

STOUGHTON HIGH SCHOOL

Introduction to Media
Instructor: Mr. Kevin Bechet
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Prerequisites

None

Course Description

This is an introductory course to media communication, including design and development. A variety of assignments will be used to introduce students to print, journalism, music, radio, television, video, film, photography, graphic design and their role in mass communication. Communication ethics, industry laws and regulation, and the related digital media technology will also be explored.

Instructional Materials

- ✓ Cengage Online e-book including
 - Flashcards
 - Glossary
 - Interactive Quizzing
- ✓ Adobe CS
- ✓ Camcorder
- ✓ Imovie
- ✓ MS Publisher
- ✓ Google docs
- ✓ Wordpress
- ✓ Computer
- ✓ Smart Board
- ✓ Project Files

Required Texts

- ✓ Text: e-book: Digital Media Concepts and Applications, Karen May and Susan Lake, South-Western Cengage Learning, 2013

Required Videos

- ✓ Watch Digital Nation Segments 1-9; Collins Type 3 Writing Assignment & Quiz
- ✓ Watch Growing up Online Segments 1-7; Collins Type 3 Writing Assignment & Quiz

Required Materials

- ✓ All students will maintain their work in a file on the First Class network drive and/or on a Flash Drive.
- ✓ Students will bring their planner books to class daily to maintain due dates for assigned class work and/or homework.

Suggested Projects

- ✓ E1. Create a presentation on student Commitment to Learning.
- ✓ E2. Draw an image on poster board advertising a specific Ethical or Legal issue in Media.
- ✓ E3. Create a presentation regarding Ethical and Legal issues in Media.
- ✓ E4. Use Adobe Illustrator/Publisher to create an image for a company of your learning group's choice.
- ✓ E5. Use Adobe Illustrator/Publisher to create an image for a non-profit group of your learning group's choice.
- ✓ E6. Create a presentation regarding a new technology popularly utilized by Digital Natives. Include a 60-second video promoting a new technology or media application.
- ✓ E7. Create a montage with several photographs of yourself posing in ways in which the resulting figures will be interacting when placed in the montage.
- ✓ E8. Create a presentation regarding a graphic design job.
- ✓ E9. Create a 2-minute video spreading awareness on Cyber bullying.
- ✓ E10. Create a presentation regarding a Hobby/Sport that you participate in. Include a 60-second video regarding the hobby or sport that you do.
- ✓ E11. Create a presentation regarding a video production job.
- ✓ E12. Use Webtools to create a website with links to important parts of your life.
- ✓ E13. Use Webtools to create a website about your family tree, adding links to include your ancestry.
- ✓ E14. Create a presentation regarding a job involved with web production.

***Assignments in the syllabus can be altered at the instructor's discretion.**

Chapter Quizzes

- ✓ Term 1: Chapters 1, 2, 3, 4, 18 & 19
- ✓ Term 2: Chapters 5, 6, 7, 8, 20 & 21
- ✓ Term 3: Chapters 9, 10, 11, & 12
- ✓ Term 4: Chapters 13, 14, 15, 16 & 17

Writing Topics

- ✓ Digital Natives Essay- Students will respond regarding the impact that media has had on their lives. Specifically, they will address whether social networking, blogging and web programming has hurt or advanced their generation.
- ✓ Advertising Image Essay- Students will respond regarding whether the advertising image they created appealed to the desired target audience.
- ✓ Public Service Announcement Image Essay- Students will respond regarding whether their non-profit image appealed to the desired target audience.
- ✓ Videographers vs Photographers- Students will compare and contrast the responsibilities associated with videographers versus photographers. They will articulate which career they would rather pursue.
- ✓ Public Speaking Reflection Essay- Students will write a reflective essay regarding their experience in the class as a public speaker.
- ✓ Web Development Applications- Students will explain the different programs that can be utilized to develop a website.
- ✓ Net Neutrality- Students will research and write a summary regarding the issue of Net Neutrality. They will analyze and discuss why activists had hoped the Obama administration would prohibit Internet service providers from charging consumers based on bandwidth usage.

Assignments in the syllabus can be altered at the instructor's discretion.

Class Rules

- ✓ Respect for the teacher as well as each other must exist in the classroom.
- ✓ Come to class prepared with a pen or pencil, notebook, student planner book and completed assignments. Textbooks will be available during class.
- ✓ Stay in your assigned seat unless the teacher advises otherwise.
- ✓ Computers are only to be used as instructed by the teacher. Unauthorized or inappropriate use will not be accepted as per the Internet Use Policy in the Student Handbook.
- ✓ Students are required to check their First Class school email accounts on a daily basis while in school and at least every other day while out of school.
- ✓ Students are expected to arrive on time for class. If you are tardy to class without a pass, you will be required to make up the time after school that day.
- ✓ Refer to the Student Planner for the following rules:
 - Code of Students Conduct
 - Discipline and Consequences, Levels of Discipline
- ✓ An *Incident Report Form* will be filed with Stoughton High School when students are in violation of the code of student conduct.
- ✓ After school teacher sessions may be used to discuss your behavior. If you fail to report for this session, you may be assigned to an extended session, suspension, and may be required to serve the assigned session and/or have a conference with the teacher.

Grading Policy

Student grades will be determined from classwork, quizzes, projects, and class performance/participation. Students will be notified of any changes to the grading policy.

Classwork	25%
Quizzes	25%
Projects	40%
Class Performance/ Participation	10%

Attendance Policy

Refer to Attendance Policy of Stoughton High School student planner.

Topic Outline

- Unit 1 – Media and the Digital Age
 - Getting started with Digital Media, Ethical and Legal Issues
- Unit 2 – Digital Imaging and Design
 - Image Files, Digital Photography, Color in Digital Media, Raster Editing, Vector Editing
- Unit 3 – Print Publishing
 - Print type, Print graphics, Print Design
- Unit 4 – Audio and Video Production
 - Audio and Video
- Unit 5 – Web Publishing
 - Web Editing, Web Design, Web Animation, Web Media, Web Standards