SUBJECT: INTRODUCTION TO MEDIA	
GRADE LEVEL: 9-10	**LATESTREVISION: June 2013**
BOOK: **DIGITAL CONCEPTS & APPLICATIONS: MAY & LAKE/ UNITS 1-6** **UNITS:** 1 & 6. MEDIA IN THE DIGITAL AGE/ PRESENTATION STRATEGIES 2 & 3. DIGITAL IMAGING/ PRINT PUBLISHING 4. VIDEO PRODUCTION/ AUDIO PRODUCTION 5. WEB DESIGN	**TIME REQUIRED-4 TERMS**
INTRODUCTION/OVERARCHING OBJECTIVES The goals of this class it to help students understand careers in graphic design, audio/video production and web design. Topics discussed will include digital ethics, freedom of speech, ethical concerns involved in digital print and media production.	

STOUGHTON PUBLIC SCHOOLS CURRICULUM

SUBJECT: DIGITAL MEDIA TECHNOLOGY	COURSE: INTRODUCTION TO MEDIA	GRADE LEVELS: 9-10
UNIT / THEME: MEDIA IN THE DIGITAL AGE/ PRESENTATION STRATEGIES	TIME REQUIRED: (TERM 1)	FREQUENCY: 6 DAYS/CYCLE FOR YEAR

INTRODUCTION / OVERARCHING OBJECTIVES:
To introduce students to the ethical and legal issues involved in broadcasting as related to Ma. VTE frameworks. Topics will cover ethical and legal issues involved in broadcast media, television, film, music, journalism, literary work and creating authentic presentations.

ESSENTIAL QUESTION	UNDERSTANDING *Students will understand that:*	KNOWLEDGE *Students will know:*	SKILLS *Students will be able to:*	STD.
What is intellectual copyright, and how does it apply to digital media?	Copyright does not prevent others from using the owner's work. But instead requires users to obtain permission from the original owner.	The purpose of copyright in media. The media formats that copyright applies to; video, music, sound recordings and literary works. How to obtain permission to use work that is copyright protected. Protocols against illegal file sharing.	Create presentations and videos concerning key concepts involving copyright law. Write essay responses concerning concepts involved in copyright law for media.	*Ma. VTE Frameworks, Radio and Television Broadcasting, (6B)* *Ma. ELA Frameworks, WHST (3,4,5 & 6)*
How does Freedom of Speech apply to digital media?	Although citizens have the right of being protected by freedom of speech. The laws for public broadcast have regulations compromising broadcaster's rights concerning freedom of speech.	That the Federal Communications Commission has fined and imposed sanctions on broadcast channels for on-air indecency violations. That Print, Web, Radio, and Television companies can be sued for libel if they produce content about an entity or person that is untrue.	Participate in class lectures and debates concerning the role of the freedom of speech in media. Write essay responses and create presentations about broadcast violations concerning Freedom of Speech.	*Ma. VTE Frameworks, Radio and Television Broadcasting, (6B)* *Ma .ELA Frameworks, WHST(3,4,5 & 6)*
What are ethical and legal dilemmas that media outlets and entertainment companies deal with during production?	Media outlets and entertainment companies must follow ethical and legal guidelines when making informed decisions on projects.	That they need to consider broadcast ethics/law when working on media projects.	Make informed ethical/legal decisions when creating digital media content. E.G., creating presentations, images, videos and songs.	*Ma. VTE Frameworks, Radio and Television Broadcasting, (6B)*
What are important components to delivering an effective business presentation?	When delivering professional presentations they must speak with a well-modulated voice.	That when they don't speak with a well-modulated voice than they risk losing the attention of the audience.	Speak in a well-modulated voice level when delivering presentations.	*Ma. VTE Frameworks, Office Technology, (6T & 4B)*

CEPA:	RESOURCES:
- COMMITMENT TO LEARNING STUDENT PRESENTATION - DIGITAL ETHICS STUDENT PRESENTATION - TEST & QUIZZES (UNIT 1 & 6: DIGITAL CONCEPTS & APPLICATIONS)	- Vivian – The Media of Mass Communication/Study Website - Hamilton- The Essentials of Public Speaking - May & Lake– Digital Media: Concepts & Applications

Required Activities and Assessments

Digital Natives Essay & Work Sheet
Public Speaking Worksheet

Suggested Activities	**Suggested Computer Applications**
Draw an image on a piece of paper or poster board that promotes digital ethics. Draw an image on a piece of paper or poster board that promotes freedom of speech. Create an image that promotes ethical and legal guidelines that entertainment companies must follow when making informed marketing decisions.	Google.docs presentation application Microsoft PowerPoint/Word Adobe Photoshop/Illustrator
Suggested Topics	**Additional Resources**
Classroom Discussions: Digital Ethics, Freedom of Speech, and ethical/legal issues facing broadcast stations.	Digital Concepts & Applications Unit 1 Digital Natives Frontline Series, PBS Documentary

STOUGHTON PUBLIC SCHOOLS CURRICULUM

SUBJECT: DIGITAL MEDIA TECHNOLOGY	COURSE: INTRODUCTION TO MEDIA	GRADE LEVELS: 9-10
UNIT / THEME: DIGITAL IMAGING / PRINT PUBLISHING	**TIME REQUIRED:** (TERM 2)	**FREQUENCY:** 6 DAYS/CYCLE FOR YEAR

INTRODUCTION / OVERARCHING OBJECTIVES:
To introduce students to the fundamentals of graphic design as related to the Ma. VTE frameworks. Topics will cover the RGB color model, print graphics, and print design.

ESSENTIAL QUESTION	UNDERSTANDING *Students will understand that:*	KNOWLEDGE *Students will know:*	SKILLS *Students will be able to:*	STD.
What is a color model and why are these models used in graphic design programs?	A color model is a group of colors identified in a way that a computer can understand.	That RGB, CMKY and HSB are the three most common color models used in digital media software programs.	Use color models to change the color/brightness attributes of their projects using digital media programs.	*Ma. VTE Frameworks, Graphic Communications, (2A)*
How do Graphic Designers obtain high quality images and graphics, and then prepare these documents for publication and print?	They must follow quality control standards when creating graphic design projects.	Where to find copyright free source images and graphics for projects. How to prepare images and graphics for publication. Students must ensure that all dimensions settings are set to the proper size that the client wants.	Properly use copyright free images and graphics to create high quality graphic design projects.	*Ma. VTE Frameworks, Graphic Communications, (2A)*
How should images and graphics be arranged in order to ensure that the design layout looks professional?	There are design principles such as the rule of lower thirds that need to be applied when arranging graphics and images in a design project.	How to place images and graphics in a document heading for print. How to arrange graphics and images in their projects in order to ensure that the design layout looks professional.	To apply design principles when arranging the layout of graphics and images in their projects. Write advertising pitches about how they're going to design /arrange visual elements in projects.	*Ma. VTE Frameworks, Graphic Communication, (2B)* *Ma. ELA Frameworks, WHST (3,4,5 & 6)*
How should the printer settings be configured in a design project in order to ensure a professional final product?	The printer settings need to be configured properly in order to ensure that the design printout looks professional.	How to properly configure the printer settings in order to ensure that the design printout looks professional.	To properly configure the printer settings in order to ensure that the design printout looks professional for projects.	*Ma. VTE Frameworks, Graphic Communications, (2C,D & E)*

CEPA:	RESOURCES:
• GRAPHIC DESIGN CAREER EXPLORATION STUDENT PRESENTATION • TEST & QUIZZES (UNITS 2 & 3: DIGITAL CONCEPTS & APPLICATIONS)	• Vivian – The Media of Mass Communication/Study Website • Hamilton- The Essentials of Public Speaking • May & Lake– Digital Media: Concepts & Applications

Required Activities and Assessments

Students work on New Technology Classroom Student Presentation Assignment.
Use Adobe Creative Suite to create a visual image promoting a company or entity.
Use Adobe Creative Suite to create a visual image promoting a public service announcement or cause.

Suggested Activities	Suggested Computer Applications
Adobe Creative Suite practice assignments: 1. Manipulating a WW2 Fighter Aircraft 2. 10 Step Lighting Effect 3. Dramatic Wrinkles 4. Text in Stitches	Google.docs presentation application Paint Application Microsoft PowerPoint/Word Adobe Photoshop/Illustrator
Suggested Topics	**Additional Resources**
Classroom Discussions: Explaining color models/wheel, creating/obtaining high quality images, design layout, and printer configuration.	Digital Concepts & Applications Units 2 & 3 Various career exploration videos retrieved from youtube.com and career cruising.

STOUGHTON PUBLIC SCHOOLS CURRICULUM

SUBJECT: DIGITAL MEDIA TECHNOLOGY	COURSE: INTRODUCTION TO MEDIA	GRADE LEVELS: 9-10
UNIT / THEME: VIDEO/AUDIO PRODUCTION	TIME REQUIRED: (TERM 3 PART 1)	FREQUENCY: 6 DAYS/CYCLE FOR YEAR

INTRODUCTION / OVERARCHING OBJECTIVES:
To introduce students to the fundamentals of photography and videography as related to Ma. VTE frameworks. Topics will cover scouting location settings, preparing technical equipment, setting up lighting for photography/ videography and script development.

ESSENTIAL QUESTION	UNDERSTANDING *Students will understand that:*	KNOWLEDGE *Students will know:*	SKILLS *Students will be able to:*	STD.
Why is it important for photographers and videographers to scout location settings for a shoot?	Scouting location settings for shoots is vital in order to create a professional setting in which to film and photograph.	Important aspects to look for when scouting a location before a shoot. How to sketch up a room diagram concerning where electrical inputs are located, and where cameras and lighting kits should be placed for a shoot.	Make informed pre-production decisions by scouting locations before a shoot. Create a room diagram that will help students succeed during production shoots for photography and videography.	*Ma. VTE Frameworks, Radio and Television Broadcasting, (2A)*
How does a technical crew decide which technical equipment to pack for a shoot?	It's vital to review the room diagram created in pre-production in order to prepare the correct equipment for a shoot.	How to prepare the proper equipment by reviewing the room diagram. How to pack up equipment securely so that the equipment will not be damaged during transportation.	To prepare the proper equipment for photography and videos shoots. To pack up equipment securely for transportation.	*Ma. VTE Frameworks, Radio and Television Broadcasting, (2A)*
How does lighting enhance the visual appeal of a still image or video clip?	The proper amount of lighting is necessary in photography and videography in order to enhance the production quality of projects.	When a shot is visually unappealing because of lighting problems. How to adjust the iris in order to increase or decrease the amount of lighting in a camera shot.	Set up lighting kits in order to increase the amount of lighting in a camera shot. Adjust the iris in order to increase and decrease the amount of lighting in a shot.	*Ma. VTE Frameworks, Radio and Television Broadcasting, (2A)*
How do we write effective public service announcements so that the target audience receives our message?	A public service announcement is a writing piece urging the target audience to act on a cause	How to write a: 30 second commercial for a public service announcement. Students will write a script that contains three columns; video, audio and time column.	Write a public service announcement promoting a call to action from their target audience.	*Ma. ELA Frameworks, WHST (3,4,5 & 6)*

STOUGHTON PUBLIC SCHOOLS CURRICULUM

SUBJECT: DIGITAL MEDIA TECHNOLOGY	COURSE: INTRODUCTION TO MEDIA	GRADE LEVELS:9
UNIT / THEME: VIDEO/AUDIO PRODUCTION	TIME REQUIRED: (TERM 3 PART 2)	FREQUENCY: 6 DAYS/CYCLE FOR YEAR

INTRODUCTION / OVERARCHING OBJECTIVES:
To introduce students to the fundamentals of photography and videography as related to Ma. VTE frameworks. Topics will cover camera/camcorder settings, shot composition and software for photo and video editing.

ESSENTIAL QUESTION	UNDERSTANDING *Students will understand that:*	KNOWLEDGE *Students will know:*	SKILLS *Students will be able to:*	STD.
What are three components that a camera or camcorder uses to capture an image?	Shutter speed, aperture settings and ISO are three components used when a camera or camcorder captures an image.	How to review the shutter speed, aperture and ISO settings in a camera or camcorder.	Adjust the shutter speed, aperture or ISO settings in a camera or camcorder if needed in order to ensure professional production quality.	*Ma. VTE Frameworks, Radio and Television Broadcasting, (2B)*
How should shots in photography and videography be composed in order to ensure professional production quality?	Proper shot composition is important to use in photography and videography in order to ensure that projects looks professional.	How to use the rule of lower thirds and proper framing techniques when shooting still images or video.	Use the rule of lower thirds and proper framing techniques when shooting still images or video. Write essay responses concerning how a videographer approaches shot composition versus a photographer.	*Ma. VTE Frameworks, Radio and Television Broadcasting,(2B)* *Ma. ELA Frameworks, WHST (3,4,5 & 6)*
Why do photographers and videographers use editing programs?	Photo and video editing programs are important as they can enhance images and video projects.	That photographers and videographers use editing programs in order to create more professional looking projects.	Use photo and video editing programs in order to enhance their images and video projects.	*Ma. VTE, Radio and Television Broadcasting Frameworks,(2C)*

CEPA:	RESOURCES:
- VIDEO PRODUCTION/PHOTOGRAPHY CAREER EXPLORATION STUDENT PRESENTATION - COLLINS WRITING ASSIGNMENT-DIFFERENCES BETWEEN VIDEOGRAPHERS AND PHOTOGRAPHERS- BREAKDOWN THE DIFFERENCES BETWEEN HOW A VIDEOGRAPHER APPROACHES A SHOT VERSUS A PHOTOGRAPHER. EXPLAIN PROS AND CONS FOR BOTH JOBS. AFTER RESEARCHING BOTH FIELDS WHICH JOB WOULD YOU RATHER PURSUE? - TEST & QUIZZES (UNIT 4: DIGITAL CONCEPTS & APPLICATIONS)	- Vivian – The Media of Mass Communication/Study Website - Hamilton- The Essentials of Public Speaking - May & Lake– Digital Media: Concepts & Applications

Required Activities and Assessments

Students work on presentation regarding a hobby or area of interest.

Students work on the creation of a video script concerning student hobby or area of interest.

Film scripts with single camera iso set up, and then edit video, and embed finished video into student presentation application.

Suggested Activities	Suggested Computer applications
Watch tutorial video on how to use Prezi. Use Prezi to create a multi-media visual presentation. Use word processing software to create news style script. Provide a tour of the TV studio/ Provide a basic lesson on 3pt lighting. Use camcorder to film video scripts. Watch video tutorial on how to edit in IMovie & Final Cut X. Use video applications to make minor edits and alterations on video projects.	Google.docs presentation application Microsoft PowerPoint/Word Adobe Photoshop/Illustrator Prezi Camcorder Non-Linear Editing Application (Final Cut/IMovie)

Suggested Topics	Additional Resources
Classroom Discussions: How to operate a camera/ basic settings, Framing Composition, Post Production Editing Programs for film and photo.	Digital Concepts & Applications Unit 4 Various career exploration videos retrieved from youtube.com and career cruising.

STOUGHTON PUBLIC SCHOOLS CURRICULUM

SUBJECT: DIGITAL MEDIA TECHNOLOGY	COURSE: INTRODUCTION TO MEDIA	GRADE LEVELS: 9-10
UNIT / THEME: WEB DESIGN/PUBLISHING	TIME REQUIRED: (TERM 4)	FREQUENCY: 6 DAYS/CYCLE FOR YEAR

INTRODUCTION / OVERARCHING OBJECTIVES:
To introduce students to the fundamentals of web design and development as related to Ma. VTE frameworks. Topics will cover how web designers use HTML code and servers to create media rich websites.

ESSENTIAL QUESTION	UNDERSTANDING *Students will understand that:*	KNOWLEDGE *Students will know:*	SKILLS *Students will be able to:*	STD.
What is the world wide web?	The world wide web is an information system that allows users to read and write web pages using computers connected to the internet.	That the World Wide Web is an information system that allows users to communicate and receive messages and data using the internet as a portal.	Understand the historical context and purpose of the World Wide Web. Write an essay response identifying important events in the development and implementation of the world wide web to the general public.	*Ma. VTE Frameworks, Design and Visual Communication, (2I)* *Ma. ELA Frameworks, WHST (3,4,5 & 6)*
What is a web browser?	A web browser is an application for retrieving web pages from the world wide web.	There are many different web browsers than can be utilized to access web pages from the World Wide Web.	Identify popular Web browsers, and develop web sites that look visually appealing in web browsers. Write essay responses identifying popular web browsers, and explain how they would ensure that their site is visually appealing in multiple browsers.	*Ma. VTE Frameworks, Design and Visual Communication, (2I)* *Ma. ELA Frameworks, WHST (3,4,5 & 6)*
What is HTML and how do web editors use this code to design websites?	Hyper Text Mark Up Language is the main language for designing websites.	How to use HTML code in order to create and design websites.	Use HTML code in order to create and design websites.	*Ma. VTE Frameworks, Design and Visual Communication, (2J)*
What is the purpose of a web server in the delivery of a website to the public?	A web server is a computer that stores websites on the internet and delivers websites to viewers when requested.	How web servers work and why they are important in the functionality of a professional website.	Explain why they must incorporate web servers when creating a professional website.	*Ma. VTE Frameworks, Design and Visual Communication,(2I)*

CEPA:	RESOURCES:
- WEB DESIGN CAREER EXPLORATION STUDENT PRESENTATION - COLLINS WRITING ASSIGNMENT- WEB DESIGN SOFTWRE APPLICATIONS- BREAKDOWN DIFFERENT PROGRAMS TO BUILD AND PUBLISH A WEBSITE. DISCUSS THE PROS AND CONS OF USING A WYSIWYG PROGRAM VERSUS A PROGRAM BASED ON HTML. - COLLINS WRITING ASSIGNMENT-TECHNOLOGY DIGITAL NATIVES- HAS SOCIAL NETWORKING, BLOGGING, AND WEB PROGRAMMING HURT OR ADVANCED THIS GENERATION OF DIGITAL NATIVES? - TEST & QUIZZES (UNIT 5: DIGITAL CONCEPTS & APPLICATIONS)	- Vivian – The Media of Mass Communication/Study Website - Hamilton- The Essentials of Public Speaking - May & Lake– Digital Media: Concepts & Applications

Required Activities and Assessments

Review the history of the web and current issues such as Net Neutrality. Assign a Collins Type 3 essay regarding a current legal or ethical issue concerning the world wide web.

Explain current codes, scripts and ways to program websites. Assign a Collins Type 3 essay regarding the classroom lecture concerning web programming. Use the Smartboard to demonstrate user-friendly websites that help code and create websites.

Suggested Activities	Suggested Computer Applications
Have the students create a website about all the content that they learned in Introduction to Media. 1. Digital Natives 2. Graphic Design 3. Photography/Videography 4. Web Design	Google Sites Weebly Word Press IWeb Adobe Dreamweaver

Suggested Topics	Additional Resources
Classroom Discussions: Explain simple concepts such as the world wide web/web browsers, Simple ways to design websites, Current issues impacting the web such as net neutrality.	Digital Concepts & Applications Unit 5 Various career exploration videos retrieved from youtube.com and career cruising.

SHS Curriculum Mapping
Course Curriculum: 2013-2014 (HS)

Unit Number	Title of Unit	Correlation to Textbook	Timeline for Unit	Term the Unit will be Taught
1 & 6	DIGITAL CONCEPTS & APPLICATIONS: MEDIA IN THE DIGITAL AGE/ PRESENTATION STRATEGIES	Digital Concepts- Ch. 1 & 2 Ch. 18, 19, 20 & 21	10 Weeks	Term 1
2 & 3	DIGITAL CONCEPTS & APPLICATIONS: DIGITAL IMAGING/ PRINT PUBLISHING	Digital Concepts- Ch. 3, 4, 5, 6, 7, 8, 9 & 10	10 Weeks	Term 2
4	DIGITAL CONCEPTS & APPLICATIONS: VIDEO PRODUCTION/ AUDIO PRODUCTION	Digital Concepts- Ch. 11 & Ch. 12	10 Weeks	Term 3
5	DIGITAL CONCEPTS & APPLICATIONS: WEB DESIGN	Digital Concepts- Ch. 13, 14, 15, 16 & 17	10 Weeks	Term 4