

**Plymouth Regional High School  
Career & Technical Department**

**Syllabus for 2024-2025**

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**Course Title**

MEDIA ARTS I- ARTS, AUDIO/VIDEO TECHNOLOGY & VISUAL COMMUNICATIONS

**Instructor**

Mr. Dan Salzer

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**Length of Course**

1-Year

1-Credit

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**Prerequisite(s)**

None

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**Course**

**Description**

Students taking this course will gain knowledge and experience in one or more of the following areas; Audio, Video, Graphic and Photographic Arts. They will be trained utilizing state of the art equipment and industry standard programs with high standards and focus in visual communications. Students will learn the art of storytelling in many forms of media with a main focus in Video Production and film. This course will include a critical analysis of media arts in various contexts including aesthetic, ethical, social and professional considerations for the media artists. Anyone interested in a career in Visual Arts is encouraged to take this course. Students will also be required to begin a digital portfolio where they will collect, select and reflect on all learning experiences.

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**Competencies**

***Upon completion of their selected pathway program, all NH CTE students will:***

- 1. Use correct terminology, vocabulary and appropriate language to communicate effectively in the workplace*
- 2. Select and safely use appropriate tools, supplies, and equipment for a specific task or set of tasks.*
- 3. Employ effective time and project management strategies to complete work efficiently and proficiently.*
- 4. Apply math concepts, including measurement, operations, and higher mathematics to relevant applications and specific tasks.*
- 5. Demonstrate awareness strategies to safely work in a variety of workspaces and locations.*

***PATHWAY COMPETENCIES***

*Upon completion of the Digital Communication and Media/Multimedia pathway, students will achieve competency in six areas.*

*Learner will be able to:*

- 1. Develop and plan for story and project concepts for various media productions.*
- 2. Transfer knowledge and skills with various production tools and techniques to create various media productions.*
- 3. Apply ethical standards and practices throughout the media production process.*
- 4. Demonstrate design standards as it pertains to media productions.*
- 5. Transfer knowledge and skills with various post-production software techniques to finish media productions.*
- 6. Explore careers within the cluster to include developing individual career documents.*

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**Programs**

Adobe Creative Cloud: Illustrator, Fireworks, Premiere Pro, Google Tools for Education

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## Resources

- *Digital Media Concepts & Applications, South Western Cengage Learning Fourth Edition*  
Tena B. Crews , Karen May

## Units and Topics Covered

- *Mass Media / Social Media in Today's Society*
- *Work Based Learning*
- *Job Shadow*
- *Computer Systems & File Management*
- *Social Media & Your Digital Footprint*
- *Audience, Perspective & Bias*
- *Video Production*  
(Pre Production, Production & Post Production)
- *Lighting*
- *Sound Design*
- *Cinematic & Visual Literacy*
- *Career Ready Practices & Employability Skills*
- *Personal Growth & Leadership*
- *Intellectual Property / Ethical, Responsible Leadership*  
(Responsible uses of technology media resources)

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## Writing

- *Students will evaluate and apply literary terms to their work as well as the work of others. Writing assignments to support and guide projects will also include critical analysis and self-evaluations, note taking, interviewing and script writing.*

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## Assessments

- *Grading will be based on class participation, behavior, ethical and responsible uses of technology.*
- *Multiple forms of formative assessments will be given on each unit of instruction. Assessments will include, class lab assignments, vocabulary, group collaboration, peer and self critiques.*
- *Reflective assignments will be both formative and summative.*
- *Multiple forms of summative assessments will be used to assess competencies and essential questions.*

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## At the end of this course, students will be prepared for:

### **ADVANCED STUDY IN THE MEDIA ARTS INDUSTRY**

- *Further studies in Media, Production & Communications*
- *Understand the importance of personal growth and leadership to enhance career success.*
- *Understand the necessary employability skills in order to achieve success in today's workplace*

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## Grading Criteria:

- Individual behavior, attitude, class work & collaboration  
LOC- (*Level of concern for learning*).....40%
- Digital Portfolio.....10%
- Formative Assessments. ....20%
- Summative Assessments.....30%

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## PRHS 21<sup>st</sup> CENTURY SCHOOL-WIDE LEARNING EXPECTATIONS:

### *Practical Skills and Personal Growth*

- *Develop viable skills that support success in the workforce*
- *Become a self - directed and adaptable lifelong learner*
- *Pursue interests and passions*

- *Reflect on successes and failures with resilience, tenacity, flexibility and perseverance*

### **Responsibility and Respect**

- *Demonstrate responsibility for one's own mental, physical and financial wellness*
- *Take ownership for learning and behavior*
- *Show reliability for tasks, time and ideas*
- *Exhibit honesty, integrity, empathy, fairness and respect*

### **Innovation and Critical Thinking**

- *Explore and design innovative solutions to complex and authentic problems*
- *Engage in creative expression*
- *Think creatively to transfer knowledge and apply skills to new situations*
- *Critically interpret, analyze, synthesize and apply information*

### **Diversity and Awareness**

- *Value diverse opinions, ideas and abilities*
- *Recognize and respect other cultural perspectives*
- *Engage in new experiences to gain awareness*
- *Demonstrate civic, social, environmental and global responsibility*

### **Engagement and Communication**

- *Impact the community positively through service and/or leadership*
- *Collaborate effectively to produce a unified product*
- *Speak and write for authentic purposes*
- *Listen actively for understanding*

## **CLASS EXPECTATIONS:**

- **ATTENDANCE** is key to success. Please be sure to check for missed assignments. Everything is posted in Google Classroom. You are expected to complete all missed assignments.
- **EXTRA HELP** is available by making arrangements with the teacher. Time is available before, during and after school. Please visit room 129 to schedule time. Also, time can be reserved during the second half of the last block each day.
- **BOBCAT BLOCK**- Please use this time to work on projects, missed work and get any extra help you need.
- **BEHAVIOR**—Students are to demonstrate respect for all members of the school community.
- **MISCELLANEOUS**—Students will be encouraged to utilize any free time to extend learning. Computers will not be used for games and/or other uses that do not directly relate to class assignments and project work.
- **RESPONSIBILITIES**—Students will be responsible for their own behavior. (See pages in the PRHS Handbook).
- **RULES**—Respect for all people, all things, at all times.
- **SUPPLIES/MATERIALS**—all supplies and materials will be provided by Plymouth Regional High School.
- **EQUIPMENT**-Students will have an opportunity to sign out equipment. At the time of sign out, students agree that equipment is in good working order. Only students that sign out equipment can return it to the teacher. Students are financially responsible for any and all damages that are caused during their use. If a student IS NOT allowed to sign out school equipment, please notify the school in writing by the second week of class. By checking out equipment, students agree that they are financially responsible.
- All students must sign and return the last signature page of this syllabus.

*Schedule will be posted after the start of the school year*

| TEACHER'S SCHEDULE—      | Email; dsalzer@pemibaker.org |
|--------------------------|------------------------------|
| ● Period 1- MEDIA 2-3    | ● Period 1- MEDIA 2-3        |
| ● Period 2- MEDIA 1      | ● Period 2- MEDIA 1          |
| ● Period 3-VIDEO EDITING | ● Period 3-VIDEO EDITING     |
| ● Period 4- PREP         | ● Period 4- PREP             |

If you are in any Video Editing or Media Classes you must have this form signed and returned.

The undersigned enters into the following agreement with Plymouth Regional High School staff, students and/or guest producers before working on any media project that includes filming/recording in the classroom or school. By signing this agreement you have been informed that your name, likeness, image, voice, appearance and/or performance may be recorded and possibly published. You also grant permission and the right to use the product in any format, now known or later developed. You will grant, without limitation, the right to edit, mix, duplicate, use or reuse all products in whole or in parts as the Producers may elect.

#### SIGNATURE PAGE

**By signing this you understand and agree to the terms and agreement stated in the syllabus and the student handbook. You also agree that you/your student may be filmed/recorded and published in school projects, film productions and/or TV Broadcasts both in and outside the classroom.**

Please print students name \_\_\_\_\_ Date: \_\_\_\_\_

Students Signature: \_\_\_\_\_

Parents Signature: \_\_\_\_\_

**By signing this you also understand and give permission for your student to check out equipment and know that he/she is responsible for any damages, repairs or replacement.**

Students Signature: \_\_\_\_\_

Parents Signature: \_\_\_\_\_