outside the classroom: Students may shoot outside the classroom but must remain on campus during class sessions. Camera's may be checked out overnight for shooting off campus. Leaving the campus during class will result in a deduction or participation points or the student will be marked absent as it is a violation of class policy.

If you have any questions regarding the course content or my expectations of a student please feel free to email or call.

CTE Multimedia Communications Course Permissions

Please sign and date below to indicate that you have read and will abide by the class policies explained in the course syllabus.

Student name (printed): _____

Parent/Guardian signature: _____

Permissions:

Dear Parent/Guardian: I understand some are sensitive about protecting your child's image and identity. Because this is a media class we do shoot portraits and publish works online and in print. Students retain ownership of all work they create in class.

If you do not wish your students image being shown on the class/district website or a students portfolio/blog please indicate below.

My student may make a blog/website to share their work and photography as a portfolio:

☐ yes ☐ no

I give permission for my students photo/graphic/image to be showcased on the Class/District website or yearbook:

☐ yes ☐ no

I give permission for my students photo/graphic/image to be included or submitted for an art show or included in a show that promotes student work in ROP/SCHS courses

☐ yes ☐ no

Parent/Guardian signature: _____

Thank you for your participation!