

Omaha Buffett Magnet

Title: Digital Media Production

Description: In this year-long course students will enhance their understanding of digital media related concepts and skills through the development and maintenance of the school web site. Various software packages such as Adobe PhotoShop, and Macromedia Dreamweaver and Flash will be used in the design and development of graphics, computer animation, and web-based documents. Students will explore the impact of digital media in today's society and research careers related to the field.

Meets: Alternating Days

Duration: 2 semester

Credit: 2.00

Content Standards:

1. Students will demonstrate an understanding for the real world application of digital media and design.
 - a. Discuss how digital media is changing the way in which we live.
 - b. Discover how digital media is being used by individuals, businesses, and organizations to share information and increase productivity.
 - c. Identify careers that require knowledge and skills in digital media.
2. Students will demonstrate responsible and ethical behavior when capturing, creating, or utilizing digital media content.
 - a. Recognize laws of copyright associated with digital media content.
 - b. Identify various types of copyright infringement related to technology.
 - c. Discuss how to go about getting permission to use copyrighted materials.
 - d. Develop alternatives to using copyrighted material when creating digital media.
3. Students will demonstrate the ability to create an electronic portfolio showcasing growth and mastery of digital media projects.
 - a. Use storyboarding to preplan site layout and content.
 - b. Use Dreamweaver to develop a portfolio homepage, including a main menu.
 - c. Create additional sites featuring projects being showcased and include links to necessary files.
 - d. Incorporate a variety of media such as text, graphics, sound, and video.
 - e. Maintain portfolio site by continuously reviewing, adding, and manipulating content to show growth and mastery of skills.
4. Students will demonstrate the ability to capture, edit and incorporate graphics and digital video into multimedia projects.
 - a. Identify issues of copyright associated with the use of images and video.
 - b. Properly select, save, and access stored images from appropriate folders.
 - c. Recognize the composition elements associated with graphics and video.
 - d. Use digital cameras to capture authentic images and video from real life.
 - e. Analyze images/video to determine if editing is necessary to best suit a project.
 - f. Insert images into digital content, resizing when necessary, and create links.
5. Students will demonstrate the ability to utilize Macromedia Dreamweaver to create, edit, and manage personal and educational websites.

- a. Create and properly label files and folders to maintain effective website management.
 - b. Develop basic websites to convey personal and educational information.
 - c. Preplan websites by using storyboarding or concept mapping.
 - d. Utilize the elements and principles of design to make websites appealing, easy to navigate, and functional.
 - e. Incorporate a variety of media such as text, graphics, animation, video, and sound to enhance website effectiveness.
 - f. Provide links to additional pages, resources, and files.
 - g. Regularly review, edit, and update websites to ensure accuracy and usability.
6. Students will demonstrate the ability to utilize Macromedia Flash to create animations consisting of graphics, text, audio, and related media.
- a. Develop a project design plan prior to creating Flash animation.
 - b. Incorporate the elements and principles of design into an animated project.
 - c. Insert selected graphics, or use drawing tools to create new ones.
 - d. Utilize frames and layers to create graphic motion.
 - e. Apply appropriate timing and sequencing when developing animation.
7. Students will demonstrate the ability to utilize Macromedia Fireworks to create, import, and edit a variety of graphical formats for use in digital media projects.
- a. Use preplanning to sketch a concept of what your final project will look like.
 - b. Incorporate the elements and principles of design when developing graphics.
 - c. Identify the difference between jpg, gif, bmp, and png images.
 - d. Create modified text such as headings and buttons.
 - e. Manipulate images for use in digital media projects.