

# Wallenpaupack Area School District Planned Course Curriculum Guide

**BCIT**

## **Multimedia Design**

**Course Description:**

This is an introductory multimedia design class. We will be exploring different forms of digital media which leads to students having the opportunity to explore their creative side in a computer-based setting. Students will use various forms of multimedia which includes, but is not limited to, Microsoft, Canva, iMovie, and Google Suites.

- Graphic Design
- Video Editing and Design
- Website Design

**Initial Creation Date (if applicable) and Revision Dates:**

**2/21/24**

<b>Wallenpaupack Area School District Curriculum</b>	
<b>COURSE: Multimedia</b>	<b>GRADE: 8</b>
<b>UNIT 1: Graphic Design</b>	<b>TIMEFRAME: 5-7 days</b>

**PA COMMON CORE/NATIONAL STANDARDS:**

- 15.3.8.I - Distinguish between relevant and non-relevant information for note taking, questioning, or decision making.
- 15.3.8.T - Discuss the rules of digital citizenship.
- 15.3.8.W - Use electronic communication with peers and/or educators to produce a work product.
- 15.4.8.D - Create projects using emerging input technologies.
- 15.4.8.G - Create an advanced digital project using appropriate software/application for an authentic task.
- 15.4.8.K - Create a multimedia project using student-created digital media.
- 15.9.8.L - Explain how technologies are used in marketing to gain a competitive advantage.

**UNIT OBJECTIVES (SWBATS):**

- Students will be able to use digital programs to create authentic graphic designs.
- Students will be able to use digital programs to edit photographs.
- Students will be able to elaborate on important marketing strategies in reference to graphic design.
- Students will be able to demonstrate how to create meaningful graphics for advertising purposes.
- Students will be able to demonstrate the use of various tools in Canva successfully.
- Students will be able to use artificial intelligence to create authentic designs.
- Students will be able to demonstrate their understanding of creative commons.

**INSTRUCTIONAL STRATEGIES/ACTIVITIES:**

- Projects
- Guided Lessons
- Videos
- Presentations
- Oral Questioning
- Internet Resources

**ASSESSMENTS (Diagnostic/Benchmark/Formative/Summative):**

- Projects
- Classwork
- Demonstrations
- Presentations

**DIFFERENTIATED INSTRUCTION (Acceleration/Enrichment):**

Appropriate accommodations based on the student’s IEP/504 Plan and/or student ability.

**RESOURCES (Technology Based Resources, Text Resources, etc.):**

- Computers
- Internet
- Google
- Creative Commons
- Canva
- Microsoft

**KEY VOCABULARY:** graphic design, editing, marketing, audience, location, layout, theme, contrast, layers, text wrap, font, filters, blending, creative commons

<b>Wallenpaupack Area School District Curriculum</b>	
<b>COURSE: Multimedia</b>	<b>GRADE: 8</b>
<b>UNIT 2: Video Editing and Design</b>	<b>TIMEFRAME: 8-10 days</b>

**PA COMMON CORE/NATIONAL STANDARDS:**

- 15.3.8.I - Distinguish between relevant and non-relevant information for note taking, questioning, or decision making.
- 15.3.8.W - Use electronic communication with peers and/or educators to produce a work product.
- 15.4.8.D - Create projects using emerging input technologies.
- 15.4.8.G - Create an advanced digital project using appropriate software/application for an authentic task.
- 15.4.8.K - Create a multimedia project using student-created digital media.

**UNIT OBJECTIVES (SWBATS):**

- Students will be able to demonstrate their knowledge of using iMovie.
- Students will be able to create an authentic video using video editing software.
- Students will be able to demonstrate the process of creating a video.
- Students will be able to create a script for directing a video.
- Students will be able to use OneDrive to save all files/videos and keep them organized.
- Students will be able to collaborate with classmates throughout the video production process.

**INSTRUCTIONAL STRATEGIES/ACTIVITIES:**

- Projects
- Guided Lessons
- Videos
- Presentations
- Oral Questioning
- Internet Resources

**ASSESSMENTS (Diagnostic/Benchmark/Formative/Summative):**

- Projects
- Classwork
- Demonstrations
- Presentations

**DIFFERENTIATED INSTRUCTION (Acceleration/Enrichment):**  
 Appropriate accommodations based on the student’s IEP/504 Plan and/or student ability.

**RESOURCES (Technology Based Resources, Text Resources, etc.):**

- Computers
- iPad
- Internet
- Google
- Creative Commons

- iMovie
- Powtoon
- Microsoft

**KEY VOCABULARY:** iMovie, clip, cropping, cut, frame, freeze frame, focus, rough cut, timeline, sound effects, voice over, transitions, durations, background, text, shapes, script, slides, scenes, settings, outline, props, PowerPoint, timings

<b>Wallenpaupack Area School District Curriculum</b>	
<b>COURSE: Multimedia</b>	<b>GRADE: 8</b>
<b>UNIT 3: Web Design</b>	<b>TIMEFRAME: 5-7 days</b>

**PA COMMON CORE/NATIONAL STANDARDS:**

- 15.3.8.I - Distinguish between relevant and non-relevant information for note taking, questioning, or decision making.
- 15.3.8.W - Use electronic communication with peers and/or educators to produce a work product.
- 15.4.8.D - Create projects using emerging input technologies.
- 15.4.8.G - Create an advanced digital project using appropriate software/application for an authentic task.
- 15.4.8.K - Create a multimedia project using student-created digital media.
- 15.9.8.L - Explain how technologies are used in marketing to gain a competitive advantage.

**UNIT OBJECTIVES (SWBATS):**

- Students will be able to create their own website.
- Students will be able to create a portfolio of their work.
- Students will be able to strategically design a website.
- Students will be able to create a multimedia website.
- Students will be able to demonstrate their understanding of using various parts of Google Sites.

**INSTRUCTIONAL STRATEGIES/ACTIVITIES:**

- Projects
- Guided Lessons
- Videos
- Presentations
- Oral Questioning
- Internet Resources

**ASSESSMENTS (Diagnostic/Benchmark/Formative/Summative):**

- Projects
- Classwork
- Demonstrations

**DIFFERENTIATED INSTRUCTION (Acceleration/Enrichment):**  
 Appropriate accommodations based on the student’s IEP/504 Plan and/or student ability.

**RESOURCES (Technology Based Resources, Text Resources, etc.):**

- Computers
- iPads
- Internet
- Google

- Google Suites
- Creative Commons
- Canva
- Microsoft
- iMovie
- Powtoon

**KEY VOCABULARY:** Google Suites, Google Sites, embed, URL, heading, title, hyperlink, portfolio