Digital Media Arts 2: Career Track
Photography, Adobe Associate Certification, Digital Imaging, and Graphic Design – Syllabus

Co-requisite course: Digital Media Arts 2 Lab
Instructor: Vince Campi, Digital Media Arts Academy Chair, Room 401
Adobe Certified Educator, Apple Final Cut Pro Certified, Google Certified Teacher, Career Technical Education Teaching Credential
vcampi@champscharter.org Office Hours: 3:30-4:30PM Tues and Thurs in room 401

COURSE DESCRIPTION
One–year—meets 2 periods – the second full year course in the Digital Media Academy
This advanced course is design for committed students with a serious interest in a career in the growing fields of commercial photography, and graphic, web, video, and motion design. This career oriented course is designed to prepare students for the Adobe Associate Certification in Visual Communication, introduce them to page layout using Adobe InDesign, design vector graphics in Adobe Illustrator, and refine advanced studio and artistic photography, retouching, and compositing while allowing time for each student to pursue individual projects including: digital fine art painting and drawing, short film production, electronic and analog music creation, and other artistic inspiration they may have. They’ll also explore visual design career options that interest them.

Students will design some of the official CHAMPS promotional materials for print and web, and the course culminates by updating and refining their web portfolios for the purpose of college, career or free-lance professional use, and will include an artist statement and their best work that reflects who they are as an artist and designer.

CLASS PROJECTS AND PACING PLAN
Semester 1: Commercial Editorial and Advertising Photography
  Week 1-15 Unit One: Prepare and take the Adobe Associate Certification in Visual Communication exam
  Week 1-15 Unit Two: Independent Projects: Set goals and complete short and long-term projects and complete biweekly Photoshop compositing projects
  Week 16-18 Unit Four: InDesign: Personal Art Book Layout

Semester 2
  Week 19-36 Unit Five: Independent Projects: Set goals and complete short and long-term projects
  Week 20-26 Unit Six: Vector Graphics: Introduction to vector graphics using Adobe Illustrator
  Week 27-33 Unit Seven: Commercial Graphic Design: CHAMPS promotional posters and brochure
  Week 34-36 Unit Ten: Web Portfolio: College entrance and professional web Portfolio

This course content is a good fit for the college and career interests of our students, and is aligned to the National Education Technology Standards for Students, ISTE http://www.iste.org/, the California Career Technical Education Pathway: Arts, Media, and Entertainment Industry Sector, and the California Visual Arts Standards.

THE DIGITAL MEDIA ACADEMY’S OBJECTIVES ARE TO:
- Train and inspire students to produce creative products that communicate, educate, and entertain using digital media and visual arts.
- Prepare students for continued study in college or professional schools and begin free-lance design and/or photography jobs.
- Increase the students’ overall self-confidence that comes from discovering and developing one’s talents, work ethic, and ability to productively work individually and in partnerships.
- Provide ongoing direction, resources, and practice to make life-long learning a pattern.
- Help students understand how to have fun using these skills to creatively complete assignments for other classes and personal projects.
- Students will develop as earnest, motivated, and self-directed learners.

The main means of communications in this class will be via the Q Parent/Student Portal. Assignments and grades will be updated regularly. Please make sure you visit Q regularly to track your progress and feel free to contact me if you have any questions.
THE FOUR MAJOR ELEMENTS THAT DECIDE A STUDENT’S GRADE ARE:

1 & 2 Attendance and Class participation
All projects are explained, practiced, and completed in class and there is very little homework. Therefore, in order to be successful, students need to attend class everyday, be self-starters, and complete all assignments; you can make up any missing work, although missing assignments are your responsibility!
Your desk/work space must be clean and neat before you will be dismissed.

3 Maintain a positive attitude
Be nice, polite and supportive of others. Treat others the way you’d like them to treat you. Be cool!
Complete all Assignments: you can make up any missing work, missing assignments are your responsibility!

4 Tardies
Be in your seat and ready to work before the tardy bell rings. Lateness is disruptive and wastes class time.

Pre-Requisite:
Digital Media Arts 1 and self-motivation

Instructional Methods:
Direct project-based instruction, lecture, hands-on computer and software training, PowerPoint or Google presentations, video tutorials, supplementary films, instructional online articles and podcasts, Internet research, collaborative interaction, and peer tutoring.

Assessment Methods
Creatively and energetically complete all class assignments with a positive attitude, regular attendance, and instructor observation.
Final Examinations are comprehensive multimedia projects that are based in the photography and software skills we have worked with regularly.
Standard grade percentages will be given for student performance on the above tasks:
100-90 A, 89-80 B, 79-70 C, 69-60 D, 59-0 F

Software
Adobe: Photoshop to create photo composites and other digital imagery, Lightroom, Bridge, and Camera Raw for organization and photographic editing, Premiere Pro for video editing, Adobe Animate for motion graphics, InDesign for page layout, and Illustrator for vector graphics
Firefox, Safari, and Chrome web browsers
Microsoft Word and Google Docs for word processing, and Google Slides and PowerPoint to create presentations.

Hardware
Apple iMac computers, Canon DSLR Cameras, tripods, Alien Bee studio strobes, Wacom digital drawing tablets, Audio Technica shotgun mics, and other miscellaneous equipment.
Digital Media Class Agreement

Thank you for reading through the syllabus. Your signature and that of your parent/guardian confirms our common understanding and mutual agreement.

- I have read the syllabus and understand what is expected of me in the Digital Media Academy, and as a result of my compliance, I’ll progress toward realizing my potential and achieve my next level of technical and artistic success.
- I allow my child to see R-rated videos.
  Mr. Campi may show artistic R-rated films or photography videos in this class as way of illustrating the artistic nature of classic and fashion photography. If you do not wish your child to view these films, he/she will need to go into another room and do an alternate assignment.
- I will allow my child to participate in photo shoots, be photographed, and the photographs may be used for class assignments and/or CHAMPS related media projects, portfolio web galleries, and/or CHAMPS promotional brochures, posters, or videos.

Date: ____________________  Print Student Name: ________________________________

Student Signature ____________________________________________________________

Parent/Guardian Signature ____________________________________________________