

Multimedia Communications – Scope & Sequence – 2019/2020 School Year

FRESHMAN

TERM ONE

Exploratory

- Intro. to HTML
- Intro. to Photography
- Intro to Vector & Raster Graphics
- Intro. to Animation & 3D Design
- Intro. to Advertising Industry

TERM TWO

- Safety – Shop Protocols; SDS; Ergonomics
- Intro. to Design Thinking – *5 Chairs*
- Intro. to Vector Graphics
- Intro. to Brand Identity / Logos
- Graphic Design Foundations
- Layout – CRAP
- Intro. to HTML / CSS
- Intro. to Typography - *anatomy, theory*

TERM THREE

- Safety – Copyright Law
- Intro. to Digital Photography
- Intro. to Raster Graphics
- Intro. to Typography – *theory, layout practical*
- Intro. to Digital Video Editing
- Intro. to Sound Recording
- Intro. to Presentation Skills
- Intro. to Adobe Animate
- Intro. to Design Thinking (UX) – *Hamster Cage*
- Intro. to Portfolio

SOPHOMORES

TERM ONE

- Safety – OSHA
- Intermediate Digital Photography
- Intermediate Typography
- Design Thinking (UX) – Empathy / Define / Ideation
- Intro. to Persuasive Speech
- Intro. to Competitive Analysis / Advertising Techniques
- Social Persuasion Campaign
- Digital Imaging Creative

TERM TWO

- Digital Imaging Creative
- Intermediate Communications/Advertising
- Intro. Foley Sound Effects / Sound Design
- Intro. to Television Advertising
- Intro. to Deconstruction
- Currency Design

TERM THREE

- Safety – Manual Cutting Tools
- 3D Design / Rhino 3D
- Animation
- Foley Sound Design / Sound Effects
- Concept Mapping / Brainstorming
- Story & Character Development
- Intro. to Animation - Stop Motion Techniques – *set design, character design*
- Design Thinking (UX) – *Ramen*
- Intermediate Portfolio

JUNIORS

TERM ONE

- Safety – Copy Center Finishing Equipment
- Digital Print Production Workflows (Copy Center)
- Safety – Studio Lighting / Electricity
- Product Marketing – Beverage Campaign
- Studio Lighting – Product Photography
- Observational Drawing
- Intro to CRM / Professional Interpersonal Communicatio
- Design Thinking (UX) – Welcome Freshmen
- Inter. Photography – Headshot Portraits

TERM TWO

- Safety – Spray mount adhesive
- Portrait Retouching
- Studio Lighting / Creative Portraiture
- Design Thinking – Welcome Freshmen
- Foley Sound Effects / Sound Design
- Photo printing / mounting
- Instructional Demonstration Video
- Brand Identity – *personal branding*

TERM THREE

- Adv. Adobe Illustrator - Information Graphics - Wide format design / production
- Animation – Intro to Motion Graphics
- Website Portfolio
- Digital Imaging Creative – Album Art
- Wide-format Design and Printing - *Trade/Shop Posters, etc.*

SENIORS

TERM ONE

- Advanced Photo Editing – panorama, restoration
- Advanced Brand Identity – Corporate Branding
- Creative Writing
- Adobe Certification
- Competitive Analysis
- Advanced Design School Portfolio Prep
- Fashion Design
- Specialty Projects
 - 100 pts worth of projects

TERM TWO

- Advanced Design / Photography Layout (Trade Posters / Magazine Covers)
- Senior Project – Proposal / Ideation / Prototype
- Product Photography / Direct Marketing (sm. product catalog, Datamerge, variable data)
- Specialty Projects
 - 100 pts worth of projects

TERM THREE

- Senior Project – Presentation
- Senior Personal Project
- Shop Yearbook
- Advanced Personal Branding / Networking
- Advanced Website Portfolio