Glendale Unified School District

Middle School

June 4, 2018

Department:	Career Technical Education
Course Title:	Digital Media Essentials (Offered as a semester alternative to Introduction to Media & Digital Arts)
Course Code:	9046GV
Grade Level(s):	7- 8
School(s) Course Offered:	Roosevelt, Rosemont, Wilson, Toll
UC/CSU Approved (Y/N, Subject):	N/A
Length of course:	Semester
Semester Credits:	5
Recommended Prerequisite:	Computer Applications/Computer Literacy

Recommended
Textbooks:

- Graphic Communication: Digital Design and Print Essentials, Student Edition, Z. A. Prust and Peggy B. Deal (authors), Goodheart-Willcox Company, Inc., ISBN 978-1-63126-876-2
- Certification Prep: Adobe Illustrator Creative Cloud, D. Michael Ploor (author), The Goodheart-Willcox Company, Inc., ISBN 978-1-63126-855-7
- Certification Prep: Adobe Photoshop Creative Cloud, D. Michael Ploor (author), The Goodheart-Willcox Company, Inc., ISBN 978-1-63126-857-1
- Certification Prep: Adobe InDesign Creative Cloud, D. Michael Ploor (author), The Goodheart-Willcox Company, Inc., 978-1-63126-856-4

Course Overview: Digital Media Essentials is a one semester course in the Arts, Media & Entertainment Industry sector. Students will learn basic foundations of graphic design and computer graphic fundamentals. Specialized curriculum in contemporary media involving digital design, moving

graphics and printing will be introduced. This course prepares students for the technology they will use with digital image, printing and focus on careers in the Arts, Media, and Entertainment sector. There are three sectors that fall into three general pathways: Media and Design Arts, Performing Arts, and Production and Managerial Arts. The foundation and pathway standards make explicit the appropriate knowledge, skills, and practical experience students should have to pursue their chosen profession through whatever course of postsecondary, collegiate, and graduate training or apprenticeship it may require.

First Semester-Course Content

Unit 1: **Introduction to Graphic Design** *(2 weeks)*

STANDARDS
Visual And Performing Arts: 1.0, 1.2, 1.3, .4.4, .4.3
Common Core Standards: English Language Arts.7-8.LS.C.1.1, 7-8. Reading 2.6
Career Technical Education Manufacturing & Product Development Pathway Standards:
A.A1.,A1.2, B.B1.1, B.B1.2
Career Technical Education Arts, Media & Entertainment Pathway Standards: A.A2.3

A. This module introduces students to Graphic Arts Technology and related fields. Students will explore the relationship between Graphic Arts and Graphic Design, Multimedia and Web design, Photography, and Communications. Students are instructed of the class rules and policies and the safety guidelines of equipment use.
B. Demonstrate an understanding of basic concepts by manipulating line, mass, volume, space, rhythm, texture and pattern in their commercial design. Recognize and build on prior knowledge of color theory, illustration, perspective, lettering and technological processes. Understand how basic design principles, typography and illustration are used to persuade, communicate, identify, attract attention or create action in a layout.

EQUIPMENT/SOFTWARE: Adobe Photoshop, Adobe Illustrator, Google

Unit 2: **Elements of Design** *(2 weeks)*

STANDARDS
Visual And Performing Arts: 1.0, 1.2, 1.3, 1.4, 2.6
Common Core Standards: English Language Arts ELA.7-8.R.CAGT.2.3, ELA.7-8.R.CAGT.2.5
Career Technical Education Manufacturing & Product Development Pathway Standards:
B.B1.1, B.B2.1, B.B5.1

A. This module is designed for students to learn about design elements through projects such as; creating examples of color schemes using graphic software and creating an

      original alphabet based on the theme. Each project includes self reflection and a peer review.

B. Color Theory, line, shape, space, texture and value.

EQUIPMENT/SOFTWARE: Adobe InDesign, Adobe Illustrator, Google

Unit 3: Principles of Design *(2 weeks)*

STANDARDS
Visual And Performing Arts: 1.0, 1.2, 1.3, 1.4, 2.6
Career Technical Education Manufacturing & Product Development Pathway Standards: B.B2.2, B.B2.1
Common Core Standards: ELA.7-8.R.CAGT.2.6
Common Core Standards: ELA.7-8.R.CAGT.2.5

A. This module is designed for students to learn the principles of design through projects such as; posters, creating original designs that reflect an emotion, magazine covers, product ads, cereal box prototypes, candy wrappers etc. They do a self reflection on their projects and peer review. Some projects include a presentation to the class.
B. Balance, contrast with emphasis on, harmony, movement/rhythm, proportion, repetition/pattern, unity and variety.

EQUIPMENT/SOFTWARE: Adobe InDesign, Adobe Illustrator

Unit 4: **Design Basics** *(3 weeks)*

STANDARDS
Common Core Standards: ELA.7-8.LS.C.1.3, ELA.7-8.R.CAGT.2.6
Career Technical Education Manufacturing & Product Development Pathway Standards: A.A1, A1.2, B.B1.1, B.B1.2 , A2.1, A2.2, A3.1, A2.4, A1.1

A. This module is designed to provide a basic overview of design principles and practices. Students will review types of design, media selection, and visual communication concepts such as composition, typography, and color. Students will gain an understanding of the application of basic graphic art design principles to achieve specific goals.
B. Research and describe how art reflects cultural values in various traditions throughout the world. Take an active part in a small-group discussion about the artistic value of specific works of art, with a wide range of the viewpoints of peers being considered. Research and discuss the role of the visual arts in selected periods of history, using a variety of resources (both print and electronic). View selected works of art from a culture and describe how they have changed or not changed in theme and content over a period of time.

EQUIPMENT/SOFTWARE: Google Art, Google Draw, Adobe CC

Unit 5: **Design Process**   *(2 weeks)*

STANDARDS
Visual And Performing Arts: 1.0, 1.2, 1.3, 1.4, 2.6
Common Core Standards: ELA.7-8.W.2.5d, ELA.7-8.R.CAGT.2.6,
Career Technical Education Manufacturing & Product Development Pathway Standards:
A.A2.4,A2.3, A3.1
Career Technical Education Information Technologies Pathway Standards: B.B3.3

   A. This module focuses on developing entry-level skills for desktop publishing and page
       layout on the personal computer. Students will produce sketches, rough layouts, and
       comprehensive layouts for a printed documents while using design principles to guide
       the process. Students will learn to create documents (resumes, flyers, newsletters,
       brochures) using a variety of computer applications including but not limited to Adobe
       InDesign, Photoshop, and Illustrator. In addition, students will evaluate graphic arts
       copies, designs, and layouts for proper grammar, punctuation, and adherence to
       specifications.
   B. Develop a theory about the artist's intent in a series of works of art, Using reasoned
       statements to support personal opinions. Explain the intent of a personal work of art and
       draw possible parallels between it and the work of a recognized artist. Analyze the form
       (how a work of art looks) and content (what work of art communicates) of works of art.
       Students derive meaning from artworks through analysis, interpretation, and judgment.
       Know how technology and the arts are interrelated in the development of presentations
       and productions.

   EQUIPMENT/SOFTWARE: Adobe InDesign, Adobe Illustrator, Canva, Google

Unit 6: **Digital Image Creation & Editing**   *(3 weeks)*

STANDARDS
Visual And Performing Arts: 7-8 (proficient).AV.MIJ.4.3, MIJ.4.4
Common Core Standards: ELA.7-8.R.CAGT.2.6
Career Technical Education Arts, Media & Entertainment Pathway Standards: C.C1.2, A.A2.3,
A2.4
Career Technical Education Manufacturing & Product Development Pathway Standards: B.B2.2
B4.2, B4.4, B5.4,

   A. This module focuses on the creation and manipulation of digital graphics using
       electronic imaging software. Students will learn use electronic imaging software
       to acquire (import and scan), edit, retouch, and color correct digital photographs.
       Students will use electronic imaging software to create and manipulate digital
       Illustrations.

    B. Cut it Out!Understanding Graphic File Formats Multiple Artboards in Illustrator Lightning Effect in Photoshop Color and Draw in Photoshop express literature and history as themes for artwork.

EQUIPMENT/SOFTWARE: Scanner, Camera, Printer, Adobe Illustrator or Photoshop

Unit 7: **Caricature Design** *(2 weeks)*

STANDARDS
Common Core Standards: ELA.7-8 R.CAGT.2.6, ELA.8.R.NAGT.3.2,WHST.7-8.4
Career Technical Education Arts, Media & Entertainment Pathway Standards: 4.5, A.2.8, A7.1, A8.1

    A. This lesson will teach the student how to take an image and turn it into a "Cartoon" image like the comic books from Marvel and DC comics. This is a simple method, however, there are other variations that advanced users can explore. The assessment of the lesson is for the students to create a one-panel comic using themselves as the character.

    B. Student will be able to "cartoon" an image using a common method Student will be able to objectively evaluate a "cartoon" image based on established criteria. Student will gain a better understanding that there is more than one way in Photoshop to complete a task.

EQUIPMENT/SOFTWARE: Adobe Photoshop or Adobe Illustrator, Google

Unit 8: **Package Design** *(3 weeks)*

STANDARDS
Introduction to Media & Digital Arts AV.MIJ.4.3
Career Technical Education Arts, Media & Entertainment Pathway Standards: .2.3, CRA.CA.5.1
Common Core Standards: ELA.7-8.LS.C.1.1, ELA.7-8.R.CAGT.2.6

    A. Students will be introduced to the exciting industry of advertisement. This lesson will introduce students to the advertisement industry and show the different types of advertisement used today with emphasis on print ads. Following a powerpoint presentation, students will find two examples of print ads in magazines then share these ads with the class.
    B. The goals for this lesson is to introduce students to the concepts, styles and vocabulary used for creating a successful print ad. At the end of this lesson students should be able to point out parts commonly used in creating a print ad, as well as have a clear understanding of what makes a print ad successful.
    C. Toy/Game package design

EQUIPMENT/SOFTWARE: Adobe InDesign, Photoshop or Illustrator, Google