



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	COURSE INTRODUCTION Welcome, New Student Form, Gmail Setup, LinkedIn Learning Setup	ARTICLE A1 Write a detailed Article about modern computers & operating systems. This is basic computer knowledge that all designers should know. <i>*See description.</i>	Follow along with the Instructor, and get all of your accounts set up.	LINKEDIN LEARNING: Google Drive, Slides, Sheets, Docs Essential Training	
	2	FOLIO A1 Set up your WordPress Portfolio with Home, About, Articles & Portfolio Sections.		IN CLASS WORK TIME Use class time to work on your Portfolio Website.	LINKEDIN LEARNING: WordPress.com Essential Training	
	3	CAREER A1 Career Services Introduction & Appointment		IN CLASS WORK TIME Use class time to work on your Portfolio Website.	NON DESIGNERS DESIGN BOOK Chapters 1, 2, 3, 4, 5, 6	
	4			IN CLASS WORK TIME Use class time to work on your Portfolio Website.	NON DESIGNERS DESIGN BOOK Chapter 7	
	5			TAKE QUIZ A1	NON DESIGNERS DESIGN BOOK Chapters 9, 10, 11, 12	ARTICLE A1 FOLIO A1 QUIZ A1
2	1	PHOTO A1: Basic Photography Collection	ARTICLE A2 Write a detailed Article about the various design software & multimedia projects. This is a helpful look forward for you as a designer, so make sure you do your research! <i>*See description.</i>	IN CLASS WORK TIME Use class time to take pictures for your Portfolio Project.	LINKEDIN LEARNING: Introduction to Photography	
	2			IN CLASS WORK TIME Use class time to take pictures for your Portfolio Project.	LINKEDIN LEARNING: Copyright for Photographers	
	3			IN CLASS WORK TIME Use class time to take pictures for your Portfolio Project.	ONLINE WORK TIME Update your Online Portfolio.	
	4			IN CLASS WORK TIME Use class time to take pictures for your Portfolio Project.	ONLINE WORK TIME Update your Online Portfolio.	
	5			TAKE QUIZ A2	ONLINE WORK TIME Update your Online Portfolio.	ARTICLE A2 PHOTO A1 QUIZ A2

WEEK	DAY	PROJECTS & ASSIGNMENTS	WEEKLY RESEARCH ARTICLE	IN CLASS TIME	ONLINE TIME	DUE
3	1	PHOTO A2: eCommerce Product Photography	ARTICLE A3 Write a detailed Article about Digital Cameras & Digital Photography, as well as the basic Exposure Triangle that all photographers should know. <i>*See description.</i>	IN CLASS WORK TIME Use this time to plan your Product & Portrait Shoots.	LINKEDIN LEARNING: Learning Product Photography	
	2	PHOTO A3: Social Media Portrait Photos		IN CLASS WORK TIME Use class time to take pictures for your Portfolio Project.	LINKEDIN LEARNING: Learning Portrait Photography	
	3			IN CLASS WORK TIME Use class time to take pictures for your Portfolio Project.	ONLINE WORK TIME Update your Online Portfolio.	
	4			IN CLASS WORK TIME Edit & Finalize your Photography Projects.	ONLINE WORK TIME Update your Online Portfolio.	
	5			TAKE QUIZ A3	ONLINE WORK TIME Update your Online Portfolio.	ARTICLE A3 PHOTO A2 & A3 QUIZ A3
4	1	PRESENTATION A1: A Black & White Photo Presentation	ARTICLE A4 Write a detailed Article about Multimedia Designer Jobs, what they do, and what it takes to get the job done. Lastly, what rights & releases do designers have or need to abide by? <i>*See description.</i>	IN CLASS WORK TIME Work on your Creative Photography Presentation.	LINKEDIN LEARNING: Photography Foundations: Black and White	
	2			IN CLASS WORK TIME Work on your Creative Photography Presentation.	LINKEDIN LEARNING: Lightroom Classic CC Essential Training	
	3			IN CLASS WORK TIME Work on your Creative Photography Presentation.	ONLINE WORK TIME Update your Online Portfolio.	
	4			IN CLASS WORK TIME Work on your Creative Photography Presentation.	ONLINE WORK TIME Update your Online Portfolio.	
	5			TAKE QUIZ A4	ONLINE WORK TIME Update your Online Portfolio.	ARTICLE A4 QUIZ A4 PRESENTATION A1

WEEK	DAY	PROJECTS & ASSIGNMENTS	WEEKLY RESEARCH ARTICLE	IN CLASS TIME	ONLINE TIME	DUE
5	1	PHOTO A4: Panoramas	ARTICLE A5 Write a detailed Article about the different types of advanced photography, site examples of each (using your own work). <i>*See description.</i>	IN CLASS WORK TIME Use this time to work on Design Projects.	LINKEDIN LEARNING: Photoshop Essential Training (The Basics)	
	2	PHOTO A5: HDR Photo Desktop Wallpapers		IN CLASS WORK TIME Use this time to work on Design Projects.	CREATE ACCOUNT Create an account at Unsplash.com (w/ self-portrait & link to your folio).	
	3	PHOTO A6: Harris Shutter Photos		IN CLASS WORK TIME Use this time to work on Design Projects.	ONLINE WORK TIME Update your Online Portfolio.	
	4			IN CLASS WORK TIME Use this time to work on Design Projects.	ONLINE WORK TIME Update your Online Portfolio.	PHOTO A4, A5 & A6
	5			TAKE QUIZ A5	ONLINE WORK TIME Get ready for the next section!	CAREER A1 ARTICLE A5 QUIZ A5

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 is 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 A1: Computer Basics

- What are the basic computer components (CPU, RAM, Hard Drives, Motherboards, USB slots, and Peripherals), and how do they all work together? What are the most modern versions of these components?
- What are the most basic Computer Safety Guidelines (including ergonomics)?
- What are the key differences between the PC and MAC operating systems? What other operating systems are available? What is the most common operating system?
- What is the difference between INTERNAL and EXTERNAL storage drives? What is an SSD drive? What are the most common connection ports?

Article A2: Design Software & Terminology

- Which Adobe CC Software will we use to fix photos? Design printed layouts? Design websites? How about Videos? What will we use to capture and edit Audio? What about web animations?
- What are the five most common software/hardware errors to be expected using the Creative Cloud software you just explained? How do you fix these problems?
- Thinking about all the various software we are going to be using... What role will each play in a Multimedia Presentation? Be sure to site examples of Presentations that use each type (audio, video, animation, etc). What are the various terms used in Multimedia Presentations?

Article A3: Basics of Digital Photography

- What are the various types of Digital Cameras (DSLR, Point-and-Shoot, Camcorder, and Cell Phone Cameras)? What are the differences between them? Which are used by different professionals?
- What are the various types of DSLR Camera accessories used in this industry (microphones, external flash units, tripods, grips, mounts, etc.)? How do they work with each other? When would each one be used?

- What is the "Exposure Triangle"? How does it work? Explain the differences of ISO, Aperture and Shutter Speed, specifically how they all work together.

Article A4: Multimedia Designer Jobs & Legalities

- Name and describe 5 creative roles that could be filled by a Multimedia Designer (such as yourself). What are the titles, skills and requirements for each job?
- Explain the various elements that make up Copyright laws (statutes, disclaimers, filing procedures, etc.) for digital artists? How does it work with things like Stock Photos/Video? How about the use of Fonts?
- Where can you and can't you take pictures? How and why must we get releases signed for people properties?

Article A5: Advanced Photography

- What is HDR Photography? How does it work? Include a self-made sample of an HDR Photo you created.
- What are Panoramic Images? How are they created, and what are they used for? Include a Panoramic image that you created.
- How do you create high-quality/professional black and white photography? Note: The answer is NOT ONE CLICK in Photoshop. What makes a Black & White photo good/bad? Which types of photography primarily use Black & White?