

Print and Media Production - TGP3M

Course Information & Evaluation

This course examines communications technology from a media perspective. Students will develop knowledge and skills as they design and produce media projects in the area of graphic communications. This may include print and graphic communications; photography; digital imaging; video; and journalism. Students will also develop an awareness of related environmental and societal issues, and will explore college and university programs and career opportunities in the various communications technology fields. *PREREQUISITE: none*

<p>Overall Expectations</p> <p>Fundamentals</p> <p>A1.1 demonstrate an understanding of design principles and elements and their role in creating effective media products</p> <p>A1.2 demonstrate an understanding of the concepts and creative techniques required to produce effective media products or services;</p> <p>A2.2 use application software and/or equipment competently to perform a variety of communications tasks.</p> <p>A4.2 describe and apply concepts and techniques that facilitate effective collaboration in a team environment.</p> <p>Skills</p> <p>B1.2 use a variety of planning techniques and tools when creating plans for communications projects;</p> <p>B2.4 use idea-generating techniques such as brainstorming or clarification techniques such as situation analyses to help identify possible solutions;</p> <p>B3.2 use appropriate software applications to complete a variety of tasks associated with designing communications media; standards, processes, formats, and technologies.</p> <p>Technology, The Environment & Society</p> <p>C1.2 describe environmentally responsible practices that can be used to reduce the impact of communications technologies on the environment.</p> <p>C2.1 demonstrate an understanding of social standards and cultural sensitivity and use appropriate and inclusive content, images, and language in communications media productions</p> <p>Professional Practice & Careers</p> <p>D1.2 demonstrate an understanding of and apply safe work practices when performing communications technology tasks</p> <p>D2.3 demonstrate an understanding of and adhere to ethical standards relating to the creation of media products and to their dissemination.</p> <p>D3.1 describe careers in communications technology for which postsecondary education is required or advantageous, and identify the qualifications required for entry into these occupations;</p> <p>D3.6 maintain an up-to-date portfolio that includes pieces of work and other materials that provide evidence of their skills and achievements in communications technology, and explain why having a current portfolio is important for career development and advancement.</p>	<p>Strands/Units Topics</p> <table border="1"> <tr> <td data-bbox="630 352 1068 852"> <ol style="list-style-type: none"> 1. Planning a photo shoot 2. Technical components of a good photo production 3. Effective team and time management 4. Careers and issues related with photography 5. Effective photography skills development 6. Safety in a photo studio, and in the field 7. Adobe PhotoShop image editing and manipulation 8. Use of workflow software for effective workflow techniques 9. Online research of photographers and techniques </td> <td data-bbox="1068 352 1526 852"> <ol style="list-style-type: none"> 10. Adobe Illustrator design software to complement and enhance photographic imagery 11. Introduction to lighting techniques 12. Introduction DSLR video production 13. Effective printing techniques for specific tasks 14. Online production and publication of images 15. Use of specific image file formats for appropriate tasks 16. Use of mobile devices for photography and video 17. Issues of copyright and privacy 18. Emphasis on technical competency in photography 19. Photography field trips 20. Summative photography productions </td> </tr> </table> <p>Course Text and Reference Resources</p> <p>Photoshop, Illustrator, iMovie, After Effects, and online training videos It is recommended that each student provide their own digital camera</p> <p>Assessment & Evaluation Policy</p> <p>Refer to the attached SWL Assessment and Evaluation Policy April 2011</p> <p>Attendance Policy</p> <p>Students are responsible for catching up on class notes and completing any assignments or tasks involving equipment for which they were absent. <i>It is up to the students to ask the instructor what they missed when they return.</i> Parents will be contacted for any student who skips class. After three such skips, the student will be referred to the Vice-Principal.</p> <p>70% Formative Evaluation</p> <p>Student evaluation is based on the Overall Expectation found in the Ontario Curriculum using various forms, such as, but, not limited to, quizzes, tests, assignments, projects, presentations, safety practices, and activities.</p> <p>30% Summative Evaluation</p> <p>Each student will complete <u>two</u> summative projects representing 30% of their mark.</p> <p>Certain forms of these summative evaluations (exams, final tests, performance based tasks, etc.) are time sensitive. This means they must be completed at and within a specific time. Students must be present for these summative evaluations. Any absence will result in a mark of zero, unless validated by an official certificate. (ex. Medical Certificate). Students and parents will be informed well in advance of summative evaluation dates.</p>	<ol style="list-style-type: none"> 1. Planning a photo shoot 2. 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<p>Classroom Expectations</p> <ol style="list-style-type: none"> 1. Students are expected to be willing and active participants in all course activities. This includes completing all assignments both on time and with sufficient effort, and honoring all of their commitments. 2. Students will contribute to a positive learning environment by: <ul style="list-style-type: none"> • practicing safe work habits at all times • being respectful to others and respecting their property • treating all equipment with care and ensuring proper knowledge of its operation • reporting unsafe or hazardous situations to the instructor • reporting software or equipment problems to the instructor • cleaning up their workspace and putting everything away before they leave the class* Electronic storage devices and headphones can be used at the discretion of the teacher * No food or drink is permitted in any of the equipment areas. 			