

# **MULTIMEDIA PUBLICATIONS**

## **COURSE SYLLABUS**

**Multimedia Publications** is a one-credit course designed to provide students with the ability to utilize digital equipment and multimedia digital imaging software, produce interactive media projects, and develop publication layouts. Students use various hardware peripherals as well as the Internet for integrating skills to create a variety of publications.

**INSTRUCTOR:** Dr. AnnaKay Holland, Russellville High School Career Technical  
Office 331-2110 Ext. 1203

**TEXTBOOKS/SOFTWARE:** Textbooks/software/flash drives/disks are provided but will remain in the classroom at all times.

The Yearbook Source; Balfour/Taylor Publishing Company, 2000

StudioWorks with Java 7, Version 6.4; Balfour/Taylor Publishing Company

Microsoft Word 2013

**SUPPLIES NEEDED:** Folder to keep handouts; pen and/pencil

**FEES:** \$20 equipment fee/supplies for the semester--payable by the end of the first nine weeks.

### **GRADING METHOD:**

10% Employability Skills

40% Written Tests

50% Daily Work/ Projects (newspaper/newsletter/yearbook assignments)

### **EMPLOYABILITY SKILLS**

On the job, it is so important for you to be organized, to be able to follow directions, to be at work on time, to have good attendance, to keep neat work areas, and to maintain behavior. In an effort to help build these characteristics in each business student, part of every nine weeks' grade

will be “Employability Skills”. Everyone begins each nine weeks with a grade of 100 for Employability Skills. It is so easy to keep the 100 and let this portion of your total grade help your average or you can lose points from this part of your grade and hurt your average for the following reasons:

1. Failure to follow classroom rules equals -2 points per violation
2. Failure to clean up your work area and leave it neat (all pictures, forms, flash drives, yearbooks, etc. put into proper place) equals -2 per violation
3. Coming to class without proper supplies equals -2 points per violation
4. Any disorderly conduct that interferes with our class work equals -2 points per violation
5. Leaving classroom without teacher’s permission equals -2 points per violation

#### **40% TESTS**

Tests can be either in written form or in production forms.

#### **50% DAILY WORK**

We will use the Yearbook Source, Microsoft Word, and StudioWorks with Java. Lectures will be presented; and supplemental work such as handouts, reports, filing, research, photography, etc. given as part of daily grades. Students will be required to complete assignments for all school publications. Also help with fund raiser such as Miss RHS Pageant and participate in any other activity required for class completion. Each student will be assigned certain sections of the yearbook and newspaper to coordinate and are expected to meet all deadlines assigned.

#### **Future Business Leaders of America**

Career and technical student organizations are integral, co-curricular components of each career and technical education course. These organizations serve as a means to enhance classroom instruction while helping students develop leadership abilities, expand workplace-readiness skills, and broaden opportunities for personal and professional growth.

All students enrolled in business classes are eligible for membership in FBLA (Future Business Leaders of America). Joining FBLA is a great way to supplement your business education. See one of the business teachers (Dr. Holland or Mrs. Moore) for information about membership; dues are \$15.00 per year (includes local, state, and national dues) or \$25.00 (includes all dues and a t-shirt).

Please return this portion of the page to Dr. Holland. The rest of this syllabus should be kept in your folder.

I have read the course outline and I understand what is expected of me for completion of the Multimedia Publications class.

Student's Signature \_\_\_\_\_

Date \_\_\_\_\_

I have read the course outline and understand what is expected of my child for completion of the Publications/Communications class.

Parent's Signature \_\_\_\_\_

Date \_\_\_\_\_

It is the official policy of Russellville City Schools that no person shall be denied employment, be excluded from participation, be denied the benefits of, or subjected to discrimination in any program or activity on the basis of race, color, disability, sex, religion, national origin, or age by the Russellville City School System. Equal access shall be available to the Boy Scouts and other designated youth groups. The Superintendent, Heath Grimes, has been designated as the person coordinating the Russellville City Schools' effort to implement this nondiscriminatory policy. If there are questions or concerns, contact him by phone at 331-2000, or by e-mail at [heath.grimes@rcs.k12.al.us](mailto:heath.grimes@rcs.k12.al.us), or in writing at 1945 Waterloo Road, Russellville, AL 35653. RHS Business Classes are open to all students. See Dr. Holland or Mrs. Moore for more information about any business class.

## **Multimedia Components**

### **Students will:**

1. Identify multimedia components, including presentations, publication layout, graphic design, digital video production, and Web design.
2. Design enhanced multimedia projects that utilize various computer options.
3. Create interactive media projects that utilize various technologies.

### **Publishing**

4. Develop original, creative, professional, and appealing publication layouts.
5. Demonstrate effective writing skills in the development of multimedia publication
6. Analyze images for visual, spatial, and functional differences.
7. Develop publication grids for effective page layout.
8. Utilize research results to determine current media and copyright law compliance.

### **Photography**

9. Utilize multimedia equipment to produce computer images.
10. Differentiate between indoor and outdoor lighting methods.
11. Describe changes in photography over time, including equipment, ideas, issues, and themes.
12. Determine effective tools for media production, development, and project management.
13. Demonstrate proper use of digital-imaging software and equipment
14. Compare elements of photography with other creative disciplines.  
Examples: themes, issues, expressions

### **Career Opportunities**

15. Determine career and entrepreneurial opportunities, responsibilities, and educational and credentialing requirements related to the multimedia publishing industry