

Multimedia Design

Course Code: 10203

Rationale Statement:

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, including films, newspapers, magazines, CD-ROMs, online information, television, videos, 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.

Suggested Grade Level: 9-12

Topics Covered:

- Career Opportunities
- Fundamentals of Multimedia
- Organizing Multimedia Projects
- Creating Multimedia Projects

Core Technical Standards & Examples

Indicator #1: Explain career opportunities in multimedia	
Bloom's Taxonomy Level	Standard and Examples
Understanding	<p>MD1.1 Summarize multimedia career opportunities Examples:</p> <ul style="list-style-type: none"> • List multimedia projects • Research careers in multimedia • Recognize the components of multimedia • Describe necessary skills for multimedia creation
Understanding	<p>MD1.2 Explain the professional behaviors, skills and abilities for multimedia Examples:</p> <ul style="list-style-type: none"> • Understand copyright laws concerning multimedia • Differentiate between educational and commercial guidelines for copyright • Compare multimedia tools used by professionals • Research skills needed in multimedia professions

	<ul style="list-style-type: none"> Identify and describe the roles of communication, such as informing, persuading, and educating
Understanding	<p>MD1.3 Exemplify quality in multimedia</p> <p>Examples:</p> <ul style="list-style-type: none"> Define criteria needed to create quality multimedia projects Recommend how the quality of a product can be improved Illustrate the client factors that affect the quality of products
Indicator #2: Apply the interactive fundamentals of multimedia	
Bloom's Taxonomy Level	Standard and Examples
Understanding	<p>MD2.1 Interpret the use of multimedia in everyday life</p> <p>Examples:</p> <ul style="list-style-type: none"> Recognize the audio, visual & interactive components of multimedia Gather examples of multimedia embedded in websites. Explore the many uses of multimedia in advertising
Understanding	<p>MD2.2 Interpret design layout for customer situations</p> <p>Examples:</p> <ul style="list-style-type: none"> Apply the basic graphics, design and multimedia terminology Compare multimedia to meet specific needs Recognize areas where quality can be designed into multimedia communication and animation products, services, and systems
Applying	<p>MD2.3 Use multimedia tools</p> <p>Examples:</p> <ul style="list-style-type: none"> Identify multimedia creation tools Practice recording sound and voice Locate recorded audio file in computer storage Manipulate an image or sound Use graphics, transitions and titles
Applying	<p>MD2.4 Apply proper maintenance procedure for all equipment</p> <p>Examples:</p> <ul style="list-style-type: none"> Handle and store tools, equipment, and materials properly

	<ul style="list-style-type: none"> • Locate and perform manufacturers’ maintenance procedures on selected tools, equipment, and machines • Follow safety manuals, instructions, and requirements
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Indicator #3: Organize multimedia projects

Bloom’s Taxonomy Level	Standard and Examples
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Analyzing	<p>MD3.1 Outline customer requirements Examples:</p> <ul style="list-style-type: none"> • Research ways businesses use multimedia in marketing • Brainstorm new ideas for a multimedia advertisement • Write a paper identifying a product for a target audience, target audience needs, and how to meet those needs • Observe an existing multimedia presentation and then brainstorm concept alternatives
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Analyzing	<p>MD3.2 Organize project plans Examples:</p> <ul style="list-style-type: none"> • Create a basic script and storyboard with an effective message • Develop three or more ideas for multimedia projects • Evaluate/revise scripts and storyboards • Present script/storyboard to the class for feedback • Analyze edited projects for quality • Develop time line for completion • Apply a budget for pre and post production • Determine the most effective strategies to minimize costs
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Analyzing	<p>MD3.3 Organize project content into using tools, techniques, and personnel Examples:</p> <ul style="list-style-type: none"> • Examine production roles to be filled • Collaborate with design layout team • Develop cast, props, locations, and sets • Explore the role of the project leader in a project • Explore software selections and equipment needed
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Indicator #4: Create a multimedia project

Bloom’s Taxonomy Level	Standard and Examples
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Creating	MD4.1 Construct multimedia projects based on plans Examples: <ul style="list-style-type: none">• Produce a multimedia web advertisement for a client• Produce an informational tutorial• Create an interactive newsletter• Proofread content in a multimedia project• Publish a multimedia project to external media
Analyze	MD4.2 Analyze multimedia presentation Examples: <ul style="list-style-type: none">• Review multimedia presentations• Present final multimedia in class for peer review• Present multimedia school assembly for audience review