

COURSE TITLE Digital Arts 1 and 2

INSTRUCTOR Duane Weed

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CLASS MEETING TIMES 2022-2023 Class Schedule

Monday - Friday 8am-10:30am 12:00pm and 2:30pm

TEXTBOOKS

There is no textbook because hands-on instruction is the focus of this class. I will use lectures, video tutorials, and special guests from the industry, who will share tips, tricks, techniques, and ideas with you.

OTHER RESOURCES

- Google Suite
- Adobe Suite (Premiere, Photoshop, After Effects)
- Weebly Website Builder
- Wordpress Website Builder - (working on web-based software)

REQUIRED MATERIALS Computer and backup hard drive (Issued by MACC), DSLR if you have your own, bring it

Camera HD 1080 minimum) Tripod.

COURSE DESCRIPTION

The purpose of this course is to increase the general knowledge and skill of the students in the field of Digital Arts and intro to business management.

Our focus will be on:

<ul style="list-style-type: none"> ● Meeting a client's needs ● Hands On Learning 	<ul style="list-style-type: none"> ● Storytelling ● Prepare a Creative Brief
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<ul style="list-style-type: none"> ● Adobe Creative Suite ● Logo Design ● Photography ● Videography ● Video Editing ● Communication Skills ● Public Speaking Skills 	<ul style="list-style-type: none"> ● Writing a Proposal ● Website Design ● Social Media Content ● Teamwork Skills ● Individual Time Management ● Problem Solving Skills ● Interpersonal Skills
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ACADEMIC CREDITS

Students who take the Digital Arts course can earn credits for the fourth year of required math credit, the visual and performing arts credit, and/or may substitute this CTE class in place of a second year of foreign languages. Local district policy and other circumstances may limit or expand the use of CTE classes in place of other credit requirements.

MONTCALM COMMUNITY COLLEGE CREDITS

This program is a partnership between Montcalm Area Career Center and Montcalm Community College. Students will take two digital arts classes at MCC per semester. On the days students are not in a college class, they will be at the Career Center learning web page design, videography, project management, web page writing, and many other skills related to photography and graphic design.

Students can take this program for one or two years. They will take four college classes per year, so they could leave the program with eight college classes total. That would leave a student three classes shy of a digital arts certificate at Montcalm Community College.

WORK-BASED LEARNING OPPORTUNITIES

Students will be taking several trips to local businesses, post-secondary, and other locations throughout the year. We will visit businesses that relate or have connections to CAD & Engineering, as well as any additional sites as the opportunity arises. Some students may also have the opportunity to work on real world projects with business and industry professionals in various capacities.

SAFETY AND INTERNET SECURITY

Students will be trained in recommended safety and internet security protocols and training.

STUDENT LEADERSHIP OPPORTUNITIES

Students will be taking the lead on classroom projects and projects produced for customers.

COURSE OBJECTIVES

This class will give students an introduction into the variety of aspects of Digital Arts. Our main focus will be on creating content and designs for: Websites, Social Media Sites, Presentations, Video, Photography and Graphic Designs.

Interaction skills of collaboration, being a strong team member, independent thinking and problem solving. Building confidence in working with a client and team member. Having a basic portfolio at the end of the year to show to potential employers is also a goal.

COURSE OBJECTIVES

A) Basic Overview of Digital Arts in today's society.

a) research how people receive media.

B) Getting to know your audience

a) How to interact with a client/customer. This is not about you.

b) Understanding the WHY!

c) Write Creative Brief - work with a client.

d) Write a proposal.

e) Understanding the basics of a contract and an agreement.

f) Present their proposal to the client.

C) Basic Intro to Photoshop

a) Basic understanding and layout of software. This will be covered by Advisory Board Member David McCord as he shares his knowledge and experience.

- b) Create a logo - part of the MCC program.
- c) How to touch up a photo - part of the MCC program.

D) Intro to Video Editing (Premiere)

- a) Intro to Premiere. Create a video using the tutorial and match what the course provides.

E) Video Production

- a) Basic Understanding of the Video Production Process.
- b) The basics of camera techniques.
 - i) Through photographs re-create the basic shots: Establishing, LS, MC, CU and Extreme CU.
- c) Rule of Thirds
- d) Match cut editing - set up an example in class. Students work with talent, shoot the scenes and then edit a short video showing their understanding of camera shot basics.
- e) Proper set-up and execution of interviewing.
 - i) Three point lighting.
 - ii) Audio Production.
 - iii) Preparing content - listening skills

F) Distribution methods for video.

- a) YouTube - Vimeo - From Website - Facebook - TikTok etc

G) Using a Jib, Dolly, Stabilizer. - Tools of the trade.

H) Audio Production - the importance of audio in video production, blogging etc

- a) Types of Microphones
- b) Blending and Mixing Audio

I) The Art of Storytelling

- a) Actually work with the instructors at MACC to create a 60 second video for them.

- i) Write a Creative Brief and go over with customers.
- b) Projects will be graded on a 50 point scale: 10 points for the video being 60 seconds. 20 points based on Storytelling and Flow. 20 points on Video Capture, Audio quality, Editing and Overall effectiveness based on the Creative Brief.

- i) Approved by Client?

J) Build a YouTube Channel

- a) Have a video tutorial produced by Duane, that each student will follow and create their own channel.
- b) Using PhotoShop to create YouTube Header
 - i) Understand Pixel size, build a template for TV Monitor, Laptop, Phone and Tablet
- c) Create and Produce a 60-120 second video promoting the skillset of the student.
 - i) All about the student and their goal: Photographer, Video Editor, Content Creator etc.

K) Website Design

- a) Writing, Writing, Research and more Writing.
 - i) Do a Creative Brief on the students goals.
- b) Expose students to two popular Website Creation packages: WordPress and Weebly.
- c) Wordpress basics will be covered by Advisory Board Member JR Muller, sharing his knowledge and experience.
- d) Weebly basics by Advisory Board member Lisl Hector sharing her knowledge and experience.
- e) Create a 4-5 page website incorporating content based on Creative Brief, Photos of the student, may include behind the scenes images. Add at least one video from their YouTube Channel. Create a demo page about their work and experience. Create a blog page providing tips and content aimed at their target market.

f) How to set up and purchase a domain name for their website. (If they actually want to they will have to set up a GoDaddy Account and pay for their domain name. This way the name is theirs to use now and into the future.

L) Social Media Design and Content Creation

- a) Writing
- b) Creating Content: Images, illustrations, video
- c) Social Media Design and Content Creation

M) Writing: Content-Outlines-Articles

- a) writing is a big part of the digital marketing world
- b) Creative Brief
- c) Proposals
- d) Blog and Social Media Posts

N) Internet Security

- a) Guest speakers from the industry sharing up to date industry standards
- b) Website Rules
- c) Keeping your personal and business safe

O) After Effects Basics

GRADING CRITERIA

Grades will be based on the following categories:

On Time Delivery, Writing, Production Skill based on Project, Meeting Project Goals

GRADING SCALE

A 93-100% C 73-76%

A- 90-92% C- 70-72%

B+ 87-89% D+ 67-69%

B 83-86% D 63-66%

B- 80-82% D- 60-62%

C+ 77-79% F 59% and below

ASSIGNMENTS

Some of our projects are: Social Media Content, Build their own Website, Video Production Content, Graphic Design, Writing Creative Brief, Writing Proposals

CRITERIA FOR CONSIDERATION FOR 2ND YEAR

Students who are considering returning as a 2nd year student must have completed the first year course with a C or better and must have instructor approval. The students who return will be working on similar projects but will be working on more advanced and different coursework with more rigorous criteria. The goal is to work on actual customer projects.

ACADEMIC INTEGRITY

All students are expected to be honest in their studies. Dishonesty in completing assignments, examinations or other academic endeavors is considered an extremely serious violation of the rights of others and is subject to disciplinary action, ranging from a zero on an assignment up to a failing grade in the course. Plagiarism, the failure to give credit for ideas, thoughts or material taken from another, is cheating and will not be tolerated. Plagiarism includes using someone else's exact words, or even their ideas but not their exact words. It is a good rule of thumb that if you did not know the information before you started the assignment, you must cite your source.

ADA STATEMENT

It is the policy of Montcalm Area Intermediate School District that no person on the basis of race, color, religion, national origin or ancestry, age, gender, height, weight, marital status, or disability shall be subjected to discrimination in any program, service, activity, or in employment for which it is responsible. Inquiries related to discrimination should be directed to: MAISD Superintendent, P.O. Box 367, 621 New Street, Stanton, MI 48888 (989-831-5261).