

Multimedia Communications

The Multimedia Communications Department emphasizes media design from a problem solving and strategic point of view utilizing the latest technologies and techniques. Students learn strategies for critical thinking and problem solving with a foundation in visual design, marketing, client communication, and entrepreneurship. User experience is an integral part of all projects. Regardless of medium, students will employ techniques related to targeted marketing and branding of products and services based on industry standard audience research techniques. Students undertake a design-centered approach to conceive innovative solutions, while creating visions and building consensus among stakeholders. Collaboration and teamwork are essential skills that are exercised on a consistent basis. Stanford University's Design Thinking for Educators is used as a framework for rapid creation and refinement of visual design solutions for any product or service utilizing a 5-phase approach – Empathy, Definition, Ideation, Prototyping, and Testing – to align technical and non-technical audiences. Please visit www.bvtmultimedia.com to learn more about us.

Students will gain experience with tools related to graphic design (Adobe Creative Cloud), photography, Web and interactive design, and video production. In an effort to mirror expectations of the communications industry, students are expected to meet tight production deadlines while managing multiple projects concurrently. All students work on live projects in our in-house Design and Print Center gaining valuable experience in print production and finishing techniques. Throughout the Multimedia program, each student will turn their projects into a complete multimedia experience, gathering all of their concepts, designs, animations, video, sounds, and graphics into an interactive portfolio. Each student will also have an opportunity to become Adobe certified (ACA) by taking various exams offered in Visual Communications, Production, Rich Media, and Web Design.

0620 Multimedia Communications Exploratory

This one-week course provides the 9th grade exploratory student with an opportunity to explore the world of digital media. Students experience instruction in the digital media labs using Adobe design software and Apple computer technology. Students are introduced to a wide variety of techniques for graphic design, animation, photography, web design, and marketing.

0621 Multimedia Communications 9th Credits: 8 Level: 3

The foundations of design drive strategic concepts in multiple venues including; Web, photography, animation, videography, user experience, and digital print production. The Stanford Design Thinking model is introduced, as well as, conceptual thinking, concept mapping, brainstorming, storyboarding, design theory, color theory, typography, digital video, and presentation skills. Outsourcing techniques are included in the prototyping phase of all projects. Emphasis and evaluations are placed on skill development, creativity, project management, and time management.

6201 Multimedia Communications 9th Grade Related Credits: 1 Level: 3

Introduction to Adobe InDesign and Adobe Photoshop; Intro to HTML/CSS; graphic design, photography, drawing techniques; and storyboarding are essential components of the 9th grade curriculum. Students are evaluated based on their performance on projects that provide opportunities for students to make connections between tools, techniques, and related theory. Student evaluation incorporates test and quiz grades, and completion of all homework/written assignments.

0622 Multimedia Communications 10th Grade Shop Credits: 8 Level: 3

Students build upon the introductory skills and knowledge acquired freshmen year and continue to develop skills related to strategic and design thinking, user experience, and concept development. Topics include; branding and marketing through graphic design, Stanford University's Design Thinking model, advertising, marketing, fashion design, television commercials, storyboarding, story writing, video treatments, stop motion animation, digital photography, video, editorial design, audio, presentation skills, and portfolio development. Emphasis and evaluations are placed on skill development, creativity, project management, and time management.

6202 Multimedia Communications 10th Grade Related Credits: 1 Level: 3

In this course students will develop advanced skills using Adobe Photoshop, Adobe Premiere, and Adobe After Effects. Projects include advanced portrait retouching, application of special effects, motion media, and optimization for print and web workflows. Students will also develop skills in design thinking and problem solving through the use of type, space, and image. Student evaluation incorporates test and quiz grades, and completion of all homework/written assignments.

0623 Multimedia Communications 11th Grade Shop Credits: 8 Level: 3

Junior year students will focus on applying their skills while beginning to work on live work projects for actual clients. Students will develop projects from start to finish utilizing Stanford University's design thinking model – Empathy, Definition, Ideation, Prototyping, and Testing. Projects will become client focused with strong marketing objectives. Students will further enhance their employability skills through participation in various instructional workshops related to customer relationship management and formal presentation of concepts. Students will develop integrated branding and production of professional products across many media, including print, web, and photo/video. Portfolio development for college entrance and/or career entry positions will be required for promotion to senior year.

All juniors will also have the opportunity to work within the BVT Design and Print Center, producing products for clients from all over the district. Students will gain experience in scanning, layout and design, copyediting, digital pre-press, digital print production and customer service. Emphasis is placed on the development of quality standards and safe operating procedures. Additionally, students may apply for a cooperative education internship within the BVT Design and Print Center. Students will also have the opportunity to earn Adobe Certified Associate credentials.

6203 Multimedia Communications 11th Grade Related Credits: 1 Level: 3

Juniors in this course will develop skills in user-interface and user experience design for interactive content. Information architecture development planning and documentation is explored and demonstrated. Activities include role-playing and formal communication with a variety of audiences for both interpersonal communication and formal proposal presentation. Integrated academic assignments related to digital design and communication theories are an integral part of this class. Student evaluation incorporates test and quiz grades, and completion of all homework/written assignments.

0624 Multimedia Communications 12th Grade Shop Credits: 8 Level: 3

Through demonstration of mastery of concepts seniors prepare to continue their education and skills. Students must complete a long-term senior project working with a client to develop design concepts and marketing materials to establish or enhance brand identity. Products will include a variety of media based on a plan developed collaboratively with their client. Strict adherence to the Creative Process and documentation of all phases will be required. Finally, students will present their completed project and documentation to a panel consisting of advisory members and school administrators. Students will also have the opportunity to earn Adobe Certified Associate credentials. Eligible students will have the opportunity to participate in the Cooperative Education Program.

6204 Multimedia Communications 12th Grade Related Credits: 1 Level: 3

Students focus on portfolio development and growth. Presentation skills, creative writing, copy writing, design, marketing, branding, and advanced printing process skills are further enhanced through instructional workshops. Students are required to produce portfolio materials optimized for a variety of media including: web, interactive, and print. A final portfolio will be submitted to meet graduation requirements.

Student evaluation incorporates attendance, test and quiz grades, projects, time on task, skill level, and completion of all homework/written assignments. Students receive instruction, in a cooperative learning environment, through a combination of demonstrations, guest speakers, self-study, small group projects, live work, and individual hands-on experiences. Integrated academic assignments related to digital design and communication theories are an integral part of this class.