Mrs. Kim Carr
Course Syllabus

Multimedia

This course provides the skills needed to create high quality video content for today's world. Students will learn the phases of video production, effective use of a camcorder, video editing techniques, and application of video effects using industry software. This course is project oriented allowing students to develop creative thinking skills while producing unique video. This course will prepare students for the workplace or further education by developing their skills in the latest software and making multimedia products that could be included in a personal portfolio.

Contact Information

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Please contact me at any time with questions! ☺

Units of Instruction

- Introduction to Multimedia

- Audio Editing

- Basic Camera And Editing Techniques

- Video Editing and Effects

Enduring Understandings

- The effective combination of various types of media into a single presentation improves the message communication.
- All forms of media are personal and intellectual property, subject to copyright law, and need to be treated ethically.
- Effectively integrating sound into a presentation can enhance the communication of a message.
- Sound can be manipulated from its original source using software.

- Using a storyboard can maximize efficiency when creating multimedia presentations.
- Using a variety of camera angles can enhance the finished product.
- Careful selection of video editing techniques is necessary when seeking to create effective multimedia presentations.

Grading

Formative Assessments 60%

- Chapter Quizzes
- Classwork
- In class activities
- Projects
- Ticket Outs

Summative Assessments 40%

- Unit Projects

- Unit Tests

- Final Comprehensive Exam

Scale

A	90-100%
B	80-89%
C	70-79%
D	60-69%

Multimedia Curriculum
I Can Statements, Essential Questions and Transfer Goals

Unit 1—Introduction to Multimedia

- I can describe multimedia.
- I can identify various types of media in a multimedia presentation.
- I can explain and apply copyright laws.

Transfer….Students Recognize the value of including multiple types of media into a presentation when communicating a message and can apply copyright law when using or creating media.

Essential Questions

How does combining multiple forms of media impact the effectiveness of communicating a message?

How do ethics and copyright law influence the use and creation of media?

Unit 2—Audio Editing

- I can record and edit sound.
- I can identify tracks and timelines in an editing program.
- I can convey a message using sound as a medium.

Transfer…Students will utilize software to create a sound presentation that effectively conveys a message and be able to edit sound using audio editing software for inclusion in a variety of multimedia presentations.

Essential Questions

How can various types of sound be combined?
How does sound contribute to the effective communication of a message?

Unit 3—Basic Camera and Editing Techniques

- I can identify the stages of video production.
- I can create and read a storyboard.
- I can shoot video using various camera angles and shot types.
- I can combine video clips to create a finished product.
- I can effectively plan camera angles and shot types to communicate my message to my audience.
- I can navigate a video editing program.
- I can import and manage files for use in a video editing program.
- I can add titles to a video project.
- I can apply transtions to a video project.
- I can cut video.
- I can export a video project.

Transfer…Students will create storyboards to plan video and audio creation. Students will capture footage using camcorders with multiple camera angles that results in the effective communication of a message. Students will edit footage in a video editing workspace to create an effective multimedia message or presentation.

Essential Questions

How does the marketing mix affect the success of a product/service or business?
What is the best way to reach potential customers?

Unit 4—Video Editing

- I can apply effects to video projects.
- I can use keyframing to change attributes of video clips.
- I can edit time in video projects.
- I can use layering to enhance video projects.
- I can apply chroma key techniques to video projects.
- I can add sound to a video project to create an effective multimedia presentation.
- I can use advanced cutting tools to edit video more effectively.

Transfer….Students will use video editing software to combine audio, still, and motion pictures to create a multimedia presentation which effectively communicates a message.

Essential Questions

How can video editing techniques be employed to create effective multimedia presentati