

Week of:	Class Objectives and Assignments:
(1)Aug 15	<p><b><i>Interest Inventory/Classroom Procedures &amp; Syllabus</i></b></p> <p>Student email set-up; add dhswestlab@gmail.com to address book. PCC registration forms, handbook, etc. and discuss concurrent credit. Review classroom log-in procedure, Internet use.</p>
(2)Aug 22	<p><b><i>Unit 1: Introduction to Digital Media (FW 1.1 - 1.4)</i></b></p> <p><u>Assigned Reading:</u> Ch. 1, pp. 4-19. <u>Key Terms:</u> commercial photographer, copyright laws, desktop publisher, desktop publishing, digital media, fair use, freeware, graphic designer, multimedia, photographer, public domain, royalty-free, shareware, trademark, videographer, web developer. <u>Procedures:</u> Distribute textbooks. Saving work. <u>Notes &amp; Discussion:</u> Define digital media and describe various types of publications; discuss the copyright laws and the applications to desktop publishing; discuss career opportunities in digital media. <u>Assignments:</u> 1) Ch. 1 PowerPoint notes (5 pts). 2) Motivational Poster Design (25 pts). 3) Ch. 1 Review Questions, pp. 16-17 (20 pts).</p>
(3)Aug 29	<p><u>Notes &amp; Discussion:</u> Unit 1 terminology handout; elements of a good essay. <u>Assignments:</u> 1) Copyright PowerPoint notes (5 pts) 2) Copyright Handouts (30 pts). <u>Assessment:</u> Unit I Quiz (50 pts). <u>Software &amp; Equipment:</u> Introduction to Adobe Photoshop Elements and classroom digital cameras. <u>Activity:</u> Take pictures with a digital camera and upload to a computer.</p>
(4)Sept 5 (4 days)	<p><b><i>Unit 2: Communication of Color (FW 2.1 - 2.3)</i></b></p> <p><u>Assigned Reading:</u> Ch. 12, pp. 192-200. <u>Key Terms:</u> analogous colors, CMYK, color scheme, color theory, color wheel, communication of color, complementary colors, custom color, hue, monochromatic colors, Pantone, process color, RGB, saturation, shade, split-complementary colors, spot color, tint, triadic colors. <u>Notes &amp; Discussion:</u> Discuss color theory and guidelines for selecting color; discuss the characteristics of color in digital communications; Unit 2 terminology handout. <u>Assignments:</u> 1) Ch. 12 PowerPoint notes (5 pts). 2) Ch. 12 Review Questions, pp. 200-201 (20 pts). <u>Assessment:</u> Ch. 12 test (50 pts).</p>
(5)Sept 12 <sup>a</sup> (4 ½ Weeks Grades)	<p><u>Demonstration:</u> Warped Reality -- combining elements of at least two digital images to create a new, realistic looking, yet impossible, image. <u>Project:</u> Warped Reality Project (100 pts) - due Sept. 23</p>
(6)Sept 19	<p><u>Project (cont.):</u> Warped Reality - due Friday. <u>Demonstration:</u> Selective Grayscale -- masking elements of a digital image to preserve color and converting remaining image to grayscale. <u>Demonstration:</u> Tinted Grayscale -- manually applying color to a previously</p>

(7)Sept 26 <sup>b</sup>	<p>grayscale image.</p> <p><u>Projects:</u>                  Selective Grayscale (50 pts) and Tinted Grayscale (50 pts) - due Sept. 30.</p> <p><u>Projects (cont.):</u> Selective Grayscale and Tinted Grayscale - due Friday.</p>
(8)Oct 3	<p><b>Unit 3: Layout and Design (FW 3.1 - 3.4)</b></p> <p><u>Assigned Reading:</u> Ch. 2, pp. 20-31.</p> <p><u>Key Terms:</u> accordion fold, additive color, alignment, asymmetrical balance, balance, binding, bond, card stock, column, consistency, contrast, flow, focal point, gatefold, half fold, layout, legal, letter, line, mass, mock layout, newsprint, optical center, paper weight, perfect binding, ream, repetition, row, saddle stitch, shape, space, spiral binding, style, subtractive color, symmetrical balance, table of contents, tabloid, target audience, texture, thumbnail sketch, time frame, trifold, value, white space, Z-pattern.</p> <p><u>Notes &amp; Discussion:</u> Discuss basic design principles/elements; discuss pre-planning activities; discuss specific costs associated with production; Unit 3 terminology handout.</p> <p><u>Software:</u> Introduction to Adobe InDesign.</p> <p><u>Activity:</u> Create a thumbnail sketch/mock layout for flier design.</p> <p><u>Project:</u> Flier Design using Adobe InDesign(50 pts) - due Oct. 14.</p>
(9)Oct 10 (End of 1 <sup>st</sup> Quarter)	<p><u>Assignments:</u></p> <p>1) Ch. 2 PowerPoint notes (5 pts).                  2) Ch. 2 Review Questions, pp. 30-31 (20 pts).</p> <p><u>Assessment:</u> Ch. 2 Test (50 pts).</p> <p><u>Project (cont.):</u> Flier Design - due Friday.</p>
(1)Oct 17 (19-P/T Conference)	<p><u>Demonstration:</u> Haunted House with transparency, filters, added elements.</p> <p><u>Project:</u> Haunted House using Adobe Photoshop (50 pts) - due Friday.</p>
(2)Oct 24	<p><b>Unit 4: Typography (FW 4.1 - 4.6)</b></p> <p><u>Assigned Reading:</u> Ch. 8, pp. 136-144</p> <p><u>Key Terms:</u> 3-D, ascender, baseline, bold, cap height, character, character width, contoured text, decorative font, descender, dingbat, drop cap, em dash, en dash, font, font style, greeking, hanging indent, indent, initial cap, italics, kerning, leading, orphan, point, reverse type, sans serif, script, serif, shadow, small cap, text wrap, texture, tracking, typography, widow, x-height.</p> <p><u>Notes &amp; Discussion:</u> Discuss selecting fonts, font sizes; appropriate and inappropriate use of fonts; Identify fonts from the basic categories: serif, sans serif, display, script; discuss font history and visit designhistory.org.</p> <p><u>Activity:</u> Download and install fonts from Internet.</p> <p><u>Assignments:</u></p> <p>1) Ch. 8 PowerPoint notes (5 pts)                  2) Ch. 8 Review Questions, pp. 143-144 (20 pts)                  3) Font Selection Activity (20 pts)</p> <p><u>Assesment:</u> Ch. 8 Quiz (50 pts).</p>
(3)Oct 31	<p><u>Mini Project:</u> Create an invitation to a Halloween party - due today (25 pts).</p> <p><u>Assigned Reading:</u> Ch. 9, pp. 148-157.</p> <p><u>Assignments:</u></p> <p>1) Ch. 9 PowerPoint notes (5 pts)                  2) Ch. 9 Review Questions, p. 158 (20 pts)</p>

<p>(4)Nov 7 (4 ½ Weeks Grades)</p>	<p><u>Assessent</u>: Ch. 9 Quiz (50 pts).  <u>Demonstration</u>: Type on a Path (contoured text) in Adobe InDesign - using text to create images.  <u>Project</u>: Type on a Path (50 pts) - due Nov. 11.  <u>Project (cont.)</u>: Type on a Path Image - due Friday.  <u>Assigned Reading</u>: Ch. 10, pp. 162-169.  <u>Assignments</u>:            1) Ch. 10 PowerPoint notes (5 pts)            2) Ch. 10 Review Questions, pp. 168-169 (20 pts)  <u>Assessment</u>: Ch. 10 Quiz (50 pts).  <u>Activity</u>: A-Z self description using Wordle.net</p>
<p>(5)Nov 14</p>	<p><u>Demonstration</u>: Name Art - adding images to letters to express your personality.  <u>Project</u>: Name Art - due Friday (50 pts)</p>
<p>(6)Nov 21</p>	<p>Thanksgiving Holiday</p>
<p>(7)Nov 28</p>	<p><b><u>Unit 5: Publications (FW 5.1 - 5.5)</u></b>  <u>Assigned Reading</u>: Ch. 21, pp. 326 - 334.  <u>Key Terms</u>: bleed, brochure, business card, byline, clip art, colun, continuation line, gutter, headline, jumpline, letterhead, masthead, nameplate, newsletter, PDF, pull quote.  <u>Notes &amp; Discussion</u>: Discuss the basic layout of a newsletter; discuss the basic layout of a brochure; review appropriate uses of layout and design.  <u>Assignments</u>:            1) Ch. 21 PowerPoint notes (5 pts)            2) Ch. 21 Review Questions, p. 335 (20 pts)  <u>Assignment</u>: Ch. 21 Quiz (50 pts).  <u>Group Project</u>: Newsletter (100 pts) - due Dec. 15.</p>
<p>(8)Dec 5</p>	<p><u>Group Project (cont.)</u>: Newsletter</p>
<p>(9)Dec 12</p>	<p><u>Group Project (cont.)</u>: Newsletter - due Thursday.</p>
<p>(10) Dec 19 (2 days)</p>	

<sup>a</sup>Fair Week

<sup>b</sup>Homecoming Week

**Note:**

*West Lab is scheduled to receive new computers and software this semester! The course outline above is subject to change.*