

# SYLLABUS: DIGITAL MEDIA

**INSTRUCTOR:** Brad Fox

**EMAIL (BEST METHOD TO REACH ME):** Brad.fox@browardschools.com

**COURSE:** Digital Media

**COURSE LOCATION:** Room – B180

**TELEPHONE:** 754-322-1700

**COURSE DESCRIPTION:** This program offers a sequence of courses that provides coherent and rigorous content aligned with challenging academic standards and relevant technical knowledge and skills needed to prepare for further education and careers in the Arts, A/V Technology and Communication career cluster; provides technical skill proficiency, and includes competency-based applied learning that contributes to the academic knowledge, higher-order reasoning and problem-solving skills, work attitudes, general employability skills, technical skills, and occupation-specific skills, and knowledge of all aspects of the Arts, A/V Technology and Communication career cluster.

## **COURSE OBJECTIVES:**

- The Participate in work-based learning experiences
- Perform e-mail activities
- Demonstrate proficiency using operating
- Perform decision making activities
- Demonstrate proficiency navigating the Internet, intranet, and the WWW
- Demonstrate proficiency using HTML commands
- Demonstrate proficiency in page design applicable to the
- Develop an awareness of Internet/intranet tools



The content includes but is not limited to practical experiences in Web page design, interactive presentation development, testing and production. Specialized skills in multimedia presentations such as video editing, audio features, and simple animation and authoring software are used to produce a variety of interactive multimedia presentations.

**INSTRUCTIONAL PHILOSOPHY:**

In this class we learn by using three important learning styles: (1) Listening (I will explain the concept), (2) Seeing (I will show you how to do it), (3) Touching (You will practice the learned task) and complete projects. At times you will also be required to use your Voice to repeat learned tasks and/or concepts. Students will be required to work independently but are encouraged to assist each other whenever possible. The best learning takes place when you can explain the concept to someone else.

**FIRST QUATER: PHOTOSHOP**

Time (weeks)	Topic
1:	Introduction to Adobe Photoshop
2:	Working with Layers
3:	Making Selections
4:	Incorporating color techniques
5:	Placing Type in an image
6:	Project
7:	Using painting tools
8:	Creating images for the web
9:	Project

**SECOND QUATER: HTML**

Time (weeks)	Topic
1:	Web Design Principles
2-3:	Creating an HTML document
4-5:	Creating links to web pages and files
6:	Formatting page elements with HTML
7-8:	Adding Graphics and Multimedia
9:	Formatting with cascading style sheets

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## THIRD QUATER: HTML

### Time (weeks)

1-2:

3:

4-6:

7:

8-9:

### Topic

Working with tables

Using forms to control input

Project (Personal web page)

Controlling page layout with frames  
and tables

Project

## FOURTH QUATER: DREAMWEAVER

### Time (weeks)

1-2:

3-9:

### Topic

Dreamweaver elements

Projects

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## EVALUATION:

- **Class Work:** (30%) Will consist of many different individual in-class assignments. Class work will be on a 100 point scale with rubric provided.
- **Journals:** (10%) Daily entries will be given on various topics and activities including vocabulary activities.
- **Projects:** (40%) There will be at least one project per quarter. Topics to be selected and due dates announced a week or two into the quarter. Projects are to be turned in on the due date. Late projects will not be accepted unless previous arrangements are made. Rubrics will be given that will explain what is being assessed and point quality.
- **Employability Skills:** (10%) Students will be required to dress in business attire the second Wednesday of every month beginning in September and ending in May. If you are absent, you must schedule a makeup day with me. Employability skills activities will also be conducted on these days.
- **Tests/Quizzes:** (10%) Will be pre-announced. Tests/quizzes may be in multiple choice, fill-in (without a word bank), short essays, and/or production (i.e. a web page). T/Q will be graded on a 100 point scale.

## PROFESSIONAL BUSINESS DAY DRESS

Students will be required to dress in business attire the second Wednesday of every month beginning in September and ending in May. I will go over the details and what business attire is in class. Students are encouraged to dress professionally every Wednesday. If school is not in session on this particular day, an alternate day or week will be announced. If you are absent, you must schedule a makeup day with me. Students will be graded accordingly:

100 points	(A)	Complete business attire
88 points	(B+)	Missing 1 bus. attire item
82 points	(B)	Missing 2 bus. attire item
78 points	(C+)	Missing 3 bus. attire items
72 points	(C)	Missing 4 bus. attire items
55 points	(F)	Did not business dress

**10 additional points will be given to those students who dress in corporate attire**

## HOMEWORK POLICY:

Generally there will be no homework for this class because most of the class work is done using the computer. However, on occasion the student may have an assignment to be completed at home. In that event, the following rule applies: NO HOMEWORK ASSIGNMENTS WILL BE ACCEPTED LATE WITHOUT PENALTY (LOSS OF POINTS). One day late, ½ credit deduction; two days late, no credit (ZERO). In the real world, people are fired from jobs for not meeting deadlines. **Excused** absences are the only exceptions to this policy. SCHOOL POLICY REGARDING EXCUSED ABSENCES AND MAKE UP WORK WILL APPLY IN THESE CASES.

## SUCCESS IN CLASS:

- Complete your class work and turn it in by the due date announced in class. Late assignments will not be accepted unless you have made prior arrangements with me.
- Keep up-to-date with class work
- Redo any assignments that are returned with “Redo” on it for a better grade.
- You will only flunk this class if you have excessive absences or don’t do your work or turn in your assignments in a timely manner.
- A “D” is unacceptable and does not demonstrate what you learned in this class. A "C" is mediocre and I do not have "average" students--this is also not acceptable.
- “Beginnings are wonderful things—they’re free, they’re full of possibilities, and everyone gets a new one every day. What will you do with yours?”

## CLASSROOM RULES, PROCEDURES, AND EXPECTATIONS

Welcome new students. I want to take this opportunity to explain some of the rules and expectations I have for you in my class:

### RULES

1. No food, gum, or drinks; except water.
2. No games, CD players, iPods, MP3 players, or other electronic equipment. Cell phones must be turned off (not on vibrate).
3. Only one person out of class at a time. You must have a pass to leave class.
4. Please be on time.

**5. Please refrain from talking and making noise when the teacher is giving instruction.**

**CONSEQUENCES**

- First time: verbal warning
- Second time: verbal warning with documentation; call home
- Third time: referral to your administrator
- Each subsequent time: referral to your administrator

In addition to the rules, I have several expectations and procedures that are necessary for success in this class:

1. Bring paper, pen, 1" binder with lined paper, flash drive (at least 2 GB), and spiral notebook or lab notebook.
2. The classroom will be kept clean, neat, and orderly. Leave the room in better condition than when you arrived.
3. Remain in your seat unless told otherwise for group work. The bell does **not** dismiss you. If you are out of your seat or near the doors the entire class will be held back until everyone is seated and quiet.
4. All assignments must be labeled and legible. If I can't read it, it's wrong. Papers with no names will receive zero credit.
5. Cheating will not be tolerated. A grade of zero will be given along with a call to your parent and a referral to your administrator.
6. Late work will not be accepted except for school excused absences.
7. Pop quizzes are given in this class.

**ATTENDANCE:**

You are expected to attend class every day. No makeup work will be given unless you have a school approved excused absence. All work must be turned in at the time it is due. Be certain to pre-arrange with me a time to make up a test if you miss one. The attendance policy for the school will be strictly upheld.

**BRIGHT FUTURES/GOLD SEAL SCHOLARSHIP**

Course substitutions as defined in the Comprehensive Course Table for this program area may be used to qualify a student for Florida's Gold Seal Vocational Scholarship, providing all other eligibility requirements are met. Eligibility requirements are available online at [https://www.osfaffelp.org/bfiehs/fnbpcm02\\_CCTMain.aspx](https://www.osfaffelp.org/bfiehs/fnbpcm02_CCTMain.aspx).

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**EMAIL:** Brad.fox@browardschools.com

**TELEPHONE:** 754-322-1700

I have read, understand, and agree to abide by all rules and policies addressed in the syllabus for Digital Media.

Student Signature: \_\_\_\_\_

Parent/guardian Signature: \_\_\_\_\_

## **Parent/guardian Contact Information:**

Email: \_\_\_\_\_

Phone (Home): \_\_\_\_\_

Phone (Cell): \_\_\_\_\_