Digital Media Arts 1
Photography, Digital Imaging, Graphic Design, & Short Film - Syllabus

Room 401
Instructor: Vince Campi, Digital Media Arts Academy Chair
Adobe Certified Educator, Apple Final Cut Pro Certified, Google Certified Teacher, Career Technical Education Teaching Credential
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COURSE DESCRIPTION
One year—the first course in the Digital Media Academy (DMA)
This gripping survey course will begin building a foundation in the visual communication and storytelling skills needed for a career in the growing fields of photography, photo editing, retouching, and graphic, web, video, and motion design. Students will practice using the elements of art and principles of design through photography, digital image editing and compositing, music video and commercial production, animation, and graphic design. Students will be able to use these skills to complete projects for their other core academic courses and for personal projects. We will also review academic word processing and presentation skills. This course culminates by creating the first version of their web portfolio, which includes the projects created this year and exploring the visual design career options that interest them.

CLASS PROJECTS AND PACING PLAN

Semester 1: Photography and Animation
Week 1-9 Unit One: Digital Photography Composition: The Elements of Art and composition
Week 2-9 Unit Two: Digital Photography Lighting: Natural and Studio Lighting
Week 10-15 Unit Three: Digital Darkroom: Intro to Adobe Photoshop, Editing, Compositing, and Animated GIF
Week 16-18 Unit Four: Web Portfolio: Prepare Images and begin online Portfolio Development

Semester 2: Short Video Production and Graphic Design
Week 19-25 Unit Five: Graphic Design: Typography, Principles of Design and Color Theory using Photoshop
Week 26-29 Unit Six: Animation: Stop Motion and Adobe Animate Drawing, Tweening and Frame by Frame
Week 30-34 Unit Seven: Digital Video: Intro to Video Production, Music Video, or Commercial
Week 35-36 Unit Eight: Web Portfolio 2: Prepare and Add second semester projects to your Digital Portfolio

This curriculum is aligned to the National Education Technology Standards for Students, NETS*S, the California Visual Arts Standards, and the California Career Technical Education Pathway: Arts, Media, and Entertainment Industry Sector.

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 elements and principles.
- 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 every class day, be self-starters, and complete all assignments; you can make up any missing work, 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!

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

Pre-Requisite
Media Arts Wheel is recommended but not required

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 photo editing and organization, Premiere Pro for video editing, and After Effects for motion graphics.
Firefox, Safari, and Chrome web browsers
Google Docs for word processing, and Google Presentation/Slides, and Prezi to create presentations.

Hardware
Apple iMac computers, Canon DSLR Cameras, tripods, Audio Technica shotgun mics, Alien Bee studio strobes, Wacom digital drawing tablets, and other miscellaneous equipment.
Please sign and return this page to Mr. Campi.

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 artistic 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 _________________________________________________________