# *1LEARNING OBJECTIVE:*

*Learners will be challenged and measurabled to embed a podcast into a website*
**Multimedia & Web Development - Outcome: 7.3. Interactive Media & Production**

**Competencies**
7.1.1. Identify types & uses of interactive media environments (web-based & mobile)
7.1.3. Identify the major characteristics of interactive media.
7.1.7. Identify intellectual property rights, & responsibilities
7.1.8. Analyze the social and cultural implications of interactive media.
7.1.10 Identify specific uses for interactive media in each potential market.
7.3.1. Select the media elements to be used (e.g., sound, video, graphics, text).
7.3.2. Generate text for multi-image presentations /web
7.3.5. Prepare and integrate photographic images & special effects w/ graphic images.
7.3.6. Incorporate video footage.
7.3.8. Record and/or acquire soundtracks (narrative, voiceover, sound effects, music).
7.3.9. Integrate sound with visual.

*This goal continues and builds into the broader project for learning and skill development in embedding audio, video, images and their interactive median components into a website.*

# *Learning Objective:*

**Outcome:  7.3.  Production** Produce interactive media.
**Outcome:  7.2 Multimedia Tools**  Develop scripts, & storyboards

*Students will learn techniques for adjusting frames per second on the digital camera, computers, and mobile devices. To accomplish this, they will learn how to change the settings, and why each should be use.*

# Competencies

**Outcome:  7.3.  Production** Produce interactive media.

7.3.1.    Select the media elements to be used (e.g., sound, video, graphics, text, animation).

7.3.3.    Incorporate graphics (e.g., digital, hand-drawn, photographic).

7.3.4.    Incorporate computer animation.

7.3.5.    Prepare & integrate photographic images & special effects with graphic images.

7.3.6.    Incorporate video footage.

7.3.7.    Edit video footage.

7.3.8.    Record and/or acquire soundtracks (e.g., narrative, voice over, sound effects, music).

7.3.9.    Integrate sound with visuals.

**Outcome: 7.2.  Multimedia Tools**  Develop scripts, & storyboards
**Competencies**

7.2.4.    Determine uses multimedia scripts, storyboards, & flowcharts.

7.2.5.    Make preliminary sketches showing placement of images & text on screen.

7.2.8.    Describe music, video, & special effects to be used.

7.2.9.    Provide a sample layout to stakeholders for review.

7.2.10.   Select & create visual design elements appropriate for the intended

audience & use.

7.2.11.   Develop characters and narrative to support intended outcomes.

# Learning Objective

*Understand the Law of Reciprocity*

# *Learning Objective:*

## *Matching sequence and design aspects for video and graphics*

*Students will learn techniques for transforming photographic images, through use of digital cameras, computers, and mobile devices. To accomplish this, they will learn software photo editing techniques including layering, color correction, masking, and special effects using current commercial and open source programs and applications.*

## Competencies

7.2.7.    *Provide information on color schemes.*

7.2.8.    *Describe music, video, and special effects to be used.*

7.2.9.    *Provide a sample layout to stakeholders for review.*

7.2.10.    *Select and create visual design elements appropriate for the intended audience and use.*

7.2.11.    *Develop characters and narrative to support intended outcomes.*

7.3.    *Production: Produce interactive media.*

7.3.1.    *Select the media elements to be used (e.g., sound, video, graphics, text, animation).*

7.3.2.    *Generate text for multi-image presentations (e.g., title graphics, charts, graphs).*

7.3.3.    *Incorporate graphics (e.g., digital, hand-drawn, photographic).*

7.3.4.    *Incorporate computer animation.*

7.3.5.    *Prepare and integrate photographic images and special effects with graphic images.*

7.3.6.    *Incorporate video footage.*

7.3.7.    *Edit video footage.*

7.3.8.    *Record and/or acquire sound tracks (e.g., narrative, voiceover, sound effects, music).*

7.3.9.    *Integrate sound with visuals.*

7.3.10.    *Produce, test, debug, and archive a final product.*

# *Learning Objective:*

## *Aligning industry standards to design aspects for video and graphics*

*Students will learn techniques for transforming photographic images, through use of digital cameras, computers, and mobile devices. To accomplish this, they will learn software photo editing techniques including layering, color correction, masking, and special effects using current commercial and open source programs and applications.*

## *Competencies:*

| | |
|---|---|
| *7.2.7.* | *Provide information on color schemes.* |
| *7.2.8.* | *Describe music, video, and special effects to be used.* |
| *7.2.9.* | *Provide a sample layout to stakeholders for review.* |
| *7.2.10.* | *Select and create visual design elements appropriate for the intended audience and use.* |
| *7.2.11.* | *Develop characters and narrative to support intended outcomes.* |
| | |
| *7.3.* | *Production: Produce interactive media.* |
| *7.3.1.* | *Select the media elements to be used (e.g., sound, video, graphics, text, animation).* |
| *7.3.2.* | *Generate text for multi-image presentations (e.g., title graphics, charts, graphs).* |

| | |
|---|---|
| *7.3.3.* | *Incorporate graphics (e.g., digital, hand-drawn, photographic).* |
| *7.3.4.* | *Incorporate computer animation.* |
| *7.3.5.* | *Prepare and integrate photographic images and special effects with graphic images.* |
| *7.3.6.* | *Incorporate video footage.* |
| *7.3.7.* | *Edit video footage.* |
| *7.3.8.* | *Record and/or acquire sound tracks (e.g., narrative, voiceover, sound effects, music).* |
| *7.3.9.* | *Integrate sound with visuals.* |
| *7.3.10.* | *Produce, test, debug, and archive a final product.* |

# *Learning Objective:*

## *Aligning industry standards to creating and editing HRD images*

*Students will learn techniques for transforming photographic images, through use of software, computers, and mobile devices. To accomplish this, they will learn software photo editing techniques including layering, color correction, masking, and special effects using current commercial and open source programs and applications.*

### *Competencies:*

7.2.10.   create visual design elements appropriate for the intended audience & use.

7.2.11.   Develop characters and narrative to support intended outcomes.

7.3.5.    Prepare and integrate photographic images and special effects with graphic images.

7.3.10.   Produce, test, debug, and archive a final product.

# *Learning Objective:*

## *Aligning industry standards to creating & editing Panoramic images*

*Students will learn techniques for panoramic photographic images, through use of software, computers, and mobile devices. To accomplish this, they will learn software photo editing techniques including layering, color correction, masking, and special effects using current commercial and open source programs and applications.*

## Competencies:

7.2.10.    create visual design elements appropriate for the intended audience & use.

7.3.5.    Prepare and integrate photographic images and special effects with graphic images.
7.3.10.    Produce, test, debug, and archive a final product.

7.9.6.    Edit photographs (e.g., color corrections, cropping, and enhancements).

# *Learning Objective:*

*Complete checkout Protocol*

*&*

*WOTD Test*

# *Learning Objective:*

## *Aligning industry standards to creating & editing images*

*Students will learn techniques for editing photographic images, through use of software, & computers. To accomplish this, they will learn software photo editing techniques including layering, color correction, masking, and special effects using current commercial and open source programs and applications.*

### Competencies:

7.2.10.   *create visual design elements appropriate for the intended audience & use.*
7.3.5.     *Prepare and integrate photographic images and special effects with graphic images.*
7.3.10.   *Produce, test, debug, and archive a final product.*
7.9.6.     *Edit photographs (e.g., color corrections, cropping, and enhancements).*

# *Learning Objective:*

**Project Concept Proposal: Develop a project concept proposal.**

*Students will learn techniques for editing photographic images, through use of software, & computers. To accomplish this, they will learn software photo editing techniques including layering, color correction, masking, and special effects using current commercial and open source programs and applications.*

## *Competencies:*

*2.9.3.*      *Determine target audience, client needs, expected outcomes, objectives, & budget.*

# INTERACTIVE MEDIA DESIGN

# *Learning Objective:*

*Students will learn intro camera use for photographic images. They will learn software photo editing techniques including layering, color correction, masking, and special effects using current commercial and open source programs and applications.*

## *Competencies:*

UNIT/KEY STANDARDS:

**Outcome:  7.1  Interactive Media   --Competencies**

7.1.      Interactive Media: Describe & explain interactive media & interactive media production.

7.1.2.    Describe the components of interactive media.

7.1.8.    Analyze the social & cultural implications of interactive media.

7.1.9.    Identify major applications for interactive media (e.g., sales & marketing, interactive advertising, education, corporate training, corporate communications, g7.1.10.

**Outcome:  7.9.    Photographs  -  Competencies**

7.9.2.      Select a digital file format or film format and camera.

7.9.3.      Select and attach lenses (e.g., wide-angle, telephoto, zoom) and filters (e.g., color-compensating, polarizing, special effects).

7.9.4.      Determine composition, formal qualities, scale, and use of space.

## INTERACTIVE MEDIA DESIGN

## *Learning Objective:*

*Students will learn intro camera use for photographic images. They will learn software photo editing techniques including layering, color correction, masking, and special effects using current commercial and open source programs and applications.*

### Competencies:

UNIT/KEY STANDARDS:

**Outcome: 7.1 Interactive Media   --Competencies**

7.1.       Interactive Media: Describe & explain interactive media & interactive media production.

7.1.9.    Identify major applications for interactive media (e.g.,sales & marketing, interactive advertising, education, corporate training, corporate communications, g7.1.10.

**Outcome: 7.9.   Photographs  -  Competencies**

7.9.2.       Select a digital file format or film format and camera.

## TASKS:

1. Lecture about Apps & Finish About Me
2. Film using OSMO  - Adobe Rush Edit
3. Edit Photo   - Templates - ~Day 3

# INTERACTIVE MEDIA DESIGN

# *Learning Objective:*

*Students will learn intro camera use for photographic images. They will learn software photo editing techniques including layering, color correction, masking, and special effects using current commercial and open source programs and applications.*

## *Competencies:*

UNIT/KEY STANDARDS:

**Outcome: 7.1 Interactive Media   --Competencies**
7.1.      Interactive Media: Describe & explain interactive media & interactive media production.
7.1.9.   Identify major applications for interactive media (e.g.,sales & marketing, interactive advertising, education, corporate training, corporate communications, g7.1.10.

**Outcome: 7.9.   Photographs  -  Competencies**
7.9.2.      Select a digital file format or film format and camera.

## TASKS:

1. **Finish About Me**
2. **Adobe Rush Edit**
3. **Edit Photo   - Templates - ~Day 5**

# INTERACTIVE MEDIA DESIGN

# *Learning Objective:*

*Students will learn intro camera use for photographic images. They will learn software photo editing techniques including layering, color correction, masking, and special effects using current commercial and open source programs and applications.*

## *Competencies:*

UNIT/KEY STANDARDS:

**Outcome:  7.1  Interactive Media   --Competencies**

7.1.      Interactive Media: Describe & explain interactive media & interactive media production.

7.1.9.   Identify major applications for interactive media (e.g.,sales & marketing, interactive advertising, education, corporate training, corporate communications, g7.1.10.

**Outcome:  7.9.   Photographs  -  Competencies**

7.9.2.      Select a digital file format or film format and camera.

# TASKS:

4. **Lecture**
5. **Share Adobe Rush Edit**
6. **Edit Photo**

# *Learning Objective:*

**IT Fundamentals**

Learners apply fundamental principles of IT, including the history of IT and its impact on society, common industry terms, systems theory, information storage and retrieval, database management, and computer hardware, software, and peripheral device configuration and installation. This base of knowledge and skills may be applied across the career field..



**Outcome: 2.9.    Project Concept Proposal**
Develop a project concept proposal.

**Competencies**

2.9.1      Identify and incorporate branding strategies.
2.9.2.     Determine the scope and purpose of the project.
2.9.3.     Determine the target audience, client needs, expected outcomes, objectives, and budget.
2.9.4.     Develop a conceptual model and design brief for the project.
2.9.5.     Develop a timeline, a communication plan, a task breakdown, costs (e.g., equipment, labor), deliverables, and responsibilities for completion.
2.9.6.     Develop and present a comprehensive proposal to stakeholders.

# TASKS:

1.

2.

3.

# Learning Objective:

## IT Fundamentals

Learners apply fundamental principles of IT, including the history of IT and its impact on society, common industry terms, systems theory,information storage and retrieval, database management, and computer hardware, software, and peripheral device configuration and installation. This base of knowledge and skills may be applied across the career field..

**Outcome 2.4.     Emerging Technologies**

Identify trending technologies, their fundamental architecture, and their value in the marketplace.

**Competencies**

2.4.1.     Investigate the scope and the impact of mobile computing environments on society.

2.4.2.     Describe the differences, advantages, and limitations of cloud computing (e.g., public cloud, private cloud, hybrid cloud) and on premises computing.

2.4.3.     Utilize cloud computing applications (e.g., services, applications, virtual environments).

# TASKS:

1.

2.

3.

# Learning Objective:

**IT Fundamentals**

Learners apply fundamental principles of IT, including the history of IT and its impact on society, common industry terms, systems theory, information storage and retrieval, database management, and computer hardware, software, and peripheral device configuration and installation. This base of knowledge and skills may be applied across the career field..

**Outcome:  2.9.    Project Concept Proposal**
             Develop a project concept proposal.

**Competencies**
2.9.1      Identify and incorporate branding strategies.
2.9.2.     Determine the scope and purpose of the project.
2.9.3.     Determine the target audience, client needs, expected outcomes, objectives, and budget.
2.9.4.     Develop a conceptual model and design brief for the project.
2.9.5.     Develop a timeline, a communication plan, a task breakdown, costs (e.g., equipment, labor), deliverables, and responsibilities for completion.
2.9.6.     Develop and present a comprehensive proposal to stakeholders.

# TASKS:

1.

2.

3.

# *Learning Objective / AIM:*

**Digital Media -**Learners apply principles of digital media to produce interactive media; develop and produce multimedia applications; integrate typography into media; create 3d Models and 2D and 3D animation; and create digital video, audio, and photographs.

**Outcome:  7.1.    Interactive Media**

Describe and explain interactive media and interactive media production.

**Competencies**

7.1.1.    Identify the types and uses of interactive media environments (e.g., web-based, kiosks, games, mobile devices, video, print).

7.1.2.    Describe the components of interactive media.

7.1.3.    Identify the major characteristics of interactive media presentations.

7.1.4.    Identify important historical developments and future trends in interactive media.

7.1.5.    Identify the major interactive media genres.

7.1.6.    Perform critical review of interactive media products in different genres.

7.1.7.    Identify the intellectual property rights, responsibilities, and controls related to interactive media.

7.1.8.    Analyze the social and cultural implications of interactive media.

7.1.9.    Identify major applications for interactive media

7.1.10.   Identify specific uses for interactive media in each potential market.

# AIM / TASKS:

1. Present
2. Evaluate
3. Revise

# *Learning Objective:*

**Digital Media**

Learners apply principles of digital media to produce interactive media; develop and produce multimedia applications; integrate typography into media; create 3D models and 2D and 3D animation; and create digital video, audio, and photographs.

**Outcome: 7.2.    Multimedia Tools**

Develop navigational structures, scripts, storyboards, and flowcharts for multimedia applications.

**Competencies**

7.2.5.    Make preliminary sketches showing placement of images and text on screen.
7.2.6.    Place buttons and navigational graphics.
7.2.7.    Select colors based on color theory and psychology.
7.2.9.    Provide a sample layout to stakeholders for review.
7.2.10.   Select and create visual design elements appropriate for the intended audience and use.
7.2.11.   Develop characters and narrative to support intended outcomes.

# TASKS:

1.
2.
3.

**Outcome: 7.3.   Production**
Produce interactive media.

**Competencies**
7.3.2.   Generate text for multi-image presentations (e.g., title graphics, charts, graphs).
7.3.3.   Incorporate graphics (e.g., digital, hand-drawn, photographic).
7.3.5.   Prepare and integrate photographic images and special effects with graphic images.

**TASKS:**

1.

2.

3.



**IMD**

**SWCA**
South-Western Career Academy

*Learning Objective:*

**Digital Media**

Learners apply principles of digital media to produce integrate typography into media

**Outcome: 7.3.   Production**   Produce interactive media.
**Competencies**

7.3.2.     Generate text for multi-image presentations (e.g., title graphics, charts, graphs).

7.3.3.     Incorporate graphics (e.g., digital, hand-drawn, photographic).

7.3.5.     Prepare and integrate photographic images and special effects with graphic images.

**TASKS:**

1. Scary Movie Poster
2. SM Check IN
3. Photo & Video Workflow



# *Learning Objective:*

**Digital Media**

Learners apply principles of digital media to produce interactive media; develop and produce multimedia applications; integrate typography into media; create 3D models and 2D and 3D animation; and create digital video, audio, and photographs.

**Outcome: 7.4.   Graphics**

                Construct and manipulate digital graphics.

**Competencies**

7.4.1.     Identify the purpose and intended audience of graphics

7.4.2.     Select color, shape, size, and texture of objects.

7.4.3.     Create or acquire graphics.

7.4.4.     Manipulate and layer objects.

7.4.5.     Differentiate between vector and raster graphics.

7.4.6.     Select an appropriate graphic file format and resolution.

7.4.7. Optimize and export graphics files for intended use.
7.4.8. Select graphic software applications.
7.4.9. Manipulate graphic objects.
7.4.10. Compress and decompress graphic files.
7.4.11. Describe and select color profiles (e.g., Red Green Blue [RGB], Cyan Magenta Yellow Key [CMYK], Pantone).

**TASKS:**

1.

2.

3.



# *Learning Objective:*

**Digital Media**

Learners apply principles of digital media to produce interactive media; develop and produce multimedia applications; integrate typography into media; create 3D models and 2D and 3D animation; and create digital video, audio, and photographs.

**Outcome: 7.5. Typography**
Integrate typography in media.

**Competencies**
7.5.1. Identify typographic measurements (e.g., picas, points, pixels, ems).
7.5.2. Mix families of type within a project.
7.5.3. Select appropriate kerning, leading, tracking, and other related formatting.
7.5.4. Identify appropriate typefaces (e.g., serif, sans serif, Web Safe, screen, print).
7.5.5. Prepare a type style guide.

**TASKS:**

1.

2.

3.

**Digital Media**

Learners apply principles of digital media to produce interactive media; develop and produce multimedia applications; integrate typography into media; create 3D models and 2D and 3D animation; and create digital video, audio, and photographs.

**Outcome: 7.9.    Photographs**
Create photographs.

**Competencies**

7.9.1.    Select and set up lighting needed (e.g., electronic flash units, reflectors, bounce, spot, daylight).

7.9.2.    Select a digital file format or film format and camera.

7.9.3.    Select and attach lenses (e.g., wide-angle, telephoto, zoom) and filters (e.g., color-compensating, polarizing, special effects).

7.9.4.    Determine composition, formal qualities, scale, and use of space.

7.9.5.    Use International Standards Organization (ISO), shutter speed, aperture, and white balance settings to shoot manual photographs.

7.9.6.    Edit photographs (e.g., color corrections, cropping, enhancements

**TASKS:**

Culinary Shoot

Download Footage

# *Learning Objective:*

**Digital Media**

Learners apply principles of digital media to produce photographs.

**Outcome: 7.9.  Photographs -** Create photographs.

**Competencies**

7.9.1.  Select and set up lighting needed                          ---------------------------- ROLE  ---Lighting Assistant

7.9.4.  Determine composition, scale, and use of space   ---------------------------- ROLE---  Food Stylists

7.9.5.  Use (ISO), shutter speed, aperture, and white balance settings ------------ ROLE---  Photographer

7.9.6.  Edit photographs (e.g., color corrections, cropping, enhancements  ------- ROLE--- Whole Team

# TASKS:

Culinary Shoot

Download Footage

# *Learning Objective:*

**Digital Media**

Learners apply principles of digital media literacy to photography.

**Outcome: 7.9.    Photographs**    Learn photography techniques via canon site.

**Competencies**
7.9.2.    Select a digital file format or film format and camera.
7.9.3.    Select and attach lenses (e.g., wide-angle, telephoto, zoom) and filters (e.g., color-compensating, polarizing, special effects).

# *Learning Objective:*

**Digital Media**

Learners apply principles of digital media to create digital video, audio, and photographs.

**Outcome:  7.3.    Production**
        Produce interactive media.

**Competencies**
7.3.2.      Generate text for multi-image presentations
7.3.3.      Incorporate graphics
7.3.5.      Prepare and integrate photographic images and special effects with graphic images.

**TASKS:**

1.

2.

3.

# *Learning Objective:*

**Digital Media**

Learners apply principles of digital media to produce graphic design elements and integrate typography into media

**Outcome: 7.4.    Graphics**
             Construct and manipulate digital graphics.

**Competencies**
7.4.1.      Identify the purpose and intended audience of graphics
7.4.2.      Select color, shape, size, and texture of objects.
7.4.3.      Create or acquire graphics.
7.4.5.      Differentiate between vector and raster graphics.
7.4.7.      Optimize and export graphics files for intended use.
7.4.9.      Manipulate graphic objects.

**TASKS:**

1.

2.

3

# *Learning Objective:*

**Digital Media**

Learners apply principles of digital media to produce and create digital video, audio, and photographs.

**Outcome: 7.9.    Photographs**

Create & Edit Photographs.

**Competencies**

7.9.1.    Select and set up lighting needed

7.9.3.    Select and attach lenses

7.9.4.    Determine composition, formal qualities, scale, and use of space.

7.9.6.    Edit photographs (e.g., color corrections, cropping, enhancements

**TASKS:**

1.

2.

3.

# *Learning Objective:*

Learners will understand & apply audio sync production of their scary movie.

**Digital Media**
**Outcome:  7.3.  Production  -**  Produce interactive media.

**Competencies**
7.3.3.  Incorporate audio
7.3.5.  Prepare and integrate audio from multiple takes

CIF
**Collaborative Group Work**

# *Learning Objective:*

Learners will understand & apply special effects makeup to aid the production of their scary movie.

**Digital Media**
**Outcome:  7.3.  Production  -**  Produce interactive media.

**Competencies**
7.3.3.  Incorporate graphics
7.3.5.  Prepare and integrate photographic images and special effects with
      graphic images.

**CIF**

**Collaborative Group Work**

**Writing to Learn**

**TASKS:**
1. Finish treatment
2. Learn techniques & ideas for special effects form IMD Alumni "Alex Lohman"
3. Incorporate Special Effects makeup concepts into scary movie

# *Learning Objective:*

Learners will understand & apply special effects makeup to aid the production of their scary movie.

**Digital Media**
**Outcome: 7.3. Production -** Produce interactive media.

**Competencies**
7.      Incorporate audio
7.3.5.  Prepare and integrate audio recordings

**TASKS:**

2. Intro & outro Audio

2. Learn techniques for Adobe Audition

3. Set up Mic

**CIF**

**Collaborative Group
Work**

**Writing to Learn**

# *Learning Objective:*

**Outcome:  7.3.  Production** Produce interactive media.

# *GC Animation*

*Students will learn techniques for adjusting frames per second on the digital camera, computers, and mobile devices. To accomplish this, they will learn how to change the settings, and why each should be use.*

## *Competencies*

**Outcome:  7.3.  Production** Produce interactive media.

| | |
|---|---|
| 7.3.1. | Select the media elements to be used (e.g., sound, video, graphics, text, animation). |
| 7.3.3. | Incorporate graphics (e.g., digital, hand-drawn, photographic). |
| 7.3.4. | Incorporate computer animation. |
| 7.3.5. | Prepare & integrate photographic images & special effects with graphic images. |
| 7.3.6. | Incorporate video footage. |
| 7.3.7. | Edit video footage. |
| 7.3.8. | Record and/or acquire soundtracks (e.g., narrative, voice over, sound effects, music). |
| 7.3.9. | Integrate sound with visuals. |

**Outcome:  7.2.  Multimedia Tools**  Develop scripts, & storyboards
**Competencies**

| | |
|---|---|
| 7.2.4. | Determine uses multimedia scripts, storyboards, & flowcharts. |
| 7.2.5. | Make preliminary sketches showing placement of images & text on screen. |
| 7.2.8. | Describe music, video, & special effects to be used. |
| 7.2.9. | Provide a sample layout to stakeholders for review. |
| 7.2.10. | Select & create visual design elements appropriate for the intended audience & use. |
| 7.2.11. | Develop characters and narrative to support intended outcomes. |

# *Learning Objective:*

**Outcome:  7.3.  Production** Produce interactive media.
**Outcome:  7.2 Multimedia Tools**  Develop scripts,

*Students will learn techniques for adjusting frames per second on the digital camera, computers, and mobile devices. To accomplish this, they will learn how to change the settings, and why each should be use.*

# *Competencies*

**Outcome:  7.3.  Production** Produce interactive media.

| | |
|---|---|
| 7.3.1. | Select the media elements to be used (e.g., sound, video, graphics, text, animation). |
| 7.3.5. | Prepare & integrate photographic images & special effects with graphic images. |
| 7.3.8. | Record and/or acquire soundtracks (e.g., narrative, voice over, sound effects, music). |
| 7.3.9. | Integrate sound with visuals. |

| | |
|---|---|
| 7.2.5. | Make preliminary sketches showing placement of images & text on screen. |
| 7.2.8. | Describe music, video, & special effects to be used. |
| 7.2.9. | Provide a sample layout to stakeholders for review. |
| 7.2.10. | Select & create visual design elements appropriate for the intended audience & use. |
| 7.2.11. | Develop characters and narrative to support intended outco |

**Outcome:  7.2.  Multimedia Tools**  Develop scripts, & storyboards
**Competencies**

| | |
|---|---|
| 7.2.4. | Determine uses multimedia scripts, storyboards, & flowcharts. |

# INTERACTIVE MEDIA DESIGN

# *Learning Objective:*

Students will learn Photoshop techniques by completing a series of skill-based projects that cover basic to advanced topics of:digital imaging theory, image size and resolution, basic image editing control, tonal and color correction, retouching, digital painting, sharpening, blurring, filtering and other manipulation, addition of text, creative selection, contrast masking, layer masks, advanced layering and masking techniques, collage techniques, as well as additional special effects techniques related to the digital photography industry.

**GOAL**
- facilitate the integration of technical ability and visual problem solving skills to strengthen visual communication with the medium of photography.

**STUDENT LEARNING OUTCOMES**
- Demonstrate an understanding of the core use of Photoshop for today's photographers
- Demonstrate an understanding of the PS interface, best workflow, and contemporary image editing, refinement, & correction techniques
- Demonstrate an understanding of selections, layer masking, tonal & color corrections/adjustments, compositing, retouching, automation, filters, & GIF/Video creation.

**PROGRAM OUTCOMES**
- Demonstrate an understanding of the principles associated with the craft, scholarly theory, and profession of digital photography.
- Recognize, evaluate, combine and utilize all appropriate skills and techniques of digital photography in relation to digital capture, digital equipment imaging needs, and digital workflow management.
- Describe how digital photography is utilized in local and regional career applications and processes.
- Demonstrate appropriate digital image-editing software and computer skills that directly support digital photography editing/enhancement and post-production workflow techniques.
- Demonstrate aesthetic and technical problem-solving skills to determine the best visual solutions for different assignments and situations.
- Demonstrate self-management, life-management and interpersonal skills

**OUTCOMES BASED ASSESSMENT OF STUDENT LEARNING**
- Critical Thinking
- Technological Competence
- Communication Competence

# IMD  Day 1

- Attendance
- Fire Drill INFO –Lock Down – Tornado Drill
- Uniform - Shirts – Pants – Shoes
- Grades, Attendance + Tardies
- Monitor & Computer Use (Internet / Email)
- Phone
- MIA- Paperwork
- BPA
- Photoshop Test Run
- Lockers
- About Me SlideShow

LEARNING OBJECTIVES

**Outcome: 2.9.          Project Concept Proposal**

          Develop a project concept proposal.

**Competencies**

2.9.1      Identify and incorporate branding strategies.

2.9.2.     Determine the scope and purpose of the project.

2.9.3.     Determine the target audience, client needs, expected outcomes, objectives, and budget.

2.9.4.     Develop a conceptual model and design brief for the project.

2.9.5.     Develop a timeline, a communication plan, a task breakdown, costs (e.g., equipment, labor), deliverables, and responsibilities for completion.

2.9.6.   Develop and present a comprehensive proposal to stakeholders.

*Ou*tcome:  **7.3.          Production**

          Produce interactive media.

**Competencies**

7.3.2.     Generate text for multi-image presentations (e.g., title graphics, charts, graphs).

7.3.3.     Incorporate graphics (e.g., digital, hand-drawn, photographic).

7.3.5.     Prepare and integrate photographic images and special effects with graphic images.

7.3.9.     Integrate sound with visuals.

7.3.10.   Produce, test, debug, and archive a final product.