

Multimedia & Image Management Techniques Syllabus

Course Number:	8150 (OK Promise Approved)
Pre-requisite:	Fundamentals of Technology or Business and Computer Technology
Career Cluster/Pathway:	Information Technology/Web and Digital Communications
Career Majors:	3D Animator, 3D Modeler, Animator, Audio Production Engineer, Desktop Publisher/Graphic Designer, Graphic Design Specialist, Interactive Media Specialist, Motion Graphics Artist, Multimedia Assistant, Multimedia Specialist, Office Information Specialist, Special Effects Technician, Video Editor, Video Game Designer, Video Producer, Video Production Assistant, Web Designer, Web Designer (Entry Level), Web Producer, Web Specialist, Webmaster
Locations:	Various locations across Oklahoma
Length:	1 Carnegie Unit (95 class periods theory/80 class periods lab)

Course Description:

Students will acquire fundamental skills in image creation and management procedures and techniques as they create, revise, optimize, and export graphics for video, print, and web publishing.

Specific Learning Competencies - *Upon successful completion of this course, the student will be able to:*

1. Identify differences in platforms, browsers, display settings, etc., and related issues.
2. Use scanning software and scanning devices to properly scan reflective and transparent mediums.
3. Demonstrate basic design procedures using photo-editing software that include photo enhancement, correction, restoration, and manipulation.
4. Understand and employ design and color principles while creating visually appealing graphic images.
5. Manipulate, troubleshoot, compress, publish and export graphics and/or animations.
6. Apply appropriate techniques for web and print publishing.
7. Demonstrate sensitivity in communicating with a diverse workforce.
8. Understand legal and ethical issues in the IT field.
9. Prepare visual design specifications and evaluate visual appeal.
10. Demonstrate proficiency in the use of digital imaging techniques and equipment.
11. Select and utilize appropriate software and hardware tools.
12. Produce or acquire graphics, animation, audio, and/or video content.
13. If using Adobe Photoshop for image editing, apply the following features appropriately: color, efficiency and automation, file management, filters and effects, image properties, layers, masks and channels, text tools, and user interface.

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14. If using Fireworks for image editing, apply the following features appropriately: animation, commands, effects, setup, web images, behaviors, drawing tools, exporting, and tools.
15. If using Adobe Illustrator for vector graphics, apply the following software features appropriately: automation and customization, compiling objects, interaction with web and other applications, type tools, color, objects and shapes, interface, and enhancing artwork.
16. Create and manipulate original digital images using the features of vector graphics software.

Instruction: (Based on 175 class periods)

- | | |
|--------------------|---|
| 87.5 Class Periods | Image Capture/Acquisition, Management and Enhancement |
| 87.5 Class Periods | Image Creation, Management and Manipulation |

Methods of Instruction:

(Choose method(s) of instruction – examples are: lectures, class discussions, hands-on-training, demonstrations, projects and performance evaluation.)

Required Testing:

(Select from the following options)

- | | |
|----------------------------|---|
| Adobe Certified Associate: | Visual Communications With Photoshop (992)
Graphic Design & Illustration with Adobe Illustrator (297) |
| Adobe Certified Expert: | Select one: <ul style="list-style-type: none">▪ Adobe Photoshop (281)▪ Adobe Illustrator (283) |
| ODCTE: | Select one: <ul style="list-style-type: none">▪ Media Production: Production Assistant (OD40603)▪ Advertising Design: Graphic Designer (OD4412)▪ Advertising Design: Illustrator (OD44113) |
| Brainbench: | Select one: <ul style="list-style-type: none">▪ Adobe Photoshop (281)▪ Adobe Illustrator (283) |

Recommended Tests:

- | | |
|-------------|---------------------------|
| Brainbench: | Presentation Skills (961) |
|-------------|---------------------------|

Recognized Primary Course Textbooks and Instructional Resources:

Online:

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<http://www.pearsonmylabandmastering.com/northamerica/mygraphicslab/>

Lynda.com Online Learning Library

<http://www.cybercollege.com>

<http://windows.microsoft.com/en-us/windows-vista/getting-started-with-windows-movie-maker>

Textbooks:

Adobe Revealed Series Books (Photoshop, Advanced Photoshop, Illustrator)

Adobe Classroom in a Book <https://www.adobe.com/training/books/>

Multimedia Activities & Projects CD-ROM, 2nd Edition, 2008 ISBN-10: 0538445262

Design Fundamentals for New Media, 2nd Edition, 2013 ISBN: 1-133-13113-1

Video: Digital Communication & Production, 2013 ISBN: 978-1-60525-817-1

Learn Adobe Photoshop by Video: Core Training in Visual Communication, ISBN 978-0-321-63493-1

Adobe Illustrator - Illustrated

Adobe Illustrator Classroom in a Book

The Graphic Designer's Digital Toolkit: A Project-Based Introduction to Adobe Photoshop Creative Cloud, Illustrator Creative Cloud & InDesign Creative Cloud, 7th Edition, Allan Wood McIntosh College, Cengage Learning © 2015

Adobe Photoshop Creative Cloud Revealed, 1st Edition, Elizabeth Eisner Reding, Cengage Learning © 2015

Adobe Illustrator Creative Cloud Revealed, 1st Edition, Chris Botello Tabor Academy, Marion, Massachusetts, Cengage Learning © 2015

Visual Design: Foundations of Design and Print Production: <http://edex.adobe.com/visual-design>

Adobe Education Exchange: <http://edex.adobe.com/>

Digital Video: Foundations of Video Design and Production: <http://edex.adobe.com/digital-video>

Adobe Certified Associate Program/ Preparation Materials

<http://www.adobe.com/education/certification-programs/preparation-materials.edu.html>

ctYou BMITE Teacher Resources - <https://ctyou.org/mod/book/view.php?id=1268>

Career Cluster Resources for Information Technology - <http://www.careerclusters.org/information-technology>