



# Multimedia Design

Career Cluster	Arts, A/V Technology, Communications
Course Code	10203
Prerequisite(s)	None
Credit	.5 to 1 Credit
Program of Study and Sequence	Intro to Arts, A/V Technology & Communications – Visual Communications or Journalistic Design – Photography I – <b>Multimedia Design</b> – Media Production
Student Organization	Skills USA, FBLA
Coordinating Work-Based Learning	Field trips, guest speakers, advisory board, job shadowing
Industry Certifications	None
Dual Credit or Dual Enrollment	None
Teacher Certification	Arts AV Technology & Communications Cluster Endorsement; Visual Arts Pathway Endorsement; Business Management & Administration Cluster Endorsement; Information Technology Cluster Endorsement; Web & Digital Communication Pathway Endorsement; Sales, Merchandising & Marketing Research Support Pathway Endorsement; Marketing Cluster Endorsement; *K12 Classroom Technology; *K12 Educational Technology; *Multimedia
Resources	local postsecondary institutions, media outlets and online tools

## Course Description:

Multimedia Design gives students experience and knowledge in all forms of mixed media and content. Multimedia presentations combine text, graphics, animation, images and sound from a wide range of media, such as films, newspapers, magazines, online information, television, videos, streaming and electronic media-generated images. Students will learn how to select the appropriate medium for each element of the presentation and gauge the needs of clients and the intended audience. In addition to their general academic and technical knowledge and skills, students gain an understanding of career opportunities available in technology and what employers require to gain and maintain employment in these careers. The course may concentrate on a particular medium within the selected pathway(s).

## Program of Study Application

Multimedia Design is a level III pathway course in the Arts, A/V Technology and Communications career cluster in any of the four pathways: Printing Technology, Journalism & Broadcasting; Telecommunications/AV Technology and Film; Visual Arts; and Performing Arts

**Course Standards**

**MD 1 Explain career opportunities in multimedia**

<i>Webb Level</i>	<i>Sub-indicator</i>	<i>Integrated Content</i>
One Recall	<p><b>MD 1.1 Summarize multimedia career opportunities</b></p> <p>Examples:</p> <ul style="list-style-type: none"> <li>• Define various types of media that make up a multimedia project</li> <li>• Research careers in multimedia</li> <li>• Recognize components of multimedia</li> <li>• Describe necessary skills for multimedia creation</li> </ul>	<p>Portfolio,  <a href="http://SDMyLife.com">SDMyLife.com</a>, <a href="http://USDept.ofLabor.gov">US Dept. of Labor</a>,  <a href="http://AmericanInstituteofGraphicArts.org">American Institute of Graphic Arts</a>,  <a href="http://InternationalCouncilonCommunicationDesign.org">International Council on Communication Design</a></p>
Two Skill/Concept	<p><b>MD 1.2 Explain professional behaviors, skills and abilities needed for multimedia careers</b></p> <p>Examples:</p> <ul style="list-style-type: none"> <li>• Understand copyright laws concerning multimedia</li> <li>• Differentiate between educational and commercial guidelines for copyright</li> <li>• Compare multimedia tools used by professionals</li> <li>• Research skills needed in multimedia professions</li> <li>• Identify and describe the roles of communication, such as informing, persuading and educating</li> <li>• Conduct guest interviews</li> </ul>	
Three Strategic Thinking	<p><b>MD 1.3 Recognize levels of quality in multimedia based on industry standards</b></p> <p>Examples:</p> <ul style="list-style-type: none"> <li>• Compare and contrast various project examples</li> <li>• Define criteria needed to create quality multimedia projects</li> <li>• Recommend how quality of a product can be improved</li> <li>• Illustrate client factors that affect quality of products</li> </ul>	

**Notes**

**MD 2 Explore fundamentals within multimedia collaboration**

<i>Webb Level</i>	<i>Sub-indicator</i>	<i>Integrated Content</i>
Two Skill/Concept	<p><b>MD 2.1 Interpret use of multimedia in everyday life</b></p> <p>Examples:</p> <ul style="list-style-type: none"> <li>• Recognize audio, visual and interactive components of multimedia</li> <li>• Gather examples of multimedia embedded in websites.</li> <li>• Explore the many uses of multimedia in advertising</li> <li>• Explain how multimedia can enhance visual and performing arts</li> </ul>	<p><a href="#">YouTube</a></p>
Two Skill/Concept	<p><b>MD 2.2 Interpret design layout to reflect client expectations</b></p> <p>Examples:</p> <ul style="list-style-type: none"> <li>• Use graphics, design and multimedia terminology to present proposal to client</li> <li>• Compare multimedia to meet specific needs</li> <li>• Analyze and critique various examples of multimedia projects; develop a rubric identifying exemplary components of multimedia</li> </ul>	<p>Journalism and Broadcast Media, Performance Productions, Audio/Visual Productions, Student Exhibits</p>
Two Skill/Concept	<p><b>MD 2.3 Demonstrate appropriate use of multimedia tools</b></p> <p>Examples:</p> <ul style="list-style-type: none"> <li>• Identify multimedia creation tools</li> <li>• Practice recording sound and voice</li> <li>• Locate recorded audio file in computer storage</li> <li>• Manipulate an image or sound</li> <li>• Use graphics, transitions and titles</li> </ul>	<p><a href="#">Adweek.com</a>, Journalism and Broadcast Media, Performance Productions, Audio/Visual Productions, Student Exhibits</p>

Two Skill/Concept	<b>MD 2.4 Apply proper maintenance procedures for equipment</b> Examples: <ul style="list-style-type: none"><li>• Handle and store tools, equipment and materials properly</li><li>• Locate and perform manufacturers' maintenance procedures on selected tools, equipment and machines</li><li>• Follow safety manuals, instructions and requirements</li></ul>	Journalism and Broadcast Media, Performance Productions, Audio/Visual Productions, Student Exhibits, Equipment Manuals
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**Notes**

The terms "client" or "customer" may be applied to anyone requesting completion of a product or project.

**MD 3 Organize multimedia projects**

<i>Webb Level</i>	<i>Sub-indicator</i>	<i>Integrated Content</i>
Two Skill/Concept	<p><b>MD 3.1 Outline customer requirements</b></p> <p>Examples:</p> <ul style="list-style-type: none"> <li>Analyze customer needs</li> <li>Research ways businesses use multimedia in marketing</li> <li>Brainstorm new ideas for a multimedia advertisement</li> <li>Identify a product for a target audience, target audience needs and how to meet those needs</li> <li>Observe and critique an existing multimedia presentation</li> <li>Prepare a storyboard to meet expectations</li> </ul>	<p>Maslow’s Law, <a href="#">Storyboard That</a>, <a href="#">Utah Education Network</a>, Portfolio, Journalism and Broadcast Media, Performance Productions, Audio/Visual Productions, Student Exhibits</p>
Four Extended Thinking	<p><b>MD 3.2 Construct a multimedia plan</b></p> <p>Examples:</p> <ul style="list-style-type: none"> <li>Create a basic script and storyboard with an effective message</li> <li>Develop three or more ideas for multimedia projects</li> <li>Evaluate/revise scripts and storyboards</li> <li>Proofread content in a multimedia project</li> <li>Present script/storyboard to the class for feedback</li> <li>Analyze edited projects for quality</li> <li>Develop timeline for completion</li> <li>Apply a budget for pre- and post-production</li> <li>Determine the most effective strategies to minimize costs</li> <li>Create a yearbook ladder or newspaper dummy sheet</li> </ul>	<p>Portfolio, Journalism and Broadcast Media, Performance Productions, Audio/Visual Productions, Student Exhibits</p>
Two Skill/Concept	<p><b>MD 3.3 Categorize project tasks into tools, techniques and personnel</b></p> <p>Examples:</p> <ul style="list-style-type: none"> <li>Examine production roles to be filled</li> <li>Collaborate with design layout team</li> <li>Develop cast, props, locations and sets</li> <li>Explore role of the project leader</li> <li>Explore software selections and equipment needs</li> </ul>	<p>Portfolio, Journalism and Broadcast Media, Performance Productions, Audio/Visual Productions, Student Exhibits</p>

**MD 4 Create a multimedia project based on current industry standards**

<i>Webb Level</i>	<i>Sub-indicator</i>	<i>Integrated Content</i>
Four Extended Thinking	<p><b>MD 4.1 Construct multimedia projects based on developed plans</b></p> <p>Examples:</p> <ul style="list-style-type: none"> <li>• Produce a multimedia web advertisement for a client</li> <li>• Produce an informational tutorial</li> <li>• Create an interactive newsletter</li> <li>• Publish a multimedia project</li> </ul>	Portfolio, Journalism and Broadcast Media, Performance Productions, Audio/Visual Productions, Student Exhibits
Four Extended Thinking	<p><b>MD 4.2 Analyze multimedia presentation</b></p> <p>Examples:</p> <ul style="list-style-type: none"> <li>• Critique multimedia presentations</li> <li>• Present final multimedia in class for peer review</li> <li>• Screen multimedia with customer for review and feedback</li> </ul>	Portfolio, Journalism and Broadcast Media, Performance Productions, Audio/Visual Productions, Student Exhibits

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