

Board Approved July 2015

DEPARTMENT: Technology

COURSE: Multimedia Productions Grade 8

Week	Marking Period 1
1	AUP and School Computer Rules
2	Email Review Internet Safety
3	Works Cited
4	Power Point
5	
6	
7	
8	
9	Photo Editing
10	
Week	Marking Period 2
11	Microsoft Publisher
12	
13	
14	Video Editing
15	
16	
17	Final Project
18	
19	
20	

Time Frame	September/February (Demonstrated throughout the semester)
Topic	
Acceptable Use Policy and Internet Safety	
Essential Questions	
<ul style="list-style-type: none"> ● What are the consequences for unethical and unsafe behavior when using the computer? ● What are my responsibilities for using technology? ● How can misuse be best prevented? ● How will misuse affect not only me, but others? ● How can I keep my computer and identity safe from online attackers? ● What is a digital footprint and how does it relate to me? 	
Enduring Understanding	
<ul style="list-style-type: none"> ● Technology can have positive or negative impacts on both users and those affected by their use. 	
Alignment to NJCCCS	
<ul style="list-style-type: none"> ● (8.1.8.D.1) Understand and model appropriate online behaviors related to cyber safety, cyberbullying, cyber security, and cyber ethics, including appropriate use of social media. ● (8.1.8.D.3) Demonstrate an understanding of fair use and Creative Commons intellectual property. ● (8.1.4.D.5) Understand appropriate uses for social media and the negative consequences of misuse. ● (8.2.8.E.1) Identify ways computer are used that have had an impact across the range of human activity and within different careers where they are used. ● (8.2.8.E.2) Demonstrate an understanding of the relationship between hardware and software. ● (8.2.8.E.4) Use appropriate terms in conversation (e.g., programming, language, data, RAM, ROM, Boolean logic terms.) 	
Key Concepts and Skills	
<ul style="list-style-type: none"> ● Discuss the purpose of an Acceptable Use Policy and the consequences of inappropriate use of technology. ● Brainstorming and discussion of ideas based upon knowledge of the proper use of the computer/network while in school. ● Show ways personal computers, laptops, and digital devices can be disrupted by malware and viruses. 	
Learning Activities	
<ul style="list-style-type: none"> ● Identify need for Acceptable Use Policy ● Discussion on the school's Acceptable Use Policy ● Describe consequences for misusing school computers/networks 	

Assessments

- AUP/RSI/Computer Safety Quiz on My Big Campus
- Ongoing daily assessments

21st Century Skills

	Creativity		Critical Thinking	x	Communication		Collaboration
x	Life & Career Skills	x	Information Literacy		Media Literacy		

Interdisciplinary Connections

- Language Arts

Time Frame

Late September/Late February (Demonstrated throughout the semester)

Topic

Minimalist Movie Poster

Essential Questions

- What is minimalist art?
- How can someone’s opinion about a particular topic affect others decisions?
- What is negative space? How can this affect a piece of art?
- What is the design process?

Enduring Understanding

- Visual Stimuli, such as a well constructed art piece and a persuasive essay, can impact an individual’s decision making process.

Alignment to NJCCCS

- (8.1.8.A.2) Create a document (e.g. newsletter, reports, personalized learning plan business letters or flyers) using one or more digital applications to be critiqued by professionals for usability.
- (8.2.8.C.2) Explain the need for optimization in a design process.

Key Concepts and Skills

- Discuss the idea and history of minimalist art movement.
- Brainstorming, discussion, and effective execution of a persuasive essay.

Learning Activities

- Identity basic elements of the design process.

- Discussion on minimalist artwork.
- Describe impacts of persuasive essays.

Assessments

- Project graded as a formal assessment.
- Ongoing daily assessments

21st Century Skills

x	Creativity	x	Critical Thinking	x	Communication		Collaboration
x	Life & Career Skills	x	Information Literacy	x	Media Literacy		

Interdisciplinary Connections

- Language Arts

Time Frame

October/March (Demonstrated throughout the semester)

Topic

Animated GIF

Essential Questions

- What is a GIF, JPEG and PNG image?
- Why are animated pictures usually in GIF format?
- What is copyright infringement? How can this affect you in the real world as well as the classroom?

Enduring Understanding

- Using someone else’s copyrighted material can cause legal issues and have negative consequences.

Alignment to NJCCCS

- (8.1.8.D.2) Demonstrate the application of appropriate citations to digital content.
- (8.1.8.D.3) Demonstrate an understanding of fair use and Creative Commons intellectual property.
- (8.2.8.E.1) Identify ways computer are used that have had an impact across the range of human activity and within different careers where they are used.
- (8.1.8.A.1) Demonstrate knowledge of a real world problem using digital tools.

Key Concepts and Skills

- Discuss copyright issues and how to avoid copyright infringement.
- Demonstrate proper works citing techniques for digital resources using MLA format.
- Create a simple online animation from a steaming video source.

Learning Activities

- Discussion and comparison of multiple online picture formats.
- Describe consequences for copyright infringement.
- Identify the term GIF.

Assessments

- Project will graded as an understanding of copyright infringement.
- Ongoing daily assessments

21st Century Skills

x	Creativity	x	Critical Thinking		Communication		Collaboration
x	Life & Career Skills	x	Information Literacy	x	Media Literacy		

Interdisciplinary Connections

- Language Arts

Time Frame	October/March (Demonstrated throughout the semester)
Topic	
Flipbook Animation (Stop-Action)	
Essential Questions	
<ul style="list-style-type: none"> ● What is a Vector Based Graphic? How does this compare to a Raster File? ● What is storyboarding? Why is this an important part of the Design Process? ● How can simple software show animation without objects actually moving? 	
Enduring Understanding	
<ul style="list-style-type: none"> ● Stop-action animation can be an useful and attention-grabbing tool in business and multimedia productions. 	
Alignment to NJCCCS	
<ul style="list-style-type: none"> ● (8.1.8.D.2) Demonstrate the application of appropriate citations to digital content. ● (8.1.8.B.1) Illustrate and communicate original ideas and stories using multiple digital tools and resources. ● (8.2.8.E.1) Identify ways computer are used that have had an impact across the range of human 	

- activity and within different careers where they are used.
- (8.2.8.C.2) Explain the need for the optimization in a design process.

Key Concepts and Skills

- Discuss the differences between Vector and Raster Graphics
- Demonstrate why storyboarding is important in the design process in any multimedia related career.
- Demonstrate the basic strategy of flipbook creation and stop-animation.
- Create a flipbook that follows their storyboard, complete with hyperlinks and sound.

Learning Activities

- Discussion and comparison of multiple graphic formats.
- Describe a storyboard and it’s key concepts.
- Identify the stop-animation

Assessments

- Project will graded as an understanding of storyboarding and stop-animation.
- Ongoing daily assessments

21st Century Skills

x	Creativity	x	Critical Thinking		Communication		Collaboration
x	Life & Career Skills	x	Information Literacy	x	Media Literacy		

Interdisciplinary Connections

- Language Arts

Time Frame

November/April (Demonstrated throughout the semester)

Topic

Photo Editing

Essential Questions

- What are differences in online photo quality?
- What is Pixlr.com? Is this the industry standard photo editing software?
- What is digital photo editing? Where can one see this on a daily basis?
- How can someone change the appearance of an existing photograph?
- What is a watermark? How does this help prevent photo piracy?
- What changes in society have caused the want/desire for body perfection in photographs.

Enduring Understanding

- Repairing damaged photographs can be an effective way of altering a picture, though it may create unrealistic body images for society.

Alignment to NJCCCS

- (8.1.8.D.2) Demonstrate the application of appropriate citations to digital content.
- (8.1.8.A.1) Demonstrate knowledge of a real world problem using digital tools.
- (8.2.8.E.1) Identify ways computer are used that have had an impact across the range of human activity and within different careers where they are used.
- (8.2.8.C.2) Explain the need for the optimization in a design process.
- (8.1.12.B.1) Synthesize and publish information about a local or global issue or event (ex. telecollaborative project, blog, school web).
- (8.2.8.E.1) Identify ways computers are used that have had an impact across the range of human activity and within different careers where they are used.

Key Concepts and Skills

- Discuss and explore the difference between different online photo quality.
- Demonstrate how easy is can be to modify an existing photograph.
- Modify multiple examples of damaged photographs and make them look like new. Include a watermark to demonstrate ownership.

Learning Activities

- Discussion and comparison of picture quality.
- Demonstrate how to edit photographs.

Assessments

- Project will graded as an understanding of photo editing.
- Ongoing daily assessments

21st Century Skills

x	Creativity	x	Critical Thinking		Communication		Collaboration
x	Life & Career Skills		Information Literacy	x	Media Literacy		

Interdisciplinary Connections

- Social Studies

Time Frame		November/April				
Topic						
Five Things That Don't Belong/Find the Difference Photos						
Essential Questions						
<ul style="list-style-type: none"> • How can someone add multiple realistic looking objects to an existing photograph/environment? • Can you compare and contrast the difference between two similar pictures. 						
Enduring Understanding						
<ul style="list-style-type: none"> • New environments can be created in existing digital photographs with some simple editing skills and techniques. 						
Alignment to NJCCCS						
<ul style="list-style-type: none"> • (8.1.8.D.2) Demonstrate the application of appropriate citations to digital content. • (8.1.8.A.1) Demonstrate knowledge of a real world problem using digital tools. • (8.2.8.E.1) Identify ways computer are used that have had an impact across the range of human activity and within different careers where they are used. • (8.2.8.C.2) Explain the need for the optimization in a design process. • (8.2.8.E.1) Identify ways computers are used that have had an impact across the range of human activity and within different careers where they are used. 						
Key Concepts and Skills						
<ul style="list-style-type: none"> • Demonstrate how to use certain tools such as the magic wand to remove backgrounds • Demonstrate how to manipulate layers • Demonstrate how to add drop shadows. 						
Learning Activities						
<ul style="list-style-type: none"> • Demonstrate how to edit photographs with the focus on realistic editing. 						
Assessments						
<ul style="list-style-type: none"> • Project will graded as the ability to create a realistic photograph with added elements. • Ongoing daily assessments 						
21st Century Skills						
x	Creativity	x	Critical Thinking	x	Communication	Collaboration
x	Life & Career Skills		Information Literacy	x	Media Literacy	

Interdisciplinary Connections

- Social Studies
- Science

Time Frame

December/May (Demonstrated throughout the semester)

Topic

Food Advertisement

Essential Questions

- How are logos edited and reused in society and pop culture?
- What is copyright infringement? How can this affect you in the real world as well as the classroom?
- What is marketing? How does business marketing apply to multimedia publishing?
- How can doing work in a team setting alter the outcome of a final product?

Enduring Understanding

- Often business marketing sales strategies focus on existing materials in order to attract a familiar and nostalgic audience.

Alignment to NJCCCS

- (8.1.8.D.2) Demonstrate the application of appropriate citations to digital content.
- (8.1.8.A.1) Demonstrate knowledge of a real world problem using digital tools.
- (8.2.8.B.6) Compare and contrast the different types of intellectual property including copyrights, patents and trademarks.
- (8.2.8.C.2) Explain the need for the optimization in a design process.
- (8.2.8.E.1) Identify ways computers are used that have had an impact across the range of human activity and within different careers where they are used.

Key Concepts and Skills

- Demonstrate how Microsoft Publisher can be used in collaboration with previous learned skills to create a food advertisement.
- Discuss how using business strategies, such as using an altered yet recognizable logo, can impact a person's' opinions.

Learning Activities

- Demonstrate how to edit existing logos.
- Create a food advertisement, with real world prices in mind.

Assessments

- Project will graded as the ability to find and edit a logo, and include it in an advertisement.
- Ongoing daily assessments

21st Century Skills

x	Creativity	x	Critical Thinking	x	Communication	x	Collaboration
x	Life & Career Skills	x	Information Literacy	x	Media Literacy		

Interdisciplinary Connections

- Social Studies
- Language Arts

Time Frame	December/May (Demonstrated throughout the semester)
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Topic

Concert Poster

Essential Questions

- What is important information on a concert poster?
- What is negative space?
- Why are concert posters made?

Enduring Understanding

- A well-constructed piece of art, such as for a business, can impact an individual’s opinion about the subject.

Alignment to NJCCCS

- (8.1.8.D.2) Demonstrate the application of appropriate citations to digital content.
- (8.2.8.C.2) Explain the need for the optimization in a design process.
- (8.2.8.E.1) Identify ways computers are used that have had an impact across the range of human activity and within different careers where they are used.

Key Concepts and Skills

- Demonstrate how Microsoft Publisher can be used in collaboration with previous learned skills to create a concert poster.
- Discuss how opinions and professionalism are viewed with legitimate looking concert posters?

Learning Activities

- Demonstrate how to edit existing logos.
- Create a concert poster, containing real dates, musical acts, and venues.

Assessments

- Project will graded as the ability create a concert poster by locating a real music venue with real acts.
- Ongoing daily assessments

21st Century Skills

x	Creativity		Critical Thinking	x	Communication	x	Collaboration
x	Life & Career Skills		Information Literacy	x	Media Literacy		

Interdisciplinary Connections

- Social Studies
- Language Arts

Time Frame

January/June (Demonstrated throughout the semester)

Topic

Video Editing

Essential Questions

- What is a Foley Artist? How have they changed how modern movies are made?
- How can sound be added to a video clip that contains none?

Enduring Understanding

- A Foley Artist can change they way a video is produced and viewed.

Alignment to NJCCCS

- (8.1.8.D.2) Demonstrate the application of appropriate citations to digital content.
- (8.2.8.C.2) Explain the need for the optimization in a design process.
- (8.2.8.C.1) Explain how different teams/groups can contribute to the overall design of a product.
- (8.2.8.C.7) Collaborate with peers and experts in the field to research and develop a product using the design process, data analysis and trends, and maintain a design log with annotated sketches to record the development cycle.
- (8.2.8.E.1) Identify ways computers are used that have had an impact across the range of human activity and within different careers where they are used.

Key Concepts and Skills

- Demonstrate how having no sound in a video clip can change the way it may be perceived.
- Discuss the role of a Foley Artist and why they are used in movies.
- Discuss the reasonings for creating unique sound effects for motion pictures.

Learning Activities

- Discussion and history of Foley Artist.
- Demonstrate how to add sound with connected microphones to computers.
- Add all voices and effects to a one minute movie clip that has been stripped of all existing sound.

Assessments

- Project will graded as the ability to accurately add sound to an existing one minute movie clip.
- Ongoing daily assessments

21st Century Skills

x	Creativity	x	Critical Thinking	x	Communication	x	Collaboration
x	Life & Career Skills		Information Literacy	x	Media Literacy		

Interdisciplinary Connections

- Language Arts

Time Frame

January/June (Demonstrated throughout the semester)

Topic

Picture Slideshow

Essential Questions

- What is a digital picture slideshow?
- How can the speed of the chosen song affect the flow of a slideshow?
- What is a song’s BPM or beats per minute?

Enduring Understanding

- A slide show, with the correct song selection and pace, can be an evoke an emotional response.

Alignment to NJCCCS

- (8.1.8.D.2) Demonstrate the application of appropriate citations to digital content.
- (8.2.8.C.2) Explain the need for the optimization in a design process.
- (8.2.8.C.7) Collaborate with peers and experts in the field to research and develop a product using the design process, data analysis and trends, and maintain a design log with annotated sketches to record the development cycle.
- (8.2.8.E.1) Identify ways computers are used that have had an impact across the range of human activity and within different careers where they are used.

Key Concepts and Skills

- Demonstrate how to add photos to a Windows Movie Maker project
- Discuss the reasoning for creating a digital picture slideshow.
- Create a digital picture slideshow with appropriate musical accompaniment.

Learning Activities

- Identity basic elements of the design process.
- Discuss digital picture slideshows.

Assessments

- Project will graded as the ability to combine music and pictures, at a steady pace and flow, to create a slide show.
- Ongoing daily assessments

21st Century Skills

x	Creativity	x	Critical Thinking	x	Communication		Collaboration
x	Life & Career Skills		Information Literacy	x	Media Literacy		

Interdisciplinary Connections

- Language Arts
- Social Studies