

Crawford Central School District

Course – Multimedia I

Grade: 10-12

Course Description: This year-long course is designed to challenge students with real-world, professional-caliber multimedia projects. We do this by first teaching photography and videography concepts. From there students will be immersed in Adobe Photoshop, creating a variety of complex multimedia projects with different audiences and objectives in mind. Then students will use Apple Final Cut Pro X and Logic Pro to learn non-linear video and audio editing techniques and produce professional-quality multimedia pieces. The course concludes with a passion project utilizing all the skills learned throughout the course.

Unit Title:

Photography

Time:

9 Weeks

Essential Questions:

How do professional photographers view and capture the world around them?

Resources:

Cameras (phones or SLRs), Adobe Lightroom

Standards:

Benchmark A: 1. Integrate the elements of art and principles of design using a variety of media to solve specific visual art problems and to convey meaning.

Benchmark B: 2. Use available technology (e.g., digital imagery, video and computer graphics) as a tool to explore art techniques and to express ideas .

3. Make informed choices in the selection of materials, subject matter and techniques to achieve certain visual effects. B. Formulate and solve a visual art problem using strategies and perspectives from other disciplines

Content	Skills	Vocabulary	Assessment
What students must know 7 elements of photography, parts of a camera, framing a photograph	What student must do Take photographs using 7 elements of photography and different framing concepts; describe the parts of a camera; explain exposure, shutter speed, and ISO;	Line, shape, form, color, texture, size, depth, shutter, lens, aperture, focus, ISO, sensor, rule of thirds, RAW, exposure, bokeh	7 Elements of photography slideshow presentation, DSLR workshop, photography workshop

<u>Unit Title:</u>	Introduction to Image Editing and Adobe Photoshop
<u>Time:</u>	9 Weeks
<u>Essential Questions:</u>	How do graphic designers use Adobe Photoshop to create appealing compositions that attract an intended audience or meet an intended purpose?
<u>Resources:</u>	Wacom Tablets, Adobe Photoshop, Adobe Lightroom
<u>Standards:</u>	<p>15.4.12.A. Apply the creative and productive use of emerging technologies for educational and personal success.</p> <p>5.4.12.G. Create an advanced digital project using sophisticated design and appropriate software/applications.</p> <p>15.4.12.K. Evaluate advanced multimedia work products and make recommendations based on the evaluation.</p>

Content	Skills	Vocabulary	Assessment
<p>What students must know</p> <p>Image size, file format, resolution, ppi, toolbars, masking, color adjustment layers, filters, effects, layers, text tools, image copyright</p>	<p>What student must do</p> <p>Customize toolbars and workspaces; setup document resolution and size, mask images, adjust color, utilize filters and effects, create appealing readable text, use color theory, search for high resolution images, find copyright-free images</p>	<p>Tools (selection tool, brush, magic wand, stamp, etc.), layers, masks, paths, channels, gradients, effects, filters, text tools, hue, transparency, transform, Smart Objects, rasterization</p>	<p>Lightbulb, fire/ice text, aging portraits, album cover design, cereal box design, anaglyphic 3-D images, poster design, design a robot, alternate history, caricatures</p>

<u>Unit Title:</u>	Introduction to Audio Production and Podcasting
<u>Time:</u>	9 Weeks
<u>Essential Questions:</u>	How is audio recorded and mixed to create podcasts?
<u>Resources:</u>	NPR Podcasting Lessons, RODE Podcaster, RODE Microphones, monitors, Garageband
<u>Standards:</u>	<p>15.4.12.A. Apply the creative and productive use of emerging technologies for educational and personal success.</p> <p>5.4.12.G. Create an advanced digital project using sophisticated design and appropriate software/applications.</p> <p>15.4.12.K. Evaluate advanced multimedia work products and make recommendations based on the evaluation.</p>

Content	Skills	Vocabulary	Assessment
<p>What students must know</p> <p>How record and mix a variety of audio sources</p> <p>Podcast types and structure</p>	<p>What student must do</p> <p>Set up microphones for recording, set appropriate gain levels to prevent clipping, record various audio sources; import audio and edit using non-linear audio mixing software; tell a story or give information in the structure of a podcast</p>	<p>Podcast, clipping, gain stage, gain, phantom power, mixing, decibels, faders, layers, compression, reverb, chorus, limiters, effects, bitrate, b-roll, sound effects</p>	<p>Student-selected audio short story; my birthday Podcast</p>

Unit Title: Final Cut Pro X

Time: 12 Weeks

Essential Questions: How do artists use Final Cut to create appealing video productions that attract an intended audience or meet an intended purpose?

Resources: Adobe Photoshop, Final Cut Pro X, Garage Band

Standards:

15.4.12.A. Apply the creative and productive use of emerging technologies for educational and personal success.

5.4.12.G. Create an advanced digital project using sophisticated design and appropriate software/applications.

15.4.12.K. Evaluate advanced multimedia work products and make recommendations based on the evaluation.

Content	Skills	Vocabulary	Assessment
What students must know Resolution, aspect ratio, framerate, non-damaging editing, non-linear editing, lighting, transitions, filters, camera shots, b-roll, rendering	What student must do Import media, setup video libraries and projects, organize content, splice and reorder clips, adjust audio levels, adjust and normalize color, add b-roll, appropriate use of transitions, mixing music, sound effects	Splice, edit, render, transitions, filters, retime, speed, framerate, resolution, Ken Burns, transform, crop, aspect ratio, pixel density	Video remix, silent film, camera shots, commercial, short films, genre remix