



# DIGITAL MEDIA & MULTIMEDIA DESIGN

## The Online portion of the course is **NOT OPTIONAL** and choosing not to do them will result in the failure of the class, or non-progression.

Not doing the Online Components of this course means you will not receive the credit hours required for progression or certification. Essentially, you will not get credit for the course you are taking. This includes all online components listed in this Pacing Chart.

### WEEKLY RESEARCH ARTICLES / BLOGS

These research articles are extremely crucial to your success in this class. Research articles are to be part of your Online Time (meaning to be written out of class), but students who are on time/early with the classwork assigned are welcome to spend class time writing. Students who do not turn in these assignments on time will not be given the appropriate course hour credits for that week. These articles are to be published to your blog, with a URL to the exact article to be emailed to the Instructor by the due date.

### VIDEO TUTORIALS & ASSIGNMENTS

Video Tutorials may be assigned each week, and are a required portion of your Online Coursework. Though they are not a graded assignment, students who do not watch these videos will not be able to perform the design tasks required by Design Projects in the class. The video lessons and guides are there for your own benefit to prepare you for the design projects you will be assigned by the Instructor.

### GRADE CALCULATIONS

Your overall grade is made up of 4 Categories: **Job Skills (10%)**, **Design Projects (50%)**, **Testing (20%)** and **Articles (20%)**. Each category is incredibly important to your success or failure in the class.

### ATTENDANCE MATTERS (JOB SKILLS)

Your ability to make it to class on time each day is a requirement with an assigned grade each week under Job Skills. This portion of your grade makes up 10% of the overall grade. **These points are not able to be made up if lost.** If you know you will be late for class, you are responsible for emailing the Instructor before class starts, just like you would your boss in a real world job. Your attendance will be recorded by your Sign In & Sign Out digitally, in the classroom. It is your responsibility to do so each day so that your hours of attendance are properly and accurately recorded. Failure to do so will result in no attendance being awarded.

- Being late to class by 15 minutes or less will result in a 5 point loss in the Job Skills Category.
- Being late to class by more than 15 minutes will result in a 10 point loss in the Job Skills Category.
- No-Call / No-Show will result in a 25 point loss in the Job Skills Category.

WEEK	DAY	PROJECTS & ASSIGNMENTS	WEEKLY RESEARCH ARTICLE	IN CLASS TIME	ONLINE TIME	DUE
1	1	<b>DESIGN B1:</b> Project Mood Board	<b>ARTICLE B1</b> Write a detailed Article about the use of Mood Boards in Design projects. Be sure to link to some of the most popular tools being used by designers. <i>*See description.</i>	<b>IN CLASS WORK TIME</b> Use this time to work on Design Projects.	<b>LINKEDIN LEARNING:</b> Developing a Mood Board	
	2			<b>GMETRIX ACA TEST PREP:</b> Photoshop CC Project 1	<b>ONLINE WORK TIME</b> Use this time to work on Design Projects.	
	3			<b>GMETRIX ACA TEST PREP:</b> Photoshop CC Project 2	<b>ONLINE WORK TIME</b> Use this time to work on Design Projects.	
	4			<b>GMETRIX ACA TEST PREP:</b> Photoshop CC Master Quiz	<b>ONLINE WORK TIME</b> Use this time to work on Design Projects.	
	5			<b>TAKE QUIZ B1</b>	<b>GMETRIX PRACTICE TEST:</b> Photoshop CC	<b>ARTICLE B1</b> <b>DESIGN B1</b> <b>QUIZ B1</b>
2	1	<b>DESIGN B2:</b> Brand Identity Graphics	<b>ARTICLE B2</b> Write a detailed Article about the difference between Destructive & Non-Destructive editing in Photoshop. Also, explain the difference of RASTER and VECTOR art, and why we use each.  <i>*See description.</i>	<b>IN CLASS WORK TIME</b> Use this time to work on Design Projects.	<b>LINKEDIN LEARNING:</b> Branding for Designers	
	2			<b>GMETRIX ACA TEST PREP:</b> Photoshop CC Project 3	<b>LINKEDIN LEARNING:</b> Creating Brand Identity Assets	
	3			<b>GMETRIX ACA TEST PREP:</b> Photoshop CC Project 4	<b>ONLINE WORK TIME</b> Use this time to work on Design Projects.	
	4			<b>GMETRIX ACA TEST PREP:</b> Photoshop CC Master Quiz	<b>ONLINE WORK TIME</b> Use this time to work on Design Projects.	
	5			<b>TAKE QUIZ B2</b>	<b>GMETRIX PRACTICE TEST:</b> Photoshop CC	<b>ARTICLE B2</b> <b>DESIGN B2</b> <b>QUIZ B2</b>

WEEK	DAY	PROJECTS & ASSIGNMENTS	WEEKLY RESEARCH ARTICLE	IN CLASS TIME	ONLINE TIME	DUE
3	1	<b>DESIGN B3:</b> Wordmarks & Monograms	<b>ARTICLE B3</b> Write a detailed Article about 10 various positions a Multimedia Designer could fill, and what kinds of salaries are to be expected. Lastly, do a local search for a few of these jobs and find out what it takes to get them!  <i>*See description.</i>	<b>GMETRIX ACA TEST PREP:</b> Photoshop CC Project 5	<b>ONLINE WORK TIME</b> Use this time to work on Design Projects.	
	2			<b>GMETRIX ACA TEST PREP:</b> Photoshop CC Project 6	<b>ONLINE WORK TIME</b> Use this time to work on Design Projects.	
	3			<b>GMETRIX ACA TEST PREP:</b> Photoshop CC Master Quiz	<b>GMETRIX PRACTICE TEST:</b> Photoshop CC	
	4			<b>PHOTOSHOP ACA TEST</b> Take your Photoshop CC Exam	<b>ONLINE WORK TIME</b> Use this time to work on Design Projects.	
	5			<b>TAKE QUIZ B3</b>	<b>ONLINE WORK TIME</b> Use this time to work on Design Projects.	<b>ARTICLE B3 DESIGN B3 QUIZ B3</b>
4	1	<b>DESIGN PROJECT B4:</b> Brand Icon & Final Logo	<b>ARTICLE B4</b> Write a detailed Article about Web Safe Colors. Then research, define and explain the usage of Spot Colors. Lastly, explain the various color codes using Hex, CMYK and RGB Values.  <i>*See description.</i>	<b>GMETRIX ACA TEST PREP:</b> Illustrator CC Project 1	<b>LINKEDIN LEARNING:</b> Logo Design: Techniques	
	2			<b>GMETRIX ACA TEST PREP:</b> Illustrator CC Project 1	<b>LINKEDIN LEARNING:</b> Learning Logo Design	
	3			<b>GMETRIX ACA TEST PREP:</b> Illustrator CC Master Quiz	<b>ONLINE WORK TIME</b> Use this time to work on Design Projects.	
	4			<b>IN CLASS WORK TIME</b> Use this time to work on Design Projects	<b>ONLINE WORK TIME</b> Use this time to work on Design Projects.	
	5			<b>TAKE QUIZ B4</b>	<b>GMETRIX PRACTICE TEST:</b> Illustrator CC	<b>ARTICLE B4 DESIGN B4 QUIZ B4</b>

WEEK	DAY	PROJECTS & ASSIGNMENTS	WEEKLY RESEARCH ARTICLE	IN CLASS TIME	ONLINE TIME	DUE
5	1	<b>DESIGN B5:</b> Animated Logo Elements	<b>ARTICLE B5</b> Write a detailed, step-by-step tutorial on how to change a file from RGB to CMYK for printing in Photoshop. Include edited screenshots of your own.  <i>*See description.</i>	<b>GMETRIX ACA TEST PREP:</b> Illustrator CC Project 3	<b>LINKED IN LEARNING:</b> Motion Graphics Loops: Photoshop	
	2			<b>GMETRIX ACA TEST PREP:</b> Illustrator CC Project 4	<b>LINKED IN LEARNING:</b> Drawing Vector Graphics	
	3			<b>GMETRIX ACA TEST PREP:</b> Illustrator CC Master Quiz	<b>ONLINE WORK TIME</b> Use this time to work on Design Projects.	
	4			<b>LET'S PLAY!</b> Challenge the class to The Bezier Game, and go for the high score.	<b>ONLINE WORK TIME</b> Use this time to work on Design Projects.	
	5			<b>TAKE QUIZ B5</b>	<b>GMETRIX PRACTICE TEST:</b> Illustrator CC	<b>ARTICLE B5 DESIGN B5 QUIZ B5</b>
6	1	<b>DESIGN B6:</b> Branding Mockups	<b>ARTICLE B6</b> Write a detailed, step-by-step tutorial on how to create an Animated Logo Element (using your own for example). Include edited screenshots of your own work as an example.  <i>*See description.</i>	<b>GMETRIX ACA TEST PREP:</b> Illustrator CC Project 5	<b>ONLINE WORK TIME</b> Use this time to work on Design Projects.	
	2			<b>GMETRIX ACA TEST PREP:</b> Illustrator CC Master Quiz	<b>ONLINE WORK TIME</b> Use this time to work on Design Projects.	
	3			<b>ONLINE WORK TIME</b> Use this time to work on Design Projects.	<b>GMETRIX PRACTICE TEST:</b> Illustrator CC	
	4			<b>ILLUSTRATOR ACA TEST</b> Take your Illustrator CC Exam	<b>ONLINE WORK TIME</b> Use this time to work on Design Projects.	
	5			<b>TAKE QUIZ B6</b>	<b>ONLINE WORK TIME</b> Use this time to work on Design Projects.	<b>ARTICLE B6 DESIGN B6 QUIZ B6</b>

WEEK	DAY	PROJECTS & ASSIGNMENTS	WEEKLY RESEARCH ARTICLE	IN CLASS TIME	ONLINE TIME	DUE
7	1	DESIGN B7: Business Card Designs	<b>ARTICLE B7</b> Write a detailed research article that defines the difference between TrueType, Postscript & Open Type fonts, and clarify the rules and regulations behind the Proprietary Copyrights of Fonts.	GMETRIX ACA TEST PREP: InDesign CC Project 1	LINKED IN LEARNING: Designing a Business Card	
	2			GMETRIX ACA TEST PREP: InDesign CC Project 2	LINKED IN LEARNING: Creating Brand Identity Assets	
	3			GMETRIX PRACTICE TEST: InDesign CC	ONLINE WORK TIME Use this time to work on Design Projects.	
	4			GMETRIX ACA TEST PREP: InDesign Master Quiz	ONLINE WORK TIME Use this time to work on Design Projects.	
	5			TAKE QUIZ B7	GMETRIX PRACTICE TEST: InDesign CC	ARTICLE B7 DESIGN B7 QUIZ B7
8	1	PROJECT B8: Branded Stationery Design	<b>ARTICLE B8</b> Write a detailed article about InDesign that includes Typography tools, Pre-Flighting, etc. Then, examine the use of ePubs & eBooks in the industry, and explain how InDesign makes it work.	GMETRIX ACA TEST PREP: InDesign CC Project 3	LINKED IN LEARNING: Layout & Composition: Marketing Collateral	
	2			GMETRIX ACA TEST PREP: InDesign CC Project 4	ONLINE WORK TIME Use this time to work on Design Projects.	
	3			GMETRIX ACA TEST PREP: InDesign Master Quiz	ONLINE WORK TIME Use this time to work on Design Projects.	
	4			IN CLASS WORK TIME Use this time to work on Design Projects	ONLINE WORK TIME Use this time to work on Design Projects.	
	5			TAKE QUIZ B8	GMETRIX PRACTICE TEST: InDesign CC	ARTICLE B8 DESIGN B8 QUIZ B8

WEEK	DAY	PROJECTS & ASSIGNMENTS	WEEKLY RESEARCH ARTICLE	IN CLASS TIME	ONLINE TIME	DUE
9	1	<b>FINAL B1:</b> The Branding Style Guide	<b>ARTICLE B9</b> Write a detailed article about your Branding/Style Guide Plans. What are you expecting to be challenging? What are you expecting to be simple? Show five examples of inspiration for your own upcoming design.	<b>GMETRIX ACA TEST PREP:</b> InDesign CC Project 5	<b>LINKED IN LEARNING:</b> Developing a Style Guide	
	2			<b>GMETRIX ACA TEST PREP:</b> InDesign Master Quiz	<b>ONLINE WORK TIME</b> Use this time to work on Design Projects.	
	3			<b>IN CLASS WORK TIME</b> Use this time to work on Design Projects	<b>GMETRIX PRACTICE TEST:</b> InDesign CC	
	4			<b>INDESIGN ACA TEST</b> Take your InDesign CC Exam	<b>ONLINE WORK TIME</b> Use this time to work on Design Projects.	
	5			<b>TAKE QUIZ B9</b>	<b>ONLINE WORK TIME</b> Use this time to work on Design Projects.	<b>ARTICLE B9 QUIZ B9</b>
10	1		<b>ARTICLE B10</b> Finally, you are done with the second section of the course. Write a "look back" on the ACA Testing Process, share your results, and make a suggestion on what you think the best way to prepare for testing is.	<b>IN CLASS WORK TIME</b> Use this time to work on Design Projects	<b>ONLINE WORK TIME</b> Use this time to work on Design Projects.	
	2			<b>IN CLASS WORK TIME</b> Use this time to work on Design Projects	<b>ONLINE WORK TIME</b> Use this time to work on Design Projects.	
	3			<b>IN CLASS WORK TIME</b> Use this time to work on Design Projects	<b>ONLINE WORK TIME</b> Use this time to work on Design Projects.	
	4			<b>IN CLASS WORK TIME</b> Use this time to work on Design Projects	<b>ONLINE WORK TIME</b> Use this time to work on Design Projects.	
	5			<b>Present your Final Brand Guide B1.</b>	<b>Try to enjoy your life. -GD</b>	<b>ARTICLE B10 DESIGN FINAL B1 QUIZ B10</b>

# DESIGN PROJECTS

Design Projects will include the use of design software tools and techniques learned from lessons, lectures, or video tutorials. Each project needs to be saved in a web-ready format for showcase as part of your Final Portfolio, and all source/original artwork needs to be saved in a folder clearly marked, and well organized. The Instructor may request these source files at any time, and they will need to be easily locatable.

## ACA TESTING

**You will be required to take each test, when the test is scheduled. The grade you receive on this industry standard test will be added to the gradebook, and cannot be changed with retests.** Should you fail a test during a section, you must wait 45 days before taking the test again. Re-test scores will not change the gradebook grade.

### 504 / IEP Additional Testing Time

Should you have a 504 or IEP plan that allows you additional time for testing, you need to inform the Instructor that you wish to have extra time on the test BEFORE you take it. The process of allowing extra time for testing can take weeks to finalize, so do not wait. **It is your responsibility to start the process.**

### Grading of ACA Tests

The minimum score to pass an ACA Test is 700/1000. Therefore the grade entered into the book makes 700 the benchmark to receive a 100% on the test (for gradebook purposes only). For example, a student who scores a 680 (and did NOT pass the ACA) will be given a grade of 680/700 (97% A). A student who scores a 440/700 (62% D), and a student who scores over the 700 minimum 850/700 (138% Extra Credit).



# THE BRANDING/STYLE GUIDE FINAL PROJECT

Your final project for this section is a complete Branding Guide for your chosen Project Design Brief. You will submit a printed version to the Instructor, and publish a downloadable PDF on your Portfolio. The Brand Guide will be many pages long, and require you to really dig deep into the theory of the design work you have chosen to take on.

The weekly projects along the way should be ADDED to the Branding Guide, but now you will also need to clarify, explain and design the document itself, in multiple formats. The grading rubric is based on accuracy, design attractiveness, completion and different formats done correctly.

**The final Branding Guide will include at least all the following elements:**

Brand Story	Logos	Color Palette	Typography	Imagery	Voice	Stationery	Misc. Items
This should cover written Company Vision and Mission Statements.	Cover the elements of Size, Space, Colors, do's and don'ts.	Names, Pantone Numbers, CMYK, RGB and HEX values.	Introduce your type, and define rules for alignment, leading, kerning, etc.	Show the types of images to be used, blending modes, do's and don'ts.	Define the personality of the brand, best practices, messaging, etc.	Business Cards, Letterhead, Envelopes, Packaging, etc.	Apparel, Stickers, Billboards, Signage, Packaging, and Expo Booths.

Three Versions of the Branding Guide will be made available: Printed Booklet, PDF (Downloadable) and Google Docs.

# RESEARCH ARTICLES

Research Articles are to be at least 500-750 words that cover/answer all the required questions, and should include the use of Tags, Categories, Unique Titles and Hyperlinks to any and all websites used for research. Additionally, each article should have a unique, properly named Featured Image (with credit for the source), as well as at least 2 external links, and one internal link. Any articles found to be copied from other sites will be given a zero grade. Articles are to be published online, and the URL sent to the Instructor by the end of the class day that they are due via email with any other projects for the week.

**ARTICLES WILL BE MARKED AS A ZERO IF LATE, AND ARE NOT SUBJECT TO MAKE UP UNLESS APPROVED BY THE INSTRUCTOR BEFORE THE DUE DATE.**

## Article B1: Setting the Mood

- What are Mood Boards? How are they used? What types of things need to be considered when making them?
- Find and review at least 5 online tools that could be used to make Mood Boards for your clients. Which ones do you like, dislike?
- Be sure to talk about your own experiences making Mood Boards, and explain some of the common mistakes, and what YOU did to avoid or overcome them.

## Article B2: Rasters, Vectors, Destructive & Non-Destructive Editing with Photoshop

- What is considered destructive editing? What is non-destructive? Where would you want to use both?
- Define and explain rasterized graphics, and give a detailed example for pro's and con's of working with them.
- What are vector graphics? How are they made? Why are they used? What type of projects would you prefer working with vectors for?

## Article B3: Multimedia Jobs, Salaries and Industry Information

- List 10 jobs that a Multimedia Designer could do for various companies. Which ones speak to you? Which ones are the most interesting?
- What is a common starting salary for these positions? How much can they expect to make after 5 years of experience?
- Do a LOCAL search for jobs like these (Craigslist, Indeed, Monster). How many jobs are available? What requirements do they have?

## Article B4: Web Safe Colors, Spot Colors, Hex Colors, CMYK and RGB Color Codes.

- What are Web Safe Colors? Why were they created? How are they used now?
- What are Spot Colors? Why were they created and of course, how are they used today?

- Using sample colors, explain CMYK, HEX and RGB Values. Why are they different? How do you make sure you are getting consistent colors for the same branding using these various values?

### **Article B5: Write a Tutorial: RGB to CMYK for Printing**

- Explain, using your own screenshots, how a newbie designer will take a design created in RGB and convert it properly for printing. You could use your own business card design as an example.

### **Article B6: Write a Tutorial: Making an Animated Logo Gif**

- Explain the step-by-step process you used to create your assets in Illustrator & Photoshop. Use screenshots as your examples, and include any reference art you used, and be sure to write it in a way that a complete newbie would understand.
- The goal of this tutorial should be a "start-to-finish" guide with plenty of edited screenshots, including the final animation as a GIF.

### **Article B7: All about Fonts**

- What is an Open Type font? What is a PostScript font? How about a TrueType font? What are the differences? Why were the different types created, and who uses them today?
- Explain the rules and regulations behind the Proprietary Use of Fonts in the modern industry. When can you use them? Who do the rules protect, and why were they put into place? How long have these rules been around?

### **Article B8: Advanced InDesign Knowledge**

- Pick 5 of the most powerful tools in InDesign (your choice), then explain how they work to someone who would just be getting started with the software.
- What is Pre-Flighting? How does it work and how does it save us as Designers?
- What is an ePub/eBook? When did they first appear? When did they become popular, and WHY are they so popular? What types of companies are paying Designers to make them?

### **Article B9: About the Design Brief Branding Guide**

- By now you should be putting the final touches on the Branding Guide, so it's time to take a look back. How did it start? What was your most/least favorite part of the project? What did you learn? What was the most helpful tool you had?
- Why do we make Identity/Branding Guides? How are they used? Who do they help?
- Include tons of mockups and graphics for your project.

### **Article B10: Adobe Certified Associate Testing**

- Explain your study process for the ACA Tests. What was helpful, and what wasn't?

- Make suggestions to future designers about how you think THEY should prepare for the ACA tests. What would you wish you could have known at the beginning of the process?
- Obviously, talk about which ACA Certificate you have earned, and which ones you want to get in the future.