

Introduction to Media Design

Overview:

This class is an introductory course within the CTE Media Pathway. The contents of the course are divided into the five ways digital media can be used to present information, entertainment, and art. Students will develop their foundational knowledge of industry standard creative media programs such as Adobe Creative Suite that includes Illustrator, Photoshop, After Effects, Premiere Pro, Flash, and Dreamweaver as well as explore intellectual property, ethics and copyright law. Assignments will be arranged to explore the creative side to digital media and the historical progression of the various forms of mediums over time and how these digital mediums are currently used in communication, art, film, and the World Wide Web. In addition to exploring the history, concepts, and skills of media arts, the course also explores twenty-first century career opportunities in the media arts and entertainment industry.

Course Content

Semester 1

Introduction to Media Design (2 weeks)

Lesson/Project: 1st day of school picture, 1stPicFL

Lesson: Media Design class and the CTE Media Pathway Orientation

Lesson: Typing Web account (keyboarding as warm ups for 1st semester)

Lesson/Project: Webstarts (account, how to use it, create pages, design home page)

Project: Project1FL

Computer Lab Rules and Safety Quiz using www.quia.com

Unit 1: Graphic Design (9 weeks)

The first unit begins with an analysis of the history and evolution of communication technology from cave drawings to present day digital media. Students will be introduced to the elements of design: line, shape, direction, size, texture, color, and value. They will mindfully incorporate elements of design using the principles that support the purpose of their graphic art in their work with Adobe Illustrator. Students learn the two types of graphics: raster and vector and analyze logos as a form of graphic art, critiquing samples and gleaning essential elements used by Paul Rand and Milton Glaser, two icons in the graphic design industry. Students will learn about the two main color modes, RGB and CMY as well as how color temperatures affects mood and balance. The students will get an in depth overview of Adobe Illustrator that include all of the tools on the toolbar, the different ways to add text to a document, how to use layers, how to draw and access the brush palettes, how to draw basic shapes, including 3D extrusion and rotations, and how to access the built in symbols and color palettes. Finally, the students begin to master the pen tool which is one of the most important software tools used in design.

Students will learn to apply graphic design techniques and evaluate the impact of the elements of design on graphic art as they create a picture portrait to trace the lines of their face from a picture self-portrait using all of the drawing tools in Illustrator, including the pen tool. They use the pen tool for the lines and closed paths, fill the closed paths with color, use the brush tools for hair and shadowing.

Lesson/Project: A good logo must be: Simple, Appropriate, Timeless, Scalable, and Memorable.
1stLogoFL

Lesson: History of our Technology, Spaceship Earth

Lesson/Project: Introduction to Adobe Illustrator (Ai) 20ShapesFL

Lesson/Project: Color Models RGB and CMYK, RGBFL and CMYKFL

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Lesson/Project: Type Tools in Ai, Lorem Ipsum, TypeFL

Lesson/Project: 3DShapeFL

Lesson: How to use the Pen Tool in Ai, Exercises 1 thru 5

Lesson/Project: How to use the Brush Tools in Ai PsBrushFL and PsDrawFL

Project: Portrait Trace, PortraitFL

1st Quarter Benchmark using www.quia.com

Unit 2: Digital Animation (6 Weeks)

1. In this unit, students are introduced to the basic skills and vocabulary of digital animation also called motion graphics. Students explore storytelling techniques by adding motion to previously learned graphic elements. Techniques include key frame animation, onion skinning, and frame by frame animation. They will develop their animation skills with several projects using Adobe Flash, Adobe Photoshop, and Adobe After Effects. Students will also examine the career of Walt Disney and analyze his impact on the evolution of animation. Students will end the unit by researching a career in animation and creating a multimedia presentation on their findings.

Students will create an original digital animation using Adobe Photoshop to create the graphics, and Adobe After Effects to create the animation. Students will use 3D space to simulate moving through and around the graphic elements they create. The students will learn how to utilize their key frame animation skills in all four dimensions, x, y, z, and t (time) with an After Effects camera layer to create the animation.

Lesson: Animation Concepts (multiple thinking maps) – Offbook animation video

Lesson/Project: Adobe Flash Key Frame “frame by frame” animation BounceFL (Fl)

Lesson/Project: How to create animation using Adobe Photoshop to create onion skin animation, PSAnimiFL

Project: Adobe Photoshop keyframe animation PsAnime2FL

Lesson/Project: Adobe Photoshop using the video timeline and the brush tool, BrushFL

Lesson/Project: Adobe Flash Motion Tween MotionFL (Fl)

Lesson/Project: Adobe Flash Shape Tween ShapeFL (Fl)

Project: shape tween using Adobe Flash to create an animated logo, FlLogoFL

Lesson/Project: Adobe Flash Motion Tween Controls (Fl) TweenControlsFL

Project: Adobe Flash MotionXFL (Fl) 3.5 days

Lesson/Project: Adobe Flash Inverse Kinematics – Bone Tool (Fl) BonesFL

Project: Adobe Flash Bobble Head animation (Ps) (Fl) HeadFL

Lesson/Project: Adobe Flash PuppetFL (Ps) (Fl)

Lesson: The Story of Walt Disney

Lesson/Project: Using Adobe After Effects Multiplane Animation (Ae) , PlaneFL

Lesson/Project: Using Adobe After Effects to create simple animation, AELayerFL

Hour of Code (1 week) (usually scheduled the second week in December nationally)

Lesson/Project: Java Script, HTML, Scratch.com

Semester 1 Final and Project

Final Project explore a graphic design or digital animation career that chooses you and present a 5 slide PowerPoint to the class.

Final Exam using www.quia.com

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Semester 2

Unit 3: Digital Imaging (9 Weeks)

This unit combines digital photography and image editing using Adobe Photoshop. Students will explore the history of still images from the ancient camera obscura of the Greeks and Romans to the modern digital photography we use today. Students will examine the types of photography such as portrait, product, landscape, travel, sports, and studio. They will learn about: the basic functions and parts inside a digital camera, the elements of image composition and utilizing the rule of thirds to take a better photograph. Students will explore the different types of lighting such as natural light and different portrait lighting arrangements such as Rembrandt and Paramount lighting. They will develop a deeper understanding of the different camera modes and image composition. They will also learn a variety of photo editing using Adobe Photoshop skills such as how to crop, save, import, brush, select, cut, paste, layer, blend, and filter.

Students will take a picture standing in front of a green screen, then use Adobe Photoshop to remove the green background and place themselves inside another picture depicting a place or historic event. Students will apply their analysis and editing skills to remove the green screen in Photoshop and combine multiple images into one. They will use the transform tool to adjust scale, and export and print the image for display.

Lesson: Digital Imaging vocabulary (25 slides)

Lesson/Project: Clipping Masks using Adobe Photoshop Type tool. ClipFL

Lesson: How to take a good picture

Lesson/Project: Adobe Photoshop Quick Select Tool, Ctrl C, Ctrl V, Ctrl T (chant), BobbleHeadFL

Lesson/Project: Core Adobe Photoshop Tools, place yourself in another image, ThereIWasFL

Lesson: History of Photography

Lesson/Project: Adobe Photoshop Quick Select Tool, MinimeFL

Project: PSTest1FL use all Ps tools you know, and create something

Lesson/Project: Rule of Thirds ROTFL

Project: Core Adobe Photoshop Tools, MyHeroFL

Lesson/Project: Taking a good picture, GoodPicFL

Lesson: How a Camera Works

Lesson/Project: Core Adobe Photoshop Tools, HulaGirlFL

Lesson: Exposure Triangle

Project: PSTest2FL use all Ps tools you know, and create something

Lesson: Portrait Lighting

Lesson/Project: Core Adobe Photoshop Tools, FunFL

Lesson: Depth of Field

Lesson/Project: Core Adobe Photoshop Tools, MyFaceFL

Project: Adobe Photoshop layouts and portraits, LightFL

Lesson/Project: Core Adobe Photoshop Tools, FilterFL

Lesson: Image File types, Lossy, and Lossless

Lesson/Project: Core Adobe Photoshop Tools, AntiqueFL

Lesson/Project: Core Adobe Photoshop Tools, CrackFL

Lesson/Project: Core Adobe Photoshop Tools, SihloFL

Project: PSTest3FL use all Ps tools you know, and create something

Lesson: Bright Ideas for Lowlight Photography reading with handout (use TTAT model)

Unit Test for Digital Imaging using www.quia.com

Project: Creating a Cinemagraph using Adobe Photoshop, bridges digital imaging with video production. Students create an animated GIF using still images.

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Unit 4: Video Production

Students will apply their knowledge and skills from previous units as they work through the video production unit. Students will explore how design and composition theory works in the movie industry and they will apply the principles in the development of their own video projects. Students will learn how to edit a video using Adobe Premiere Pro and build on their use of Adobe After Effects to add animation and special effects to their videos. Students will follow the production process to plan their projects. In the pre-production stage, students will create their storyboards and they will film their project in the production stage. Finally, they will bring their work together in the post-production stage where students will develop their editing skills.

Students will develop their own short video using the video production process. Students must demonstrate the preproduction process by creating a storyboard that communicates the main idea. During the production process, students will apply key concepts as they record the scenes for their video, guided by their storyboard. Finally, during postproduction students will edit the video using Adobe Premiere Pro, add titles, transitions, and credits before they export it for viewing.

Lesson: Introduction to Video Production

Lesson: The Concept of Story Telling, video and note taking guide

Lesson: History of Hollywood

Adobe Premiere Pro Skills

Premiere Pro Workspace

Importing Assets into the Project Panel

Viewing Assets in the Source Monitor Panel

Clipping Assets

Dragging clips onto Timeline Panel

Timeline skills

Program Monitor

Copy/Paste Clips

Slowing Down/Speeding Up clips

Motion Effects

Effects Controls

ChromaKey Effect

Adding Transitions

Audio Fade in/Out

Adjusting volume

Multiple video and audio tracks

Saving a project

Titles, Captions, and Credits

Exporting using the Encoder

Lesson/Project: Adobe Premiere Pro Skills, 10SecondsFL

Create as new project inside folder

How to import video clips, and audio files

Set In/Out clips and drag them into the timeline

Speed/Duration

Chroma Key

Position and Scale

Still Titles

Exporting

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Uploading to Webstarts
Lesson: Shooting Great Video

SlidesFL

Using Still images

Adding audio files

Rolling Titles

Video Production Basics

Preproduction

Storyboards

Production

Cinematography

PostProduction

Editing in Post(production)

HD Video Formats

720

1080

Digital Cinema 2K and 4K

 Aspect Ratio

 Audio

Stereo

5.1 Digital

Basic Resources needed to edit a video show

Video Clips

Still Images

Graphics

Audio files

Lesson/Project: Using Adobe After Effects animated text presets, IntroFL

Lesson/Project: Using Adobe After Effects shape layers, ShapeFL

Project: Adobe After Effects, AeLogoFL

Lesson/Project: Using Adobe After Effects lower third graphics and animation, Lower3rdFL

Lesson/Project: Adobe After Effects, TalentFL

Project: Adobe After Effects, FxFL

Unit 5: Web Design, Portfolios, and Career Exploration (3 Weeks)

In this final unit, students will analyze the history of the internet and the development of the World Wide Web. Students will explore the how web pages were styled in early periods and compare the changes in style to current designs. Students will master the tools and concepts needed to properly format a web page using Hypertext Markup Language as well as how to build a website using Adobe Dreamweaver. Students will incorporate their skills and knowledge of graphic design as they develop and improve their personal websites. They will format their HTML documents using headings, paragraphs, links, inline pictures, horizontal rules, lists, line breaks, and preformatted text. Students will complete their own websites and incorporate samples from their work throughout the year. Student webpages will serve as personal portfolios as students progress through the Media Pathway and they will use the portfolio to present their culminating projects at the end of the capstone class senior year.

The students will research and present details about a digital media career of their choice. Students will combine a minimum of three graphic art forms to create a multimedia presentation to share their research findings in classroom presentations.

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Course Materials

Main Text

- Adobe Premier Classroom In a Book - Adobe Creative Team - Adobe press 1 Edition
July 19, 2012 ISBN-10: 0321822471

Supplemental Text

- Video Production Handbook - Jim Owens - Focal Press 5th Edition
July 26, 2011 ISBN-10: 0240522206
- Exploring Photography - Richard J. Walker G-W Goodheart-Willcox Publisher, 6th Edition
2012 ISBN: 978-1-60525-476-0
- Adobe Premiere Pro CS6, Classroom in a Book – The official training workbook from Adobe Systems, 2013 ISBN-10: 0-321-82247-1
- Adobe Flash Professional CS6, Classroom in a Book – The official training workbook from Adobe Systems, 2012 ISBN-10: 0-321-82251-X
- Visual Design Fundamentals – Alan Hashimoto – Charles River Media, Second Edition
2007, ISBN-10: 1-58450-493-5
- Graphic Design School – David Dabner – 3rd Edition, Quarto Publishing,
2005, ISBN: 0-471-68683-2

Online Resources

<http://edex.adobe.com/> - Adobe's educators exchange website for teachers to learn and share lesson plans, resources, and training.