



Digital Media Multimedia Foundations 2 2024-2025

Instructor:

Jennifer Bennett

Course:

Digital Media
Multimedia
Foundations 2

E-mail:

jbennett@pky.ufl.edu

Term:

Spring 2026

Direct Phone:

352-392-1554

Office Location:

Q-502

Office Hours:

8:30-9:00 by appointment

Please review the information shared within the following links:

- [Code of Student Conduct](#)

Course Description

The goal of this program is to equip students with the skills needed for entry-level positions in the Printing and Graphic Communications industry. Key areas of focus include Illustration, Photography and Photo Editing, Page Layout, and Production, with Adobe Creative Cloud serving as a key tool for creating final projects.

The course content covers advanced design principles, color modes, and typography, alongside a deep understanding of the printing and graphic communications industry. Students will also gain knowledge in digital production printing, prepress operations, emerging printing technologies, and the application of finishing and distribution processes.

This course offers rigorous, coherent content aligned with high academic standards and relevant technical skills, preparing students for further education and careers in the Arts, A/V Technology, and Communication fields. It emphasizes technical proficiency, applied learning, and the development of critical thinking, problem-solving, and general employability skills necessary for success in the industry.



Digital Media Multimedia Foundations 2 2024-2025

Goals & Standards

Presentation Production Mastery: Demonstrate an understanding of presentation production techniques and effectively apply them to digital media projects. (CTE-AATC.912.8201210.1)

Foundational Computer Skills: Exhibit basic computer knowledge and proficiency essential for success in digital media design. (CTE-AATC.912.8201210.2)

Image and Media Production Expertise: Apply advanced skills in the production of still images and time-based media, integrating creative and technical aspects. (CTE-AATC.912.8201210.3)

Photo and Media Editing Proficiency: Utilize photo and time-based editing software to produce polished and professional digital designs. (CTE-AATC.912.8201210.4)

Course Schedule

Unit	Time Frame	Summative Assessments will include the following learning goals:	Required Texts/Media
On-going: Advanced Design Proficiency	18 weeks	Summative Projects Examples: <ul style="list-style-type: none">Magazine Layout DesignAdvertising Campaign/PSA Poster SeriesInteractive Digital	<ul style="list-style-type: none">Adobe Creative CloudArticles published on Canvas



Digital Media Multimedia Foundations 2 2024-2025

		Portfolio	
Color Theory	4.5 weeks	<p>Summative Projects Examples:</p> <ul style="list-style-type: none">• Emotive Monochromatic Portraits• Swatches and Libraries Unit• RGB vs. CMYK Collaborative Unit• Personal Pantone Swatch Poster	<ul style="list-style-type: none">• Adobe Creative Cloud• Articles published on Canvas
Typography in our World	4.5 weeks	<p>Summative Projects Examples:</p> <ul style="list-style-type: none">• Personality of Type Poster• Raster vs. Vector Brawl Event• History of Typography Poster• Helvetica Unit	<ul style="list-style-type: none">• Adobe Creative Cloud• Articles published on Canvas



Digital Media Multimedia Foundations 2 2024-2025

On-going: Mastery of Illustration and Layout Design Software including Adobe Photoshop, Illustrator, and InDesign	18 Weeks	<p>Summative Projects Examples:</p> <ul style="list-style-type: none">• Creating a personal branding identity package.• Redesigning/reimagining an existing branding package.• Working with a client to develop a logo and brand identity for a new business.• Shark Tank Style presentations to clients. <p>Additional Focus will be placed on Industry Certifications including:</p> <ul style="list-style-type: none">• WordPress• Adobe Photoshop• Adobe Illustrator	<ul style="list-style-type: none">• Adobe Creative Cloud• Articles published on Canvas
--	----------	---	---

Requirements & Procedures

- **Texts:** Published on Canvas
- **Materials:** Please come prepared by having the following materials in class each day:
 - A pencil
 - Sketchbook- (We will make in class)
 - Flash Drive/Google Drive folder to store work



Digital Media Multimedia Foundations 2 2024-2025

- Wired Earbuds, please note: wireless devices of any kind are NOT permitted
- Phone Charger (see Electronic Device Policy)
- **Homework:** Given that this is a digitally-based class, most assignments will be completed during class time. However, if students have access to Adobe Creative Cloud at home, they are encouraged to continue working on their projects in the evenings. As we approach certification testing season, students will be required to take practice exams outside of class to ensure they are well-prepared.

General Expectations

4Rs

- Responsible: Students must attend and be on time to class.
- Respectful: Students must show respect for each other and the classroom/school space.
- Resilient: Students are willing to take on challenges and use skills to overcome them.
- Ready: Students are prepared to work and learn everyday.

You may review the PKY [Code of Conduct](#) using this link.

Late Work Policy

I do not accept late work. However, if you submit your assignment on or before the due date, you can continue to revise and resubmit assignments after I have assessed them until you achieve the grade you desire. Resubmissions are only allowed if the original work was submitted on time and close at the end of each grading period. Modules for each unit will close one week after completion.

Please note that any work submitted after the due date will not be accepted and will result in a zero for that assignment. Therefore, submit your work on time, even if it's unfinished, as you will have the opportunity to improve it later.

Tardy Policy



Digital Media Multimedia Foundations 2 2024-2025

Students are expected to be in their seats ready to begin work when the bell rings. If a student is late to class, they must obtain a pass from the tardy kiosk located in the front office. Please note that four unexcused tardies equal one absence. For more detailed information, please refer to the [tardy policy](#) on the P.K. Yonge website.

Communication Protocols

Students are welcome to reach out to me via Canvas for any course-related inquiries. Families can contact me by email at jbennett@pky.ufl.edu.

Please feel free to use these methods to connect with me as needed.

Electronic Device Policy

Students should not have personal electronic devices out during class at any time for any purpose, unless instructed to do so. [State of Florida Classroom Electronics Statute](#)

I will provide a secure area for students to store and charge their phones during class. To use this service, students should bring their own chargers.

Should you need to reach your child during class hours, please call the front office at 352-392-1554.

Grading Policy and Assessments

Grading

Type	Examples	% of Grade
Habits of Work	<ul style="list-style-type: none">Work Ethic, Critiques, Discussions, Care of Lab Equipment and Tools, Punctuality, Quality of Work, and Timeliness	5%
Formative	<ul style="list-style-type: none">Smaller projects, Class exercises, Sketchbook entries, Notes, etc.	20%



Digital Media Multimedia Foundations 2 2024-2025

Summative	<ul style="list-style-type: none">Major Projects and End of Unit Assessments	75%
-----------	--	-----

Mastery-Language	Point Value on Rubric	Letter Grade	Range (4-point grade system)	Meets Standard Course Credit Earned
Mastery	4	A	3.51 - 4.0	GPA Point 4
Proficient	3.5	B	3.01 - 3.5	GPA Point 3
Approaching	3	C	2.51 - 3	GPA Point 2
Beginning	2.5	D	2.01 - 2.5	GPA Point 1
Not Meeting	1	F	.01 - 2.0	No Course Credit
No Evidence	0	F	0	No Course Credit

Academic Dishonesty

It is expected that the work you submit in this and all of your courses is your own original work, or if not, contains full acknowledgment of borrowed sources. The following examples are considered to be academically dishonest:



Digital Media Multimedia Foundations 2 2024-2025

- **Plagiarism:** Copying or closely imitating someone else's work without proper attribution.
- **Cheating:** Using unauthorized resources or assistance during exams or assignments.
- **Fabrication:** Falsifying data, information, or citations in academic work.
- **Collusion:** Collaborating with others on assignments or exams where independent work is required.
- **Impersonation:** Having someone else complete an exam or assignment on your behalf.
- **Ghostwriting:** Having someone else write or substantially revise your academic work.
- **Unauthorized Access:** Gaining access to test questions or academic materials that were not meant for you.
- **Self-Plagiarism:** Reusing your own previously submitted work without permission or proper citation.
- **Forgery:** Altering or falsifying academic records, documents, or signatures.

Any academic dishonesty will result in the *failure of that assignment as the minimum consequence*; other consequences range from failure of the course to academic probation to dismissal from P.K. Yonge.

ALL instances of academic dishonesty will be reported to the student's counselor and P.K. Yonge Administration.