

MULTIMEDIA PUBLISHING

m.d.morgan@k12.wv.us
dmorgan@jamesrumsey.net



David Morgan, Instructor
304-754-7925 ext. 40512

The purpose of the Multimedia Publishing class is to introduce students to the Communications industry and to prepare them for a career in this industry. Students will learn the basic skills needed to create and produce content for multiple platforms. This includes writing, photography, videography, graphic design, web design, and printing. These skills will be developed through classroom study, hands-on lab activities, and the production of live jobs for real customers.

Criteria For Grading

The Berkeley County grade scale is used (A 90-100%, B 80-89%, C 70-79%, D 60-69%, F 0-59%). Grades will be earned through a variety of assignments, projects, quizzes and tests, and participation. It is the sole responsibility of the student to obtain and complete any work assignments missed due to his or her absence. If any tests are missed due to an absence, they must be rescheduled upon the student's return to class. The student will be given a reasonable amount of time to make up missed work if the absence is excused. All incomplete assignments will be recorded as a zero.

Certificates

Students can earn the following credentials.

- **OSHA 10HR General Industry Safety Card.** This is a nationally recognized certification for workplace safety earned through an online course.
- **NOCTI Workforce Competency Credential and NOCTI Certificate of Achievement.** The NOCTI exam is the nationally recognized standardized test that is used for the program's final assessment.
- **JRTI Certificate.** This is a three-tier certificate (bronze, silver, gold) based on grades and attendance.

Portfolio

Throughout the course, the student will develop a portfolio to showcase the work they produce and achievements they earn. At the end of the course, the student will present their portfolio to industry professionals for review.

Safety

Safety is an important part of any hands-on class. Students must pass the Lab Safety Test with a score of 100%. Safety is emphasized throughout the program.

Simulated Workplace

The Multimedia Publishing class is a "Simulated Workplace". In this style of educational environment, students prepare for the responsibilities of their future career by filling operational and leadership roles. Each of these roles carries unique duties and responsibilities. The class will be structured to realistically simulate a working media communications company. Each student will play an important role in the operation of this company.

Participation

Students will receive a weekly grade for wearing their uniform and submitting timecards.

CONTENT STANDARDS

These are the topics that will be covered during the 2-year program.

Safety

Career Overview

Computer Literacy

Ethics

Communication Career Foundations

Visual Literacy

Multimedia

Print-Based and Digital Visual Literacy

Conceptual Design

Color Theory

Typography

Print-Based Digital Visual Literacy

Print-Based and Digital Materials and Equipment

Interactive Media

Materials and Tools

Editing

Cinematography

Studio Equipment and Producing

Media Writing and Journalism

Word Processing

Form Layout

Data Visualization

Infographic Layout

Digital Safety & Current Copyright, Creative Commons, and Fair Use Laws

Digital Media Communication

Software Applications, Design Tools, and Techniques in Digital Imaging

Media Production

Digital Media Fundamentals

Advanced Multimedia Design: Design Techniques, Tools, Technical Plans, and Drawings

Advanced Multimedia Communications: Audience, Audience Needs, and Media Production



“An investment in knowledge pays the best interest.”

— Ben Franklin

EXPECTATIONS

Be Professional

Greet visitors when they enter the room. Be polite, helpful, and cooperative. Bigotry, violence, horseplay, profanity, tobacco, vaping, and vandalism are not tolerated and will result in disciplinary action.

Computer Use

Computers are workstations, not entertainment systems. Never install anything on the computers. Do not view inappropriate material. Do not play games. Any of the violations of the school's Acceptable Use Policy will result in disciplinary action.

Food and Drinks

You are allowed to have food and drinks in the classroom but keep the room clean. If you allow the classroom to get filthy, I will end food privileges. Food and drinks are NOT allowed near any of the computers, equipment, or jobs that we are working on.

Talk to Me Before Leaving the Room

It is my responsibility to keep track of where everyone is at all times, so I ask that you check with me before going to the restroom, the office, or wherever. Going to the vending machines during class is not allowed.

Attendance

The class is three periods per day and involves a lot of work that must be done at school. Attendance is very important. Three tardies will be counted as one absence. An absence will be excused if it is due to a school activity such as a pep rally or school trip. Absences due to illness will be excused if a doctor's note is provided.

Blended Learning

JRTI programs involve extensive hands-on activities. To maximize the time we are able to work face-to-face, the school has adopted a blended learning model. Students in Multimedia Publishing will have assignments to complete at home every week. Time at school will be spent working on jobs, projects, preparing to earn credentials, and other hands-on assignments. It is important that **homework be completed outside of class**. Assignments and class discussions will be posted to Schoology. Additional online tools such as Google Docs will be used to deliver lessons.

iPads

My students can borrow an iPad to use at home. This gives them access to apps that can be used to complete most assignments. These devices must be cared for and returned before the end of the school year. If a student has a desktop or laptop at home that is capable of running the Adobe apps we use, they may not need to borrow an iPad.

Reading Material

Students will use the internet to conduct research for various assignments.

School Policies

You can find our school policies on our website jamesrumsey.com under "Student Resources/Policies".

