Graphic Multimedia Technology- TGJ4M
Course Information & Evaluation

This course enables students to further develop media knowledge and skills while designing and producing projects in the areas of live, recorded, and graphic communications. Students may work in the areas of Digital Animation, 3D Design, TV, video, and movie production; radio and audio production; print and graphic communications; photography; digital imaging; broadcast journalism; and interactive new media. Students will also expand their awareness of environmental and societal issues related to communications technology, and will investigate career opportunities and challenges in a rapidly changing technological environment.

PREREQUISITE: Communications Technology, Grade 11, University/College Preparation

Overall Expectations	Strands/Units Topics	
Fundamentals	1. Principles of Advanced Multimedia Design	5. Effective 2D and 3D Imaging
A1. demonstrate an understanding of advanced concepts, techniques, and skills required to produce a range of communications media products and services;	2. Advanced Photoshop CS5	6. Preparing Graphic Content for Video
	3. Advanced Illustrator CS5	7. Advanced Adobe AfterEffects CS6 for Graphic Communications
A2. describe different types of equipment and software and explain how they are used in creating communications media products;	4. 3D Rendering and Animation with Maxon Cinema 4D	7. Typography Study
		8. Future Technologies and Opportunities
A3. demonstrate an understanding of technical terminology, scientific concepts, and mathematical concepts used in communications technology, and apply them to the creation of media products;		9. Summative (x2)

Overall Expectations

Fundamentals

A1. demonstrate an understanding of advanced concepts, techniques, and skills required to produce a range of communications media products and services;

A2. describe different types of equipment and software and explain how they are used in creating communications media products;

A3. demonstrate an understanding of technical terminology, scientific concepts, and mathematical concepts used in communications technology, and apply them to the creation of media products;

A4. demonstrate an understanding of and apply the interpersonal and communications skills necessary to work in a team environment..

Skills

B1. apply project management techniques to the planning and development of communications media projects;

B2. apply a design process or other problem-solving processes or strategies to meet a range of challenges in communications technology;

B3. create products or productions that demonstrate competence in the application of creative and technical skills and incorporate current and evolving standards, processes, formats, and technologies..

Technology, The Environment & Society

C1. analyse the environmental impact of recent advances in communications technology, and describe ways of reducing harmful effects;

C2. demonstrate an understanding of the effects of communications technology and media activities on society and cultural diversity..

Professional Practice & Careers

D1. demonstrate an understanding of and apply safe work practices when performing communications technology tasks;

D2. demonstrate an understanding of and adhere to legal requirements and ethical practices relating to the communications technology industry;

D3. demonstrate an understanding of career opportunities and career development in a rapidly changing technological environment, and maintain a portfolio of their work as evidence of their qualifications for future education and employment.

Strands/Units Topics

1. Principles of Advanced Multimedia Design
2. Advanced Photoshop CS5
3. Advanced Illustrator CS5
4. 3D Rendering and Animation with Maxon Cinema 4D
5. Effective 2D and 3D Imaging
6. Preparing Graphic Content for Video
7. Advanced Adobe AfterEffects CS6 for Graphic Communications
7. Typography Study
8. Future Technologies and Opportunities
9. Summative (x2)

Course Text and Reference Resources

Adobe Photoshop CS5 Classroom in a Book, Adobe InDesign CS5 Classroom in a Book, Adobe Press Photoshop, Indesign, and online training videos

Assessment & Evaluation Policy

Refer to the attached SWL Assessment and Evaluation Policy April 2011

Attendance Policy

Students are responsible for catching up on class notes and completing any assignments or tasks involving equipment for which they were absent. ***It is up to the students to ask the instructor what they missed when they return***. Parents will be contacted for any student who skips class. After three such skips, the student will be referred to the Vice-Principal.

70% Formative Evaluation
Student evaluation is based on the Overall Expectation found in the Ontario Curriculum using various forms, such as, but, not limited to, quizzes, tests, assignments, projects, presentations, safety practices, and activities.

30% Summative Evaluation
Each student will complete two summative projects representing 30% of their mark.

Certain forms of these summative evaluations (exams, final tests, performance based tasks, etc.) are time sensitive. This means they must be completed at and within a specific time. Students must be present for these summative evaluations. Any absence will result in a mark of zero, unless validated by an official certificate. (ex. Medical Certificate). Students and parents will be informed well in advance of summative evaluation dates.

Classroom Expectations

1. Students are expected to be willing and active participants in all course activities. This includes completing all assignments both on time and with sufficient effort, and honoring all of their commitments. Every student is expected to keep a neat, well-organized notebook or portfolio

2. Students will contribute to a positive learning environment by: • practicing safe work habits at all times • being respectful to others and respecting their property • treating all equipment with care and ensuring proper knowledge of its operation • reporting unsafe or hazardous situations to the instructor • reporting software or equipment problems to the instructor • cleaning up their workspace and putting everything away before they leave the class*** Electronic storage devices and headphones can be used at the discretion of the teacher * No food or drink is permitted in any of the equipment areas.**