



High School Course of Study Approval Request Form

High School Site	Signature - Principal or Academic AP Designee	Signature - Teacher Leader (enter N/A if no Teacher Leader)	Comments:
American Canyon HS	Andrew Goff	Scott Marsden	
Napa HS	Ean Ainsworth	NA	
Napa Valley Independent Studies	Susan Wilson	NA	
New Tech HS	Riley Johnson	Lisa Gottfried	
Valley Oak HS	Maria Cisneros	NA	
Vintage HS	Katelyn Estudillo	John Paul Castillo	

Course submitted by:	Gillie Miller	School Site:	NCOE CTE Office
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Executive Director, Secondary Education: _____

Review resources:

[Rubric for Evaluating Digital Content & Technology Tools in Relation to CCSS for ELA \(Grades 6-12\)](#)

[State Math criteria](#)

[Technology in Teaching Math](#)

[Other criteria and decision making tools](#)

Please review following high school course outline and sign above if you approve or write reason in comment area if you do not.

☐ New ☒ **Revised outline - new course number to be issued due to change in graduation requirement**

COMPUTER (Short) TITLE: P CTE Adv Prod

COURSE (Long) TITLE: P CTE Advanced Multimedia Productions

AERIES TITLE: P CTE Advd Multimedia Productions

COURSE NUMBER: CTE534

GRADE LEVEL: 10 - 12

LENGTH OF COURSE: 1 year/10 credits (5 credits/semester)

GRAD REQUIREMENT: Elective (Z) **[New: Visual Performing Arts (V)]**

CSU/UC REQUIREMENT: "f" (Visual and Performing Arts)

COLLEGE PREP: Yes

VOCATIONAL ED: Capstone/Completer

CALPADS CODE: 7221

PATHWAY CODE: 111 (Sub-pathway 111D)

COURSE OVERVIEW

This year-long course is a continuation of the Multimedia Productions 1 course and will take students deeper into projects related to contemporary media. This course builds upon visual design concepts and explores contemporary professional practices in photography, animation, video and audio editing, film, broadcasting, game design and other forms of media using industry-standard tools and software. The class is structured around projects; students will work together to design, create, critique, and present digital and multimedia projects. Students will develop an understanding of the role of media as a verbal and visual means of communication in today's society.

Course Objectives:

To provide students a platform for advancing their skills in multimedia design and production through hands-on project-based learning.

Design, edit and produce multimedia works of art.

Explore and analyze the use of different types of media in education, industrial, entertainment, and events production.

Communicate and critique using the appropriate professional and technical terminology

Create functional and engaging creative interactive experiences from various points of view: design, usability, technique, and engagement.

Experiment with a variety of media while creating a personal and professional portfolio

Prepare students for postsecondary education and employment in the Media Industry.

COURSE CONTENT

Unit 1: Overview of Multimedia Productions

Learning Objectives:

Types of media

Historical development of media

Impact of media

Trends

Careers related to media

Giving and receiving constructive criticism

Vocabulary

Sample Assignments or Projects

Students choose a video game/film/TV show/music video/other media that has had a significant impact in their life. Students reflect in a written format the reasons behind the impact; sharing with the class is optional.

Students discuss how culture and media interact.

Students discuss the various ways and formats in which media has changed over the years and the impact on and from advances in technology.

Working collaboratively, students chose a type of media and research the origins and development of that media citing examples and major contributors to the art form. Students create a presentation to share with the class using industry vocabulary.

A variety of guest speakers and worksite tours gives students a first hand account of the multimedia industry.

Anchor Standards 2.3, 2.4, 2.5, 2.6, 3.5, 3.6, 3.8, 4.1, 5.1, 6.4, 6.5, 6.6, 8.4

Pathway Standards A1.2-A1.5, A1.7, A2.1-A2.3, A2.7, A2.9, A3.1, A3.4, A5.2, A5.4, A5.6, A7.2, A7.4, A8.1,

A8.2, A8.4

Visual Arts Standards 1.3, 1.5, 1.6, 3.1, 3.2, 3.3, 3.4, 4.1, 4.2, 5.4

Unit 2: Digital Video and Audio Formats

Learning Objectives:

Video formats

Audio formats

Modifications

Editing

Aspect ratios

Mixing and synchronization of elements

Transitions

Designing titles

Filters

Special effects and visual effects

Vocabulary

Sample Assignments

Working collaboratively through PBL, students chose a product and then create a 30 second commercial to sell the product demonstrating the learning objectives. Students present their commercials to the class explaining the design process and utilizing the appropriate technical vocabulary. Students give and receive constructive criticism using the 4 steps: describe, analyze, interpret, judge. Students vote on finalists which are then viewed by a larger audience.

Students create and edit a music video.

Students create a promotional video for the CTE Pathways or a club/event at their school.

Anchor Standards 2.1, 2.5, 4.1, 4.3, 4.5, 4.6, 5.1, 5.4, 7.5, 10.3, 11.1

Pathway Standards A1.2-A1.5, A1.7, A2.1-A2.3, A2.7, A2.9, A3.1, A3.4, A5.2, A5.4, A5.6, A7.2, A7.4, A8.1, A8.2, A8.4

Visual Arts Standards 2.1, 2.3, 2.6, 4.4, 4.5, 5.1, 5.3, 5.4

Unit 3: Broadcasting

Learning Objectives:

Students will learn about how broadcasting has changed over years and it's impact on technology.

TV newscast Vs. podcast

Technology and trends in live streaming.

Equipment

Environment

Techniques

Meeting deadlines

Vocabulary

Sample Assignments or Projects

Students produce the school's announcements as if a TV news station. Students assign and rotate roles: director, producer, anchor, writer, editor, camera operator, etc. Students work under deadlines to produce media and broadcast to the school audience under supervision. Students critique their work and demonstrate improvement over time. Students enter a Skills USA or other type of competition.

Anchor Standards 2.1, 2.5, 4.1, 4.3, 4.5, 4.6, 5.1, 5.4, 7.2, 7.5, 9.1, 9.2, 9.7, 10.3, 11.1

Pathway Standards A1.2-A1.5, A1.7, A2.1-A2.3, A2.7, A2.9, A3.1, A3.4, A5.2, A5.4, A5.6, A7.2, A7.4, A8.1, A8.2, A8.4

Visual Arts Standards 4.1, 4.2, 4.4, 4.5, 5.3, 5.4

Unit 4: 3D Modeling and Texturing

Learning Objectives:

Students learn the basics of navigating 3D space:

XYZ coordinates

Camera tools within 3D programs

Units of measurement

Anatomy of a Polygon - faces, edges, vertices, UVs

Understanding UV space

Creating textures for models and manipulating UVs

Translation, rotation and scaling tools

Vocabulary

Sample Assignments

Students 3D model a simple dog house and tree; students present their projects to the class explaining the design process and utilizing the appropriate technical vocabulary. Students give and receive constructive criticism using the 4 steps: describe, analyze, interpret, judge.

Anchor Standards 2.1, 2.5, 4.1, 4.3, 4.5, 4.6, 5.1, 5.4, 7.5, 10.3, 11.1

Pathway Standards A1.2-A1.5, A1.7, A2.1-A2.3, A2.7, A2.9, A3.1, A3.4, A5.2, A5.4, A5.6, A7.2, A7.4, A8.1, A8.2, A8.4

Visual Arts Standards 1.5, 1.6, 2.2, 2.5, 5.4

Unit 5: Advanced Digital Storytelling and Filmmaking

Learning Objectives:

Digital Storytelling Process

Using Storyboarding to create an animatic.

Advanced Editing techniques

Compositing

Rotoscoping

Adding lighting effects to a scene.

Vocabulary

Sample Assignments

Working collaboratively through PBL students will write a story and then bring it to life on the screen. Students create a 2 minute video or film that compellingly tells a story and demonstrates the learning objectives combining audio and visual formats.

Students add a "laser sword" or similar special effect to a scene.

Students produce a public service announcement.

Students present their works to the class explaining the design process and utilizing the appropriate technical vocabulary. Students give and receive constructive criticism using the 4 steps: describe, analyze, interpret, judge. Students vote on finalists which are then viewed by a larger audience including industry experts.

Students enter a Skills USA or other type of competition.

Anchor Standards 2.1, 2.5, 4.1, 4.3, 4.5, 4.6, 5.1, 5.4, 7.5, 10.3, 11.1

Pathway Standards A1.2-A1.5, A1.7, A2.1-A2.3, A2.7, A2.9, A3.1, A3.4, A5.2, A5.4, A5.6, A7.2, A7.4, A8.1, A8.2, A8.4

Visual Arts Standards 1.5, 1.6, 2.1, 2.2, 2.3, 2.4, 2.5, 2.6, 4.1, 4.2, 4.3, 4.4, 4.5, 5.1, 5.2, 5.3, 5.4

Unit 6: Animation

Learning Objectives:

History of animation

Principles of animation

Motion Capture Vs. Hand Animation

Vocabulary

Sample Assignments or Projects

Students view a variety of animated works from different time periods and cultures. Students critique: describe, analyze, interpret, judge.

Students create a short animation of a bouncing ball in various environments from strong gravity to light gravity. Students present their projects to the class explaining the design process, utilizing the appropriate technical vocabulary.

Anchor Standards 2.1, 2.5, 4.1, 4.3, 4.5, 4.6, 5.1, 5.4, 7.5, 10.3, 11.1

Pathway Standards A1.2-A1.5, A1.7, A2.1-A2.3, A2.7, A2.9, A3.1, A3.4, A5.2, A5.4, A5.6, A7.2, A7.4, A8.1, A8.2, A8.4

Visual Arts Standards

Unit 7: Video Game Design

Learning Objectives:

History of video games

Identify the goal of a game

Game genres

Target market, player motivation and demographics

Compare and contrast game rules, player's roles, and challenges players face.

Type of user interface

Ease of navigation

Performance and gameplay

Artistry

Longevity

Interactions between players

Plot and backstory

Agile game development

Commercial game engines vs writing code.

Game addiction and health concerns

Vocabulary

Sample Assignments or Projects

Students compare and contrast a variety of video games from the beginning to current games, demonstrating knowledge of the learning objectives.

Students discuss and propose future trends in the gaming industry.

Working collaboratively through PBL, students create a basic platform within the UNITY game engine. Students present their works to the class explaining the design process and utilizing the appropriate technical vocabulary. Students give and receive constructive criticism using the 4 steps: describe, analyze, interpret, judge.

Anchor Standards 2.1, 2.5, 3.1, 4.1, 4.3, 4.5, 4.6, 5.1, 5.4, 7.5, 10.3, 11.1

Pathway Standards D1.1-D1.3, D2.1-D2.3, D2.5, D2.7, D3.1-D3.5, D4.1-D4.10, D5.1-D5.6, D6.1-D6.3, D6.7, D7.1, D7.5, D7.6, D9.1, D9.6, D10.1-D10.8

Visual Arts Standards 2.1, 2.3, 2.5, 2.6, 3.2, 3.3, 3.4, 4.3, 4.4, 4.5

Unit 8: Professionalism and Preparation for Careers in Multimedia Productions

Learning Objectives:

How to find employment

Portfolio

Resume

Interview and professional communication skills

Professional networking

Sample Assignments or Projects

Students develop a career/education plan based on their interests and postsecondary options

Students revise and refine their professional resume and portfolio.

Create a linkedin account or other professional networking strategy.

Participate in work-based learning through a job shadow, internship or employment.

Demonstrate job seeking skills: resume, application, cover letter, interview skills.

Demonstrate job keeping skills: punctuality, professionalism, work ethic.

Anchor Standards 1.0, 2.4, 2.6, 3.1, 3.3, 3.5, 3.6, 3.8, 4.1, 4.6, 6.4, 6.5, 6.6, 7.2, 7.3, 7.5, 7.7, 8.1, 8.4, 9.1, 9.2, 9.7

Pathway Standards A1.2-A1.5, A1.7, A2.1-A2.3, A2.7, A2.9, A3.1, A3.4, A5.2, A5.4, A5.6, A7.2, A7.4, A8.1, A8.2, A8.4

Visual Arts Standards 1.1, 2.2, 4.3, 4.4, 4.5, 5.4

INSTRUCTIONAL STRATEGIES

Lecture and Demonstrations

Multimedia Sources

Project-Based Learning

Work-Based Learning

INSTRUCTIONAL MATERIALS / TEXTBOOKS

Title: Digital Media Concepts and Applications

Edition: 4th Edition

Date: 2016

Publisher: Cengage Learning

Author(s): Tena Crews /Karen May

[new - request for adoption approval submitted at this Board Meeting]

Note: Only a portion of this book is used, it is nearly impossible to have a textbook about digital media be 100% up to date since technology and tools are constantly changing.

SUPPLEMENTAL INSTRUCTIONAL MATERIALS

Software Applications:

Adobe CC 2015 Photoshop, Illustrator, Premiere, After Effects, InDesign

Hitfilm

Autodesk Maya, 3D Coat, Pixologic ZBrush.

Unity 5, Unreal 4

Online Art & Design Resources, and Tutorials:

<https://helpx.adobe.com/photoshop/tutorials.html>

<https://helpx.adobe.com/illustrator/tutorials.html>

<https://helpx.adobe.com/indesign/tutorials.html>

<https://helpx.adobe.com/premiere-pro/tutorials.html>

<https://helpx.adobe.com/after-effects/tutorials.html>

<https://hitfilm.com/video-tutorials#/>

<https://docs.unrealengine.com/latest/INT/Videos/>

<https://unity3d.com/learn/tutorials>

STANDARDS SUMMARY

Arts, Media, and Entertainment Knowledge and Performance Anchor Standards

2.1, 2.3, 2.4, 2.5, 2.6, 3.1, 3.3, 3.5, 3.6, 3.8, 4.1, 4.3, 4.5, 4.6, 5.1, 5.4, 6.4, 6.5, 6.6, 7.2, 7.3, 7.5, 7.7, 8.1, 8.4, 9.1, 9.2, 9.7, 10.3, 11.1

Design, Visual, and Media Arts Pathway Standards

A1.2-A1.5, A1.7, A2.1-A2.3, A2.7, A2.9, A3.1, A3.4, A5.2, A5.4, A5.6, A7.2, A7.4, A8.1, A8.2, A8.4

Game Design and Integration Pathway Standards

D1.1-D1.3, D2.1-D2.3, D2.5, D2.7, D3.1-D3.5, D4.1-D4.10, D5.1-D5.6, D6.1-D6.3, D6.7, D7.1, D7.5, D7.6, D9.1, D9.6, D10.1-D10.8

Common Core and Academic Standards

LS 11-12.1, 11-12.2, 11-12.3, 11-12.4, 11-12.5, 11-12.6 RSL 11-12.1, 11-12.2, 11-12.3, 11-12.4, 11-12.5, 11-12.6, 11-12.7, 11-12.8, 11-12.9, 11-12.10 RSIT 11-12.1, 11-12.2, 11-12.3, 11-12.4, 11-12.5, 11-12.6, 11-12.7, 11-12.8.

RHSS 11-12.1, 11-12.2, 11-12.3, 11-12.4, 11-12.5, 11-12.6, 11-12.7, 11-12.8, 11-12.9,

RLST 11-12.1, 11-12.2, 11-12.3, 11-12.4, 11-12.5, 11-12.6, 11-12.7, 11-12.8, 11-12.9, 11-12.10

WS 11-12.1, 11-12.2, 11-12.3, 11-12.4, 11-12.5, 11-12.6, 11-12.7, 11-12.8, 11-12.9, 11-12.10

WHSST 11-12.1, 11-12.2, 11-12.3, 11-12.4, 11-12.5, 11-12.6, 11-12.7, 11-12.8, 11-12.9, 11-12.10

A-SSE 1-3 A-CED 1-4 F-IF 1, 4, 5 F-LE 1-3 G-CO 1, 4 G-GMD 4, 5 G-MG 1-3 G-SRT 5, 10, 11 S-ID 1-6, S-MD 1, 2, 5

SEP 1-8, PS PS1-PS4, LS LS1, LS2, LS4, ETS ETS1, ETS2 AD 12.8, 12.10

PE 12.1, 12.2, 12.3, 11-12.4, 12.5, 12.6 US 11.5, 11.8, 11.11 WH 10.3, 10.6, 10.8, 10.11

Visual Arts Standards all standards (1-5) met by the completion of the pathway

VHS Visual and Performing Arts Department-Wide Expected Learning Outcomes all learning outcomes (1-4) met by the completion of the pathway