

# **COURSE OF STUDY GUIDE**

## **LOWER CAPE MAY REGIONAL SCHOOL DISTRICT**

**TITLE OF COURSE:** Art of Digital Media

**DEPARTMENT:** Art

**DATE REVISED:** 1/16/15

**GRADE:** 9-10

### **I. COURSE ORGANIZATION**

Length: 18 weeks Credits: 2.5

Periods Per Week: \_\_\_\_\_ Weighted: \_\_\_\_\_

Prerequisite: \_\_\_\_\_

### **II. COURSE DESCRIPTION**

This course will engage students in learning the principles of art through a variety of modern digital media tools. Students will learn the fundamentals of modern television, music, publication, and mixed media production techniques as they discover common elements of artistic expression. The course will also include a review of career opportunities and pathways that exist in each field. The course serves as a prerequisite for TV Media, Desktop Publishing, and Modern Music Production.

### **III. COURSE MISSION**

This course will provide students the opportunity to explore the creative design process as it applies to current Digital Media careers, specifically in the fields of Graphic Design & Desktop Publishing, TV & Broadcast Production and Digital Music. Access to current digital tools and software will be emphasized to allow practice and mastery of fundamental concepts. Students will be encouraged to focus their individual talents and skill-sets toward specialized areas of interest in order to prepare them to continue with advanced coursework in the future.

## IV. CONTENT/SUGGESTED INSTRUCTIONAL TIME

### Content Pacing Guide & Standards

#### Unit Title: Digital Citizenship/Career Paths

<b>Content:</b>	<b>Standards</b>	<b>Time Frame</b>
Network & File Navigation	<b>21<sup>st</sup> Century CCCS:</b>	Week 1 & 2
Development of Digital Media as it affects the Arts	9.4.12.C.8	
Copyrights Issues/Digital Citizenship	9.4.12.C.10	
Career Options - Professionalism	9.4.12.C.11	
Define and Explore Visual Storytelling/Communicating with Audio	9.4.12.C.19	
	9.4.12.C.34	
	9.4.12.C.65	
	9.4.12.C.71	
	9.4.12.C.73	
	9.1.12.A.1	
<b>Assessments:</b>	<b>Technology CCCS:</b>	
Journal Entries	8.1.12.D.1	
Web Research – completing forms & Word Docs	<b>CCTC:</b>	
Successful File & Network Manipulation	CRP4	
Slide Show Project	CRP5	
	CRP11	
	AR1	
	AR5	
	<b>Common Core LAL:</b>	
	SL9.1.d	
	SL9.4	
	RST9.3	
	RST9.7	

#### Unit Title: Graphic Design Basics

<b>Content:</b>	<b>Standards</b>	<b>Time Frame</b>
Visual Design Elements – (frame, line, shape, value, texture, balance, movement, harmony, space)	<b>21<sup>st</sup> Century CCCS:</b>	Weeks 3-6
Color Theory – additive, subtractive, color wheel, psychology of color	9.4.12.C.10	
Typography – History & Font Styles, Creation using iFontmaker	9.4.12.C.11	
iPad Graphic Apps – iFontmaker, Art Studio	9.4.12.C.15	
Computer Apps – Microsoft Word	9.4.12.C.19	
	9.4.12.C.34	
	9.4.12.C.59	
	9.4.12.C.73	
	9.4.12.C.(6).2	
	9.4.12.C.(6).3	
	9.1.12.A.1	
	9.1.12.E.1	
<b>Assessments:</b>	<b>Art CCCS:</b>	
Peer Assessments using Design Rubric	1.1.12.D.1	
Web Research – Pair & Share Activities	1.3.12.D.1	
Journals	1.3.12.D.4	
Digital Study Guides – student created	<b>Technology CCCS:</b>	
Projects (Design Rubric):	8.1.12.D.1	
Business Cards – MS Word	<b>CCTC:</b>	
Digital Self Portraits Using Layers – iPads	CRP4	
Magazine Covers in 3 Color Schemes – MS Word	CRP5	
	CRP11	
	AR1,2,3 & 4	
	<b>Common Core LAL:</b>	
	SL9.1.d	
	RST9.3	
	RST9.7	

**Unit Title: Digital Music**

**Content:**

Music Copyright  
Music Fundamentals – meter, rhythm, tonality, chords,  
harmonic progression, dynamics, basic song structure  
Garageband – ipad, iMac

**Assessments:**

Journals – Song structure research and Listening Activities  
Garageband projects – Rubric, Teacher & Student evaluations

**Standards**

**21<sup>st</sup> Century CCCS:**

9.4.12.C.10  
9.4.12.C.11  
9.4.12.C.15  
9.4.12.C.73  
9.4.12.C.(1).5  
9.4.12.C.(4).5  
9.4.12.C.(4).6  
9.1.12.A.1

**Art CCCS:**

1.1.12.B.1  
1.3.12.B.3  
1.3.12.B.4

**Technology CCCS:**

8.1.12.D.1

**CCTC:**

CRP4  
CRP5  
CRP11  
AR1 & 4  
AR-AV 2 & 4

**Common Core LAL:**

SL9.1.d  
SL9.4  
RST9.3  
RST9.7

**Time Frame**

Weeks 7-9

**Unit Title: Video Production Basics**

**Content:**

Basic Camera Operation  
Scripting and Storyboarding  
Basic Non-linear editing (iMovie)  
On-camera skills, Writing for News

**Assessments:**

Editing Project – Tourism Commercial  
Green Screen News Report Project – student and teacher  
evaluations (rubric)  
Journal – written scripts & Storyboards

**Standards**

**21<sup>st</sup> Century CCCS:**

9.4.12.C.8  
9.4.12.C.10  
9.4.12.C.11  
9.4.12.C.15  
9.4.12.C.19  
9.4.12.C.34  
9.4.12.C.52  
9.4.12.C.59  
9.4.12.C.73  
9.4.12.C.(1).4  
9.4.12.C.(1).5  
9.4.12.C.(1).6  
9.4.12.C.(2).2  
9.1.12.A.1  
9.1.12.E.1

**Technology CCCS:**

8.1.12.D.1

**CCTC:**

CRP4  
CRP5  
CRP11

**Common Core LAL:**

SL9.1.d  
SL9.4  
RST9.3  
RST9.7

**Time Frame**

Weeks 10-13

**Unit Title: Production Team Formation/Area Specialization**

**Content:**

Skill specialization –Job applications, proposals  
(Graphic designer, Music creation, Videographer, Editor,  
Producer/Director, Writer).

**Assessments:**

Journals – Research, written job applications

**Standards**

**21<sup>st</sup> Century CCCS:**

9.4.12.C.1  
9.4.12.C.8  
9.4.12.C.19  
9.4.12.C.61  
9.4.12.C.65  
9.4.12.C.71

**CCTC:**

CRP4  
CRP5  
CRP10

**Common Core LAL:**

SL9.4

**Time Frame**

Week 14

**Unit Title: Final Project – Production Teams**

**Content:**

“How-to” Camerawork Video – Final Video to include  
original Typography & Graphics and Original Music

**Assessments:**

Presentations  
Final Video Project – Teacher & Student Evaluation (Rubric)  
Written:  
Storyboards, shot lists, scripts, presentation questions

**Standards**

**21<sup>st</sup> Century CCCS:**

9.4.12.C.10  
9.4.12.C.11  
9.4.12.C.15  
9.4.12.C.19  
9.4.12.C.34  
9.4.12.C.51  
9.4.12.C.52  
9.4.12.C.53  
9.4.12.C.59  
9.4.12.C.73  
9.4.12.C.(1).4  
9.4.12.C.(1).6  
9.4.12.C.(2).2  
9.1.12.A.1  
9.1.12.E.1

**Art CCCS:**

1.3.12.B.3  
1.3.12.B.4  
1.3.12.D.2  
1.3.12.D.4

**Technology CCCS:**

8.1.12.D.1

**CCTC:**

CRP4  
CRP5  
CRP11  
CRP12

**Common Core LAL:**

SL9.1.d  
SL9.4  
RST9.3  
RST9.7

**Time Frame**

Weeks 15-18

## V. MODIFICATIONS:INCLUSION TECHNIQES/ENRICHMENTS

Possible instructional techniques may include but may not be limited to the following:

**Resource Center** – A course of study will be modified to accommodate the specific needs of a special education student as outlined in his/her IEP.

**Inclusion** – Peer tutoring, computer software, oral tests, visual organizers, study guides, and cooperative learning activities.

**Enrichments** – Field trips, guest speakers, brochure design, simulations, drama and poetry.

Students are provided with a basic text and/or supplemental curricular materials that are used for assigned readings, discussion and information gathering. Through teacher-directed instructional activities, students are asked to acquire knowledge, develop an understanding of content, apply information to their own lives, analyze data, synthesize material, and make evaluative judgments.

When planning each lesson, teachers select specific objectives, organize material to achieve maximum understanding, make associations, and check for understanding at frequent intervals. Technology materials are used when appropriate. Suggestions for specific assignments, and student activities are found in the teacher's resource guide of the approved textbook series.

**Students will be given independent study when appropriate or have assignments modified to ability level.**

**Students will be paired or teamed to accommodate varied abilities and to provide peer mentors when needed.**

## VI. MATERIALS/TECHNOLOGY

Apple iMac computers: One station per student

Apple compatible software:

Microsoft Office

iLife (Garageband, iPhoto, iMovie)

iPad Cart (10)

iPad Apps:

Painting/Graphic App (Art Studio, Art Rage)

Font Creation App (Fontmaker or Type Drawing)

Garageband

Digital Video Camcorders, Tripods, Microphones

Projection Capabilities from iPads and teacher laptop

Classroom sharing and network capabilities

Color Printing Access