

# MULTIMEDIA PUBLISHING

m.d.morgan@k12.wv.us  
dmorgan@jamesrumsey.net



David Morgan, Instructor  
304-754-7925 ext. 40512

The purpose of the Multimedia Publishing class is to introduce students to the Communications industry and to prepare them for a career in this industry. Students will learn the basic skills needed to create and produce content for multiple platforms. This includes writing, photography, videography, graphic design, web design, and printing. These skills will be developed through classroom study, hands-on lab activities, and the production of live jobs for real customers.

## Criteria For Grading

The Berkeley County grade scale is used (A 90-100%, B 80-89%, C 70-79%, D 60-69%, F 0-59%). Grades will be earned through a variety of assignments, projects, quizzes and tests, and participation. It is the sole responsibility of the student to obtain and complete any work assignments missed due to his or her absence. If any tests are missed due to an absence, they must be rescheduled upon the student's return to class. The student will be given a reasonable amount of time to make up missed work if the absence is excused. All incomplete assignments will be recorded as a zero.

## Portfolio

Throughout the course, the student will develop a portfolio to showcase the work they produce and achievements they earn. At the end of the course, the student will present their portfolio to industry professionals for review.

## Simulated Workplace

The Multimedia Publishing class is a "Simulated Workplace". In this style of educational environment, students prepare for the responsibilities of their future career by filling operational and leadership roles. Each of these roles carries unique duties and responsibilities. The class will be structured to realistically simulate a working media communications company. Each student will play an important role in the operation of this company.

## Uniforms

Full Steam Publishing employees wear their uniform on Wednesdays. This is a shirt printed by the students.

## Safety

Safety is an important part of any hands-on class. Students must pass the Lab Safety Test with a score of 100%. Safety is emphasized throughout the program.

## Certificates

Students can earn the following credentials.

- **OSHA 10HR General Industry Safety Card.** This is a nationally recognized certification for workplace safety earned through an online course.
- **Responsive Web Design Certificate.** This is an online course in basic HTML and CSS coding.
- **NOCTI Workforce Competency Credential and NOCTI Certificate of Achievement.** The NOCTI exam is the nationally recognized standardized test that is used for the program's final assessment.
- **JRTI Certificate.** This is a three-tier certificate (bronze, silver, gold) based on grades and attendance.

# CONTENT STANDARDS

## Safety

- Demonstrate application of appropriate industry safety practices.
- Demonstrate application of appropriate electrical safety practices.
- Demonstrate application of appropriate chemical safety practices.

## Ethics

- Identify ethical responsibilities with regard to copyright and infringement.
- Demonstrate awareness of government and industry regulations and standards.
- Identify the characteristics of positive digital citizenship.
- Understand how to maintain a positive digital footprint.

## Communication Career Foundations

- Identify educational requirements for various visual communications and multimedia design careers.
- Identify elements of a professional portfolio for the visual communications and multimedia design.
- Understand how visual communications and multimedia design apply to business.

## Computer Literacy

- Demonstrate knowledge of computer terminology.
- Identify issues of web safety and personal/professional online confidentiality.
- Demonstrate understanding of different platforms and cross-application design.
- Identify and operate peripherals.
- Demonstrate appropriate knowledge and use of industry-standard software.
- Demonstrate application of basic troubleshooting and maintenance skills.
- Demonstrate file management skills.
- Identify and explain various file formats (e.g., .pdf, .jpg, .png).
- Demonstrate understanding of procedures involved in importing and exporting.

## Multimedia

- Define multimedia terminology, including web-based terminology.
- Identify ways that social media impacts the industry.
- Identify various types of multimedia applications that include current technology.
- Identify how to incorporate interactivity in multimedia projects.
- Demonstrate knowledge of basic principles of web design.
- Demonstrate knowledge of basic principles of animation.

## Print-Based and Digital Visual Literacy

- Define and use the elements of design (e.g., line, space, value).
- Define and use the principles of design (e.g., unity, balance, rhythm).
- Demonstrate application of elements of a successful composition.
- Evaluate/Critique the effectiveness of visual communications and media design.

# CONTENT STANDARDS

## Conceptual Design

- Identify elements of design specifications for customers.
- Identify the importance and use of brainstorming and various types of research.
- Apply knowledge of conceptual design terminology, thumbnails, and storyboards.
- Apply appropriate design production techniques for output.
- Proof projects (e.g., proof marks).

## Color Theory

- Demonstrate knowledge of color concepts, including primary, secondary, and tertiary colors.
- Identify and apply additive and subtractive color principles.
- Apply correct usage of RGB, CMYK, HEX, and spot color.
- Identify characteristics of color (e.g., tint, shade, value).
- Select appropriate color involving the psychology of color.

## Typography

- Demonstrate knowledge of typographic terminology.
- Identify the anatomy of type.
- Identify characteristics of type styles and families.
- Identify and demonstrate appropriate use of various types of measurements.
- Manage typography design problems and preflight check when designing and exporting.
- Choose and apply appropriate typeface, including ones for various jobs.

## Print-Based and Digital Materials and Equipment

- Identify and properly use equipment.
- Identify and properly use electronic tools (e.g., hardware).
- Identify and properly use presentation material.



# EXPECTATIONS

## Be Professional

Greet visitors when they enter the room. Be polite, helpful, and cooperative. Bigotry, violence, horseplay, profanity, tobacco, vaping, and vandalism are not tolerated and will result in disciplinary action.

## Computer Use

Computers are workstations, not entertainment systems. Never install anything on the computers. Do not view inappropriate material. Do not play games. Any of the violations of the school's Acceptable Use Policy will result in disciplinary action.

## Food And Drinks

You are allowed to have food and drinks in the classroom but keep the room clean. If you allow the classroom to get filthy, I will end food privileges. Food and drinks are NOT allowed near any of the computers, equipment, or jobs that we are working on.

## Talk to Me Before Leaving the Room

It is my responsibility to keep track of where everyone is at all times, so I ask that you check with me before going to the restroom, the office, or wherever. Going to the vending machines during class is not allowed.

## Attendance

The class is three periods per day and involves a lot of work that must be done at school. Attendance is very important. Three tardies will be counted as one absence. An absence will be excused if it is due to a school activity such as a pep rally or school trip. Absences due to illness will be excused if a doctor's note is provided.

## Blended Learning

JRTI programs involve extensive hands-on activities. To maximize the time we are able to work face-to-face, the school has adopted a blended learning model. Students in Multimedia Publishing will have assignments to complete at home every week. Time at school will be spent working on jobs, projects, preparing to earn credentials, and other hands-on assignments. It is important that **homework be completed outside of class**. Assignments and class discussions will be posted to Schoology. Additional online tools such as Google Docs will be used to deliver lessons.

## iPads

My students can borrow an iPad to use at home. This gives them access to apps that can be used to complete most assignments. These devices must be cared for and returned before the end of the school year. If a student has a desktop or laptop at home that is capable of running the Adobe apps we use, they may not need to borrow an iPad.

## Reading Material

Students will use the internet to conduct research for various assignments.

## School Policies

You can find our school policies on our website [jamesrumsey.com](http://jamesrumsey.com) under "Student Resources/Policies".



*“An investment in knowledge pays the best interest.”*

— BenFranklin