
Introduction

In this component of Media Design students will build upon their knowledge of digital media projects and skills. Students will complete many fun and challenging projects that mirror what media companies create in Vancouver. These projects will teach students a variety of skills, techniques, software to have a strong understanding of program opportunities at Argyle eg: Digital Media Lite and Digital Media Academy. As well, students will learn about post-secondary programs that will lead to exciting career opportunities eg: Film, Special Effects, Video Game, Animation, Web Site, etc.

Big Ideas

1. Design can be responsive to identified needs
2. Complex tasks require the acquisition of additional skills
3. Complex tasks may require multiple tools and technologies.

Curricular Competencies

1. *Applied Design*
 - Understanding
 - Defining
 - Ideating
 - Prototyping
 - Testing
 - Making
 - Sharing
2. *Applied Skills*
 - Use safe work practices
 - Identify skills needed for project completion
 - Evaluation of skills
3. *Applied Technologies*
 - Identify/learn appropriate technologies to complete tasks
 - Evaluate tools/technologies present in everyday lives
 - Identify the impact of technology use on society
 - Identify how technology use can differ depending on culture, economics, access to resources

Students are expected to know the following:

- **elements of digital citizenship**
- ethical and legal implications of **current and future technologies**
- strategies for curating personal digital content, including management, personalization, organization, and maintenance of digital content; e-mail management; and workflow
- search techniques, how search results are selected and ranked, and **criteria** for evaluating search results
- strategies to engage with **personal learning networks**
- **digital and non-digital** media technologies, their distinguishing characteristics, and their uses, including layout and design, graphics and images, and video production techniques for using images, sounds, and text to represent characterizations and points of view of people, including themselves, as well as settings and ideas
- **story principles** and **genre conventions**
- media technologies and **techniques** to shape space, time, movement, and lighting within images, sounds, and text for specific purposes
- processes for manipulating and testing digital media data
- issues in ethical media practices, including cultural appropriation, moral copyright, reproduction, and privacy
- **elements** of media arts used to communicate meaning
- influences of digital media, including on communication and self-expression
- design and function of digital infrastructures, from personal communication systems to **wide area networks** and the **Internet of Things**
- social, cultural, and economic impact of mobile devices

- systems for information transfer and communication, including videos, blogs, podcasts, and social media
- software programs as specific and sequential instructions with algorithms that can be reliably repeated by others

Content

1. Presentation Software (eg: Prezi, Power Point)
2. Film Effects/Editing (eg: Premiere and After Effects)
3. 3D Modelling (eg: Maya and Mudbox)
4. Digital Photo (eg: Photoshop, Illustrator, InDesign)
5. Video Games (eg: Unreal Development Kit)
6. Cartoon Animation
7. Web Design (eg: Fundamentals of HTML Authoring)

Expectations

Teacher:

Each students will arrive to class on time with the necessary materials, supplies, etc. for the class. Students are expected to respect his/her classmates, teacher, computers and classroom – failure to do so will lead to disciplinary action that may result in expulsion from this course! It is also expected that students will follow the **STUDENT CODE OF CONDUCT** which is outlined in the Student Agenda Book.

Students:

Students can expect to work in a clean, positive, and safe environment – one that is free from racism, sexism, and all other forms of harassment. Each student can also expect to be treated in a fair and respectful manner by both teacher and fellow students. If, at any time a student feels that these expectations are not being met feel free to approach the teacher

Evaluation

The work of students will be evaluated in a variety of ways:

- *Formative assessment* will be used to monitor student learning in order to modify teaching and learning strategies with the goal of improving student mastery.
- *Summative assessment* will be used to evaluate skill acquisition, student learning and mastery of specific skill areas in order to summarize student development at a particular time.
- Students may be given the opportunity to redo and resubmit assignments that do not meet the required criteria.
- Marks will be cumulative for the entire term.

Suggested Supplies

1. Ear buds/headphones – for editing music and film files
2. Memory Stick (2-8GB minimum) – to back up student work

Computer Lab Rules:

- **ONLY Water** in the computer lab, please keep on the floor
- **NO Cell phone use, Games or Facebook or social media-** Do not visit inappropriate websites, download programs, or visit chatrooms
- **Push in your Chair** and put away supplies.