MULTIMEDIA COMMUNICATIONS I – 6570

Course Scope:

This one-year course introduces students to media technologies used in business for digital communication. Areas of emphasis include: website development, user interface, video, photo, written content, social media marketing, and front-end design. Instructional practices incorporate integration of diversity awareness including appreciation of all cultures and their important contributions to society. The appropriate use of technology is an integral part of this course. This course fulfills one of the Arts/Humanities/CTE credits required for high school graduation.

Course Goals:

1. To apply the elements and principles of design to compose and present projects.
    [GRA 2.1-2, PHO 5.3]

2. To demonstrate knowledge of trends and components of multimedia communication.
    [ANIM 1.1, PHO 1.1, VIDEO 1.1]

3. To utilize legal and ethical methods for project development. [VIDEO 1.2-8]

4. To demonstrate proper use of production tools and techniques.
    [PHO 6.2, RADIO 4.2, VIDEO 3.1-3]

5. To demonstrate comprehension of marketing concepts. [MKT 8.0]

6. To develop and execute professional communication skills.
    [ANIM 1.1, MKT 4.0, RADIO 2.3, WEB 3.3]

7. To explore and prepare for career opportunities in multiple fields. [GRA 1.1]

8. To model the Nevada *Employability Skills for Career Readiness Standards*. [ESCR 1.0]

It is recommended that nontraditional careers be encouraged and that gender-neutral teaching materials be utilized. The emphasis on hands-on activities allows for a wide range of ability levels. Equipment, tools, and machinery should be adapted for use by students with physical handicaps and the methods of their use should be adjusted to accommodate these special needs. Additionally, instructors are encouraged to use supplemental textbooks and audiovisuals illustrating special populations.

ANIM = Animation
GRA = Graphic Design
PHO = Photography
MKT = Marketing
RADIO = Radio Production
VIDEO = Video Production
WEB = Web Design & Development
ESCR = Employability Skills for Career Readiness

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