

# FOLSOM CORDOVA UNIFIED SCHOOL DISTRICT



## INTRODUCTION TO NEW MEDIA

<b>Board Approval Date: June 20, 2019</b>	<b>Course Length: 2 Semesters</b>
<b>Grading: A-F</b>	<b>Credits: 5 Credits per Semester</b>
<b>Proposed Grade Level(s): 9, 10, 11</b>	<b>Subject Area: Elective Elective Area (if applicable): Career Technical Education</b>
<b>Prerequisite(s): N/A</b>	<b>Corequisite(s): N/A</b>
<b>CTE Sector/Pathway: Arts, Media and Entertainment / Multiple Pathways (999)</b>	
<b>Intent to Pursue 'A-G' College Prep Status: Yes</b>	
<b>A-G Course Identifier: (g) Elective</b>	
<b>Graduation Requirement: No</b>	
<b>Course Intent: District Course Program (if applicable): CTE</b>	

### COURSE DESCRIPTION:

In this introductory course, students will learn basic concepts, methods and skills for new media used in the fields of computer graphics and animation. Students will have the opportunity to work on computers with a variety of industry level software to develop skills in computer design, film and video production, print media design, animation and motion graphics, and game design. Career options within the related pathways will be explored. This course provides a foundation for students to continue on to a CTE course sequence in the Arts, Media and Entertainment Industry Sector.

**DETAILED UNITS OF INSTRUCTION:**

Unit Number/Title	Unit Essential Questions	Examples of Formative Assessments	Examples of Summative Assessment
<p><b>1. Create Your Avatar -2D Design</b></p>	<p>What are advantages of vector drawing?            How is vector drawing used?            Why is it important to use the correct digital drawing tools for the job?            How are scanned images made into vector drawings?</p>	<p>*Use a collaboration tool such as Collaborize Classroom or Google Docs to document uses of vector v. raster graphics.            *Vector Diary, or other tutorial to learn vector tools: pen tool, selection tools, masking tools, shapes, lines, anchor points, pathfinder, cropping, fill, paintbrush, and layers.            *Scan an original image of themselves using a flatbed scanner with appropriate settings.            *Learn how to use digital avatars online.            *Post complete product on shared slides, provide feedback and make revisions if needed, repost.</p>	<p>*Digital self-portrait: Avatar.</p>
<p><b>2. Intellectual Property: Copyright or Copywrong? (All Arts Media and Entertainment courses)</b></p>	<p>What real-world dilemmas do consumers and producers of media face concerning intellectual property?            What is the fiscal impact of stolen intellectual property and how does it affect consumers and producers?</p>	<p>*Research the influence musical eras had in the artwork and graphic design.            *Analyze graphic design concepts and the elements of typography, color scheme, layout and design of music promotion as visual message.            *Research the motivation, influence and inspiration used to determine, create or select graphic concepts used in the music industry.            *Use the Fair Use Checklist to evaluate video content.</p>	<p>*Create a found piece of art (a music video where the music, video, lyrics, and graphic art are all sourced from other artists' original works).</p>
<p><b>3. Color Theory - Graphic Design</b></p>	<p>What is the color wheel and how does it work?            How is color theory used in</p>	<p>*Internet search of color theory examples: primary, secondary, contrasting, cool</p>	<p>*Create an advertisement for a product for both printed and digital use</p>

	<p>practice?  How does color affect us psychologically?  What are the methods by which advertisers use color, and how can you do the same?  How are color systems used? (RGB, CMYK)</p>	<p>and warm.  *Outline the limitations and uses of different color systems.  *Color photo work: Use Photoshop to edit original photographs with emphasis on brightness, curves, contrast, hue/saturation, levels and exposure.  * Using Photoshop for color emphasis with a focus on the tools: adjustment, quick select, white layer mask, black brush, quick select and quick deselect tools.</p>	
<p><b>4. Telling Stories Through Images: GIF Animation - Photo, Animation and Design</b></p>	<p>How can tools like digital cameras and Photoshop be used to make compelling images?  How are proportion and perspective used by photographers to create mood?  What makes a compelling story?</p>	<p>*Explore what goes into a good story, then practice telling stories.  *Analyze stories and relate them to the students' own life stories.  *Compare and contrast stories from HONY (Humans of New York).  *Use a DSLR camera or cell phone to document a story.</p>	<p>*Movie poster and original story about themselves.</p>
<p><b>5. Introduction to Video Game Development Using Game Maker -Game Design</b></p>	<p>How were video games developed?  How do video games work?  What makes games fun?  How is the concept of accordance applied to games?</p>	<p>*Complete game maker tutorials.  *Learn and reflect on the history of game design.  *Create storyboard for an original game.  *Analyze and rank analog games for accordance.</p>	<p>*Make a video game: maze, platform, or scrolling game.</p>
<p><b>6. Skating Apple: Watch Me Go! -Animation</b></p>	<p>How did animation develop?  What is the persistence of vision?  How is vector art prepared for animation?  What is the animation process?</p>	<p>*Web search: The History of Animation.  *Using the timeline to create the illusion of motion-demo.  *Motion interpolation tasks: motion tween (in between drawings), shape tween and curves.  *Creating a symbol using vector drawings.</p>	<p>*Create a fifteen second vector animation: Skating Apple.</p>

		<ul style="list-style-type: none"> <li>*Creating a background using vector drawing tools.</li> <li>*Publishing and exporting files for video, web page and games.</li> </ul>	
<b>7. Editing Video and Sound- Video Productions</b>	<p>How has the art of cinema developed over time?  How is editing done?  What are the effects of sound in video production?  How is a video project published?</p>	<ul style="list-style-type: none"> <li>*Documentary Filmmaking history: group web search.</li> <li>*Create a new project in Adobe Premiere Pro.</li> <li>*Inserting and editing clips- video and sound in Adobe Premiere Pro.</li> <li>*Working with graphics and titles.</li> <li>*Editing sound clips for effect using music/voice.</li> </ul>	*Published video: The Land of the Eternal Spring.

**ESSENTIAL STANDARDS:**

<https://www.cde.ca.gov/ci/ct/sf/documents/artsmedia.pdf>

**RELEVANT STANDARDS AND FRAMEWORKS, CONTENT/PROGRAM SPECIFIC STANDARDS:**

**Link to Common Core Standards (if applicable):**

Educational standards describe what students should know and be able to do in each subject in each grade. In California, the State Board of Education decides on the standards for all students, from kindergarten through high school.

<https://www.cde.ca.gov/be/st/ss/documents/finalelaccsstandards.pdf>

**Link to Framework (if applicable):**

Curriculum frameworks provide guidance for implementing the content standards adopted by the State Board of Education (SBE). Frameworks are developed by the Instructional Quality Commission, formerly known as the Curriculum Development and Supplemental Materials Commission, which also reviews and recommends textbooks and other instructional materials to be adopted by the SBE.

**Link to Subject Area Content Standards (if applicable):**

Content standards were designed to encourage the highest achievement of every student, by defining the knowledge, concepts, and skills that students should acquire at each grade level.

<https://www.cde.ca.gov/ci/ct/sf/documents/ctescrpflyer.pdf> and

<https://www.cde.ca.gov/ci/ct/sf/documents/artsmedia.pdf>

**Link to Program Content Area Standards (if applicable):**

Program Content Area Standards applies to programs such as International Baccalaureate, Advanced Placement, Career and Technical Education, etc.

**TEXTBOOKS AND RESOURCE MATERIALS:**

**Textbooks**

<b>Board Approved</b>	<b>Pilot Completion Date (If applicable)</b>	<b>Textbook Title</b>	<b>Author(s)</b>	<b>Publisher</b>	<b>Edition</b>	<b>Date</b>
		<i>N/A</i>				

**Other Resource Materials**

Teacher recommended resource materials

**Supplemental Materials**

Board approved supplemental materials (Including but not limited to: Film Clips, Digital Resources, Supplemental texts, DVDs, software programs (Pebble Creek, DBQ, etc.)

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