

DIGITAL AND INTERACTIVE MEDIA, SEMESTER A

Credits: 0.5

COURSE OVERVIEW AND GOALS

[Getting Started/Best Practices Template](#)

This one-semester course is intended as a practical, hands-on guide to help you understand the concepts of digital and interactive media. This course will cover careers, training, and emerging technologies in digital media. This course familiarizes you with the concepts involved in digital media, such as graphic design, digital photography, principles of design, and digital printing. This course also covers copyright laws and fair use involved in digital media.

Prerequisite courses: There are no recommended prerequisite courses.

Foundational skills: general literacy and communication skills needed for all high school online courses

By the end of this course, you will be able to do the following:

- ❖ Evaluate the skills and training needed for various careers in digital and interactive media and prepare a digital portfolio and a résumé.
- ❖ Choose the appropriate equipment and appraise safety procedures and ethical concerns in the creation and storage of digital media products.
- ❖ Design and create a variety of media products by applying design and digital media concepts, techniques, processes, and technologies.

COURSE COMPONENTS AND GRADING RUBRIC

The table gives a breakdown of the weight for each component in the course. Weight represents the percentage of the total score coming from each activity.

Course Components	Count	Weight*
Pretest. <i>A pretest is an optional assessment, typically designed for credit recovery. If a student shows mastery of a lesson objective, the student may be automatically exempted from the upcoming activities associated with the mastered objective. Pretests are not included as a component of the student's final grade.</i>	4	0%

Course Components	Count	Weight*
Module. <i>Each module in this course contains an interactive tutorial or study and an associated mastery test. Tutorials and studies combine instruction and practice to prepare students for the mastery test, which is a computer-scored lesson-level summative assessment. The module score comes from a student's score on the mastery test.</i>	14	20%
Discussion. <i>A discussion activity is an opportunity for students to collaborate with their peers. An online threaded discussion mirrors the educational experience of a classroom discussion initiated when a teacher asks a complex, open-ended question. Students can engage in the discussion by responding both to the question and to the thoughts of others allowing for higher-order thinking about terminal objectives.</i>	4	20%
Unit Activity. <i>A Unit Activity is at the end of a unit and constitutes one or more small tasks. Its purpose is to deepen understanding of key unit concepts and tie them together. Each Unit Activity includes a simple rubric. The teacher versions include both a rubric and modeled sample answers. Unit Activities are teacher graded.</i>	4	20%
Posttest. <i>A posttest appears at the end of each unit.</i>	4	20%
End-of-Semester Test. <i>An end-of-semester test (EOS) appears at the end of each course.</i>	1	20%
Total	31	100%

Weight* Teachers may manually adjust these weights if desired, per district grading requirements.

SCOPE AND SEQUENCE

UNIT 1: CAREERS AND EMERGING TECHNOLOGIES

In this unit, you will describe careers in digital media and create a résumé. You will also describe the training and skills required for a career in digital media. Finally, you will identify emerging technologies in the field of digital media.

Activity	Activity Objective
Syllabus	Review the Course Syllabus at the beginning of the course.
Careers in Digital Media	Identify common digital products and careers in digital media; recall how to create a résumé.
Training and Skills	Identify and describe professions in digital media and the training and skills required for a career in the field; recognize positive work ethics.
Emerging Technologies	Identify emerging technologies in the field of digital and interactive media, identify hardware and software needed to install and printer and scanner and practice installing them, and identify proper ergonomics and Internet safety.
Unit Activity: Careers and Emerging Technologies	Identify the job responsibilities and qualifications relevant to a specific job profile, and identify educational institutions that provide courses specific to that job profile.

UNIT 2: GRAPHICS AND PHOTOGRAPHY

In this unit, you will describe digital image concepts and use basic tools of graphic design software. You will also apply image manipulation techniques to a digital image. Then you will describe various modes and settings of a digital camera and produce color photograph and continuous tone photographs. Additionally, you will produce photographs using appropriate lighting, white balance, and exposure. Finally, you will describe how to enhance and retouch a photo.

Activity	Activity Objective
Digital Image Concepts and Basic Tools	Identify digital image concepts and the basic tools of graphic design software.

Activity	Activity Objective
Basic Manipulation Tools and Filters	Identify image manipulation software and techniques and recall how to apply them to a digital image.
Digital Photography	Identify imaging systems; recall appropriate modes and settings of a digital camera as well as developing methods to practice producing color and continuous tone photographs; identify workplace safety laws and behaviors.
Lighting and Exposure in Photography	Recognize the role of camera settings and lighting, white balance, and exposure to produce various types of photographs; identify appropriate mounting and matting techniques to display a photograph.
Retouching Photos	Identify retouching tools and recall how to edit, enhance, and retouch a photographic image.
Unit Activity: Graphics and Photography	Practice producing and enhancing photographs, and use these photographs to create a photography portfolio.

UNIT 3: DESIGN ELEMENTS AND PRINCIPLES

In this unit, you will describe how to apply color balancing techniques and text effects to an image. You will also create images using elements of design. Finally, you will create a layout design and produce photographs using design principles.

Activity	Activity Objective
Color and Typography	Identify, compare, and apply color-balancing techniques and text effects to an image.

Activity	Activity Objective
Elements of Design	• Create images using the elements of design.
Principles of Design	• Practice creating a layout design and producing photographs using design principles.
Unit Activity: Design Elements and Principles	• Identify and employ principles of design to create a poster.

UNIT 4: STORING IMAGES, COPYRIGHT LAWS, AND PRINTING

In this unit, you will describe how to organize and store images. You list and describe laws and ethics related to digital media. Finally, you will describe the digital printing process and print an image.

Activity	Activity Objective
Storing Images	• Identify file formats, plug-ins, and their uses; recall how to organize and store digital images in different circumstances.
Copyright Laws and Fair Use	• Recall and compare laws and ethics related to digital media and the impact of digital media on society.
Digital Printing	• Identify methods of printing and recall the digital printing process, including technical adjustments to images.
Unit Activity: Storing Images, Copyright Laws, and Printing	• Identify and employ learned techniques to create and print a greeting card for your friends and family.

COURSE MAP

You will achieve course level objectives by completing each lesson's instruction, assignments, and assessments. For a detailed look at how the materials meet these objectives, review the [course map](#).

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