

# DIGITAL MEDIA TECHNOLOGY

*Shawn Harrel, Instructor*

*Course Syllabus*

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**Office Hours:** 7:10 – 7:40 a.m. or 2:00 – 2:50 p.m.

**COURSE DESCRIPTION:** *The Digital Media Technology program at Summit Technology Academy gives students an opportunity to explore and prepare for careers in the entertainment and media communications industries. Students will focus on audio production technologies including sound generation, studio recording and live sound reinforcement. They will work in teams to integrate music, graphics and video technologies in entrepreneurial projects for their schools and/or communities.*

**INSTRUCTIONAL PHILOSOPHY:** *Digital Media Technology uses a project-based learning approach. Each project has phases that follow a design and development process from project planning and analysis to evaluation and distribution. Students gain experience through real-world projects that help them understand roles and processes across a broad range of careers involving audio and video. To simulate a professional work environment, students gradually migrate their work from an individual process to a group process, focused on personal and client work. The projects contain activities that require students to plan their communication and focus and then evaluate and improve their communications. Specific attention has been paid to developing concepts and principles for thorough, effective communication to multiple audiences.*

## **ESSENTIAL STANDARDS:**

- 1.) DESIGNING PROJECTS FOR A VARIETY OF AUDIENCES AND NEEDS
- 2.) PROBLEM SOLVING A VARIETY OF AUDIO/VIDEO SCENARIOS
- 3.) UNDERSTANDING THE DESIGN PROCESS AND EFFECTIVE COMMUNICATION FOR AUDIO AND VIDEO PROJECTS
- 4.) IMPLEMENTING PEER TEACHING AND EVALUATION IN A COLLABORATIVE ENVIRONMENT
- 5.) UNDERSTANDING ALL NECESSARY STEPS INVOLVED IN CAPTURING, EDITING, AND ENHANCING VIDEO AND AUDIO

## **MAJOR ASSIGNMENTS/PROJECTS:**

1. *Develop and evaluate effective uses of video-shot techniques and build a video sequence.*
2. *Edit event action footage to create a short video.*
3. *Select a subject, conduct an interview, and report a story.*
4. *Plan, shoot, edit, create music for and produce a public service announcement.*
5. *Work with a client to create a commercial complete with music that will be deployed on the web.*
6. *Students work in teams to create a mini-documentary with sound design, identifying the theme, audience, and goals for a particular topic.*
7. *Students work in teams to plan, record, edit and produce a music video.*
8. *Complete a Digital Media portfolio that highlights student skills and accomplishments.*

**ASSESSMENT PLAN:** *Weekly formative assessments will be used to identify whether students are attaining the essential learning targets on a daily basis. Blackboard quizzes, Socrative (online informal quizzes), Exit slips etc. will be used to identify comprehension of the learning targets. Summative assessments will be given, including a comprehensive final at the end of each semester that shows achievement of the essential standards and concepts needed to progress. Finally, student work will be evaluated against an industry-level standard.*

**DUAL CREDIT OPPORTUNITIES:** Offered to eligible students according to Coordinating Board of Higher Education. University of Central Missouri COMM 1519: Media Aesthetics (3 hours college credit) and COMM 1275 Introduction to Media Technology (1 hour college credit). **Course Description and Objectives:** See the end of this syllabus. **Textbook** (in-class copy provided): Zettl, H. (2013). *Sight, Sound, Motion: Applied Media Aesthetics (7th ed.)*. Boston: Wadsworth, Cengage Learning.

**CERTIFICATE OPPORTUNITIES:** Apple Certified status validates skills in **Final Cut Pro X** and **Logic Pro X**. Students with sufficient aptitude will be prepared to take the Apple Certification for Final Cut Pro X and Logic Pro X when the class is complete. Differentiate yourself to schools, potential employers, and prospective clients as an Apple Certified Professional and gain a competitive edge in the ever-changing job market. Careful preparation and certification will be at the responsibility of the student. Instructors will provide necessary information as needed. More information can be found at the [Apple Certification website](http://training.apple.com/en/certification/proapps.html). (<http://training.apple.com/en/certification/proapps.html>)

**GRADING POLICY:** *Grades will be figured using the Summit Technology Academy approved grading scale. Grades are cumulative throughout the semester. The grade will be based on the following total points: written work, projects and assessments. A comprehensive written final will comprise 10% of the semester grade.*

*The following standardized grading scale is used for STA:*

<i>A = 95 -100</i>	<i>C = 73 - 76</i>
<i>A- = 90 - 94</i>	<i>C- = 70 - 72</i>
<i>B+ = 87 - 89</i>	<i>D+ = 67 - 69</i>
<i>B = 83 - 86</i>	<i>D = 63 - 66</i>
<i>B- = 80 - 82</i>	<i>D- = 60 - 62</i>
<i>C+ = 77 - 79</i>	<i>F = 59 &amp; below (No Credit)</i>

*Colleges use a four point system of grading (A= 4, B=3, C=2, D=1, F=0) without a minus and plus option.*

**TUTORING/EXTRA HELP PLAN:** *STA utilizes a pyramid of interventions in order to ensure students successfully meet the course requirements. Tutoring or extra help can be obtained by contacting the STA teacher through e-mail, phone or a student management system (such as Blackboard or Canvas). The teacher will provide either immediate help, set up a time to meet, or utilize an online conference method.*

**ATTENDANCE POLICY:** *Regular attendance reflects dependability. The experience gained by students in the laboratory cannot be duplicated in the event of absence. **Summit Technology Academy's policy may differ from that of the home school and will be in effect for the period of attendance at STA.***

*A student shall be allowed no more than nine (9) absences, excused or unexcused, per semester in any one class. When a student reaches 9 days, the school will send an informational letter to the parents, regardless of prior contact by phone or conference. The letter serves as notification of the number and type of absences by the student in each class. On the tenth (10) absence, in any one class, the student will not earn credit for that class. Students will have the opportunity to work with their administrator or teacher to make up missed time prior to the end of the semester. If a student still has 10 or more absences at the conclusion of the semester the student will be required to complete an attendance waiver appeal. A waiver to maintain full credit must be submitted by the end of the semester. This waiver should include documentation of illness, funeral, or family emergency from a medical doctor, dentist, minister, or other official source. The waiver should be turned into the attendance office.*

**ELECTRONIC GRADEBOOK/PARENT CONNECT WEBSITE:** *Grades are updated on a weekly basis. The Parent Connect website address is <https://powerschool.lsr7.org/public/>.*

**ACADEMIC LETTERING:** *Any student who has maintained a 4.0 GPA for both semesters of the STA course will receive an academic letter.*

## **UCM Dual Credit Course Descriptions and Outcomes:**

### COMM 1519: Media Aesthetics (3 credit hours)

#### **Course Description:**

This course focuses on the analysis and production of fundamental image and sound elements in visual and aural media. During this course, we will cover the following topics:

- 1.) Media Literacy-critical consumption of media and critical thinking about mediated programs.
- 2.) Media Convergence-technologies now allow messages to be produced and consumed through a variety of media.
- 3.) Critical Analysis of media aesthetics, including:
  - a.) Light
  - b.) Color
  - c.) Two-dimensional Space
  - d.) Three-dimensional Space
  - e.) Editing (Time and Motion)
  - f.) Sound
- 4.) Developing messages for mass media, including:
  - a.) Semiotics
  - b.) Media aesthetics
  - c.) Screen grammar and conventions

**Course Objectives** (At the end of this class, each student will be able to):

- 1.) Understand and provide examples of each aesthetic field.
- 2.) Produce messages that incorporate and exemplify each aesthetic field.
- 3.) Critically analyze the aesthetic fields in a film or video.

### COMM 1275: Introduction to Media Technology (1 credit hour)

**Course description:** This course provides a basic understanding of the use of Macintosh computers, cameras, microphones, and the necessary cable and setup for a studio production, as well as remote productions.

**Course Objectives** (At the end of the course, students will be able to):

- Set up cameras, tripods and microphones in the studio and in the field
- Use the appropriate cable and understand the function of each cable in a production setting
- Safely run cables and set up production equipment in a public setting
- Articulate basic terminology and acceptable conduct in a production setting
- Operate a Mac
- Shoot a video and be able to edit a short interview in a group setting
- Edit a video using Premiere and Photoshop