

Media Design 12

Overview:

Media Design 12 is a continuation of the ideas and practices presented in Media Design 11. This course uses Adobe media programs such as Illustrator, Photoshop and InDesign to allow students to further explore and create digital works and help them further their understanding of the principles and methods involved in graphic design and publication. As well, students will have the opportunity to exhibit their creativity and develop their own 'Design Voice' through more elaborate projects.

Content *(This course may cover the following):*

- *Design opportunities and designing for the life cycle.*
- *Principles of Design and how they be used to convey messages, create effect, and/or influence personal preference, contrast, balance, scale, hierarchy, rhythm, emphasis*
- *Media Technologies for image development and design for manipulating selected visual elements.*
- *Media production (pre, production, post) to enhance, alter, or shape the the technical elements of a project.*
- *Ways in which content and form influence are influenced by historical, social, and cultural contexts.*
- *Characteristics and influences of various designers, movements, and periods.*
- *Technical, stylistic, symbolic, and cultural influences and their intentional use to target audiences.*
- *Use of form, content, and visual effects to achieve a specific emotional response in a target audience.*
- *Development, maintenance, and evolution of voice in storytelling.*
- *Developments in media design that incorporates the audience as active participants in the construction and evolution of content.*
- *Appropriate use of technology, including citizenship, etiquette, and literacy. Including the ethical, moral and legal considerations associated with using media arts technology for image, video, and sound development, including cultural appropriation.*

Assessment: Marking in this course is based on a Cumulative System.

45% - Assignments

- Tasks that focus on a specific concept or a small set of concepts.
- Concept Work
- Prototype Phase Work and Self-Reflections

55% - Projects

- Final Version Products
- Final Version Self-Assessments

*Category assignment and specific marking criteria will be provided with each task.

Communication:

Website: www.mrgoldsack.com

Email: mrgoldsack@sd35.bc.ca

Fine Print (Classroom and Course Expectations)

Working in a classroom environment that combines education with employability skills will require a rigorous standard of classroom expectations that may be beyond the capabilities of some students. These standards are built upon the professional requirements seen in everyday workplaces. Failure to meet expectations will result in removal from the class.

Behavior:

- Respect toward the teacher, peers, and equipment must be demonstrated on a daily basis. There is a ZERO-TOLERANCE policy for those who fail to do so, resulting in immediate removal from the class.*
- It is required that students will arrive to class on time and be prepared to begin work immediately at the bell.*
- Foul language, inappropriate web usage or work is not tolerated. This includes bad humour, explicit images, swearing and anything that violates the human rights of anyone, anywhere. Freedom of speech does not supersede human rights.*

Work Ethics & Standards:

- Students must maintain a high work ethic. That means using class time for class work.*
- Quality work is required at all times. This means using 100% of the time given to complete an assignment. This will vary in output for individual students.*
- Original work is always required. Using images from databases is allowed only when specified by assignment or project guidelines. Plagiarism is strongly prohibited and will result in a score of zero and may be subject to a failing grade in the course.*

Common Sense:

- Students are required to stay on track with assignments for this course, as well as keep track of deadlines or missed work. There will be multiple ways to check on assigned work via the course website, classwork board, and actually talking to the teacher.*
- Students should back up their work to avoid late assignments due to computer or human error. Please use your OneDrive Cloud Storage or a USB drive to back-up your work. Back-up using email or other means is another option.*