



SCHOOL DISTRICT OF THE CHATHAMS CURRICULUM PROFILE



CONTENT AREA(S): Design & Technology

GRADE LEVEL(S): 9-12

COURSE: Digital Media Design

TIME FRAME: Half Year (2.5 Credits)

I. Course Overview

The Digital Media Design course focuses on the fundamentals of digital media communication and production as well as the important role that digital communication plays in our technologically driven society. Through hands-on learning experiences, students will learn how to think creatively, as well as manipulate and utilize various digital mediums to design and communicate while developing skills in the areas of photo editing and manipulation, audio mixing and editing, video creation and editing, and animation design. A focus will be on the integration of design thinking principles, drawing upon students' logic, imagination, intuition, and creativity to design and create digital media products that meet the needs and wants of the consumer or client.

II. Units of Study

Unit 1: Design Thinking, Empathy & the Consumer

- Design Thinking Framework
 - Major Components:
 - *Needs of people*
 - *Possibilities of technology*
 - *Requirements for project success*
 - Framework/Process:
 - *Empathize*
 - *Define*
 - *Ideate*
 - *Prototype*
 - *Test*
- Design Thinking & Digital Media
- Identifying and Meeting the Needs of the Consumer/Client/Target Audience

Unit 2: Digital Media, Social Media, and Society

- Generational Communication Preferences
 - *Digital Natives & Digital Immigrants*
- Social & Societal Impacts of Social Media
- Digital & Social Media's Role/Impact on 21st Century Communication
 - *140 characters or less*
 - *Average YouTube Video Length: 4 minutes 20 seconds*
 - *Infographics*
 - *Memes*

Unit 3: Photo Editing & Manipulation

- Elements & Principles of Design
- The Role of Color in Design
- Photo Editing:
 - *Toolbar & Tools*

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- *Selection Tools*
- *Clone Stamp Tool*
- *Blending Techniques*
- *Color Alterations*
- *Transformation Tools*
- *Gradients*

Unit 4: Audio Mixing & Editing

- What is Sound?
- Principles of Mixing and Editing Audio
- Audio Editing:
 - *User Interface*
 - *Audio Controls*
 - *Toolbar*
 - *Level Meters & Sliders*
 - *Audio Tracks*
 - *Selection Tools*
 - *Timeline*
 - *Properties*
 - *Scrubber*
 - *Waveforms*
 - *Effects (amplify, pitch, tempo, fade, equalization, noise reduction, fading, etc.)*
 - *Recording a Track*
 - *Exporting Audio Files*

Unit 5: Video Creation & Editing

- Utilizing Moving Images and Sound to Communicate
- Developing and Planning a Message/Story
 - *Storyboarding*
- Video Editing:
 - *User Interface*
 - *Project Panel*
 - *Media Browser Panel*
 - *Timeline*
 - *Source Monitor*
 - *Tracks*
 - *Program Monitor*
 - *Workspaces (editing, assembly, color, effects, audio, titles)*
 - *Import Footage*
 - *Create a Sequence*
 - *Add a Title*
 - *Add and Adjust Audio*
 - *Export*



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Unit 6: Animation Design

- The Various Uses of Animated Video
- Animation vs. Live Action Video
- Animation Design
 - *User Interface:*
 - *Stage & Backstage*
 - *Toolbar*
 - *Timeline*
 - *Frames*
 - *Keyframes*
 - *Properties*
 - *Selection Tools*
 - *Content Creation Tools*
 - *Content Modification Tools*
 - *Navigation Tools*
 - *Color Tools*
 - *Layers*

III. Essential Questions *(The open-ended, provocative questions that help frame inquiry)*

Unit 1: Design Thinking, Empathy, & the Consumer

- What does it mean to empathize and how does it impact the design process?
- How can people's needs and wants impact digital media?
- How can you get to know the thoughts, needs, and wants of your target audience, client, or consumer?
- How do we know if our project or design successfully meets the needs of potential users or clients?

Unit 2: Digital Media, Social Media, & Society

- How is design affected by culture and context?
- What is media? In the past? In our current time? How might it change or stay the same in the future?
- What is social media and how has it impacted our day to day lives?
- What are the benefits and downfalls to social media?
- How do generational communication preferences impact digital media and how one interacts with digital and/or social media?
- How does digital and social media impact 21st century communication?

Unit 3: Photo Editing & Manipulation

- How do design principles, elements, and techniques help designers to express their ideas or help them with evoking certain emotions or thoughts?
- What am I trying to accomplish and how will I measure success?
- Who is the target audience? How should their tastes and interests impact our design so it is appealing to them?



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- How will I utilize Adobe Photoshop, or my photo editing platform, to meet the project requirements and my design goals?

Unit 4: Audio Mixing & Editing

- What is sound and how I utilize various techniques to express an idea or evoke certain emotions or thoughts?
- What am I trying to accomplish and how will I measure success?
- Who is the target audience? How should their tastes and interests impact our design so it is appealing to them?
- How will I utilize Adobe Audition/Audacity, or my audio editing platform, to meet the project requirements and my design goals?

Unit 5: Video Creation & Editing

- How can one utilize moving images and sound to communicate, express an idea, or evoke certain emotions or thoughts?
- What is a storyboard and how is it utilized to develop and plan a message or story?
- What am I trying to accomplish and how will I measure success?
- Who is the target audience? How should their tastes and interests impact our design so it is appealing to them?
- How will I utilize Adobe Premiere Pro, or my video editing platform, to meet the project requirements and my design goals?

Unit 6: Animation Design

- What are the benefits/downfalls/similarities/differences between live action video and animation?
- Why would an animation be a better choice/technique to express an idea or evoke certain emotions or thoughts?
- What am I trying to accomplish and how will I measure success?
- Who is the target audience? How should their tastes and interests impact our design so it is appealing to them?
- How will I utilize Adobe Animate, or my animation development platform, to meet the project requirements and my design goals?

IV. Learning Objectives

8.1.12.A.1	Create a personal digital portfolio which reflects personal and academic interests, achievements, and career aspirations by using a variety of digital tools and resources.
8.1.12.A.2	Produce and edit a multi-page digital document for a commercial or professional audience and present it to peers and/or professionals in that related area for review.
8.1.12.C.1	Develop an innovative solution to a real world problem or issue in collaboration with peers and experts, and present ideas for feedback through social media or in an online community.
8.1.12.D.1	Demonstrate appropriate application of copyright, fair use and/or Creative Commons to an original work.



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8.1.12.D.5	Analyze the capabilities and limitations of current and emerging technology resources and assess their potential to address personal, social, lifelong learning, and career needs.
8.1.12.E.2	Research and evaluate the impact on society of the unethical use of digital tools and present your research to peers.
8.1.12.F.1	Evaluate the strengths and limitations of emerging technologies and their impact on educational, career, personal and or social needs.
8.2.12.B.1	Research and analyze the impact of the design constraints (specifications and limits) for a product or technology driven by a cultural, social, economic or political need and publish for review.
CRP4.	Communicate clearly and effectively and with reason.
CRP6.	Demonstrate creativity and innovation.
CRP8.	Utilize critical thinking to make sense of problems and persevere in solving them.
9.3.ST-ET.4	Apply the elements of the design process.
9.3.12.AR.1	Analyze the interdependence of the technical and artistic elements of various careers within the Arts, A/V Technology & Communications Career Cluster.
9.3.12.AR-AV.1	Describe the history, terminology, occupations and value of audio, video and film technology.
9.3.12.AR-AV.2	Demonstrate the use of basic tools and equipment used in audio, video and film production.
9.3.12.AR-AV.3	Demonstrate technical support skills for audio, video and/or film productions.
9.3.12.AR-AV.4	Design an audio, video and/or film production.
9.3.12.AR-JB.3	Plan and deliver a media production (e.g., broadcast, video, Internet and mobile).
9.3.12.AR-PRT.2	Demonstrate the production of various print, multimedia or digital media products.
9.3.12.AR-VIS.2	Analyze how the application of visual arts elements and principles of design communicate and express ideas.

V. Instructional Materials

- Teacher created design briefs and rubrics
- Use of videos, DVD's, computer software, online resources, posters, and other audio-visual materials as appropriate
- Digital Design Software (Adobe Creative Cloud)
 - Adobe Animate
 - Adobe Premiere Pro
 - Adobe Audition
 - Adobe Photoshop
- G-Suite for Education (Google Docs, Sheets, Slides, etc.)

VI. Key Performance and Benchmark Tasks

- Explain the Design Thinking Framework and how it is utilized in digital media.



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- Utilize the Design Thinking Framework to develop designs that meet the needs and wants of the target audience.
- Investigate generational communication preferences and how social/digital media has impacted 21st century communication.
- Compare and contrast advertisements and marketing/promotional products and designs from each of the generations.
- Analyze digital media to identify and analyze specific elements and principles of design.
- Analyze how color and other techniques can be used to evoke feelings or thoughts.
- Create an original design utilizing various tools and techniques in Adobe Photoshop.
- Investigate the principles of recording, mixing, and editing audio.
- Create an original audio mix utilizing various tools and techniques in Adobe Audition or Audacity.
- Develop and plan a message or story using storyboarding.
- Utilize video editing techniques to develop/create an original video creation using Adobe Premiere Pro and their storyboard.
- Compare and contrast live action video and animation, as well as investigate the uses of both.
- Create an original animation utilizing the various tools and techniques in Adobe Animate.
- Develop an understanding of resources, techniques, and products and how they can be utilized to meet the goals of digital media design.
- Develop students' creative design techniques to meet the needs of a client and audience.

Student Outcomes and Methods of Assessment:

- Design Challenges/Projects
- Exams & Hands-On Assessments
- Digital Designs (video, audio, animation, graphic files)

Potential Resources:

- [How Internet Changed the Way we Communicate](#)
- [Social Media Has Changed the Way We Communicate](#)
- [Ways Social Media Has Changed How We Communicate](#)
- [What is Sound?](#)
- [What is Sound?](#)
- [Audio Editing: The Basics](#)
- [How to Edit Audio](#)
- [Get To Know the Premiere Pro Interface](#)
- [Learn Five Editing Basics in Premiere Pro](#)
- [An In-Depth Look at the Adobe Premiere Pro Editing Tools](#)
- [The Pros and Cons of Animated Video Versus Live Action Video](#)
- [What is Adobe Animate?](#)
- [Adobe Animate CC: Introduction to the User Interface](#)
- [Adobe Animate Tutorials](#)