Digital Media 1

**Safety and Legal issues, 102.00**

**Overview and Objectives:**

* 102.00 Understand business, safety, and legal issues in the digital media environment.
* 102.01 Understand structures and procedures used in the business environment. (2%)
* 102.02 Understand safety issues associated with digital media. (2%)
* 102.03 Understand legal issues associated with digital media. (2%)

**Materials:**

* 102.01 Digital Media in the Workplace Notes
* 102.02 Safety Issues Notes
* 102.03 Legal Notes
* 102.03 Intellectual Property Notes
* 102.03 Invasion of Privacy Notes
* 102.03 Libel Notes
* Blackboard Class Site
* Skeleton Notes Packet
* Class Blackboard Site
* iMac computers
* Internet
* LCD projector
* Microsoft Word
* Elements

Essential Question:

* *What are the structures and procedures used in the business environment?*
* *What are the basic safety issues associated with digital media?*
* *What are the basic legal issues associated with digital Media?*

Estimated Time to Cover:

102.01: 2% - 2/90 days

102.02: 2% - 2/90 days

*Note: Estimated time is based upon the fact that 2% of the end-of-course questions will come from this objective. Some objectives may require more or less than the estimated time based on the lessons and activities.*

102.03: 2% - 2/90 days

*Note: Estimated time is based upon the fact that 2% of the end-of-course questions will come from this objective. Some objectives may require more or less than the estimated time based on the lessons and activities.*

102.01 Expected Outcomes:

Upon completion of this objective, the student will be able to:

* Understand the purpose, flow and tone of a business meeting.
* Meeting goals and objectives
* Moderator’s role
* Participants’ role
* Process
* Efficient meeting procedures
* Understand principles of a strong presentation.
* Understanding the importance of presentation goals
* Making points in outline form
* Organizing an outline and including an introduction, body and conclusion
* Understanding the importance of neatness
* Researching audience needs and expectations
* Speaking clearly and confidently
* Understanding the importance of appearance, expressions and body language
* Understand the importance of ‘soft skills’.
* Initiative
* Leadership
* Commitment
* Integrity
* Teamwork
* Competencies
* Experience
* Time management and organizational skills
* Decisiveness
* High achievement
* Communication skills
* Passion

102.02 Expected Outcomes:

Upon completion of this objective, the student will be able to:

* Understand types of physical safety issues related to digital media
* Electrical hazards
* Trip hazards
* Ergonomic hazards
* Lifting hazards
* Understand types of digital safety issues
* Identity theft
* Cyber-bullying
* Viruses
* Spamming
* Hoax & cons
* Internet addictions

102.03 Expected Outcomes:

Upon completion of this objective, the student will be able to:

* Understand legal issues associated with selected types of intellectual property.
* Understand core copyright issues
  + Characteristics of items that can be copyrighted
  + Type of items protected
  + Types of penalties for copyright violations
* Understand other intellectual property issues
  + Patents
  + Trademarks
  + Plagiarism
* Identify the four types of invasion of privacy claims.
* Intrusion
* Appropriation
* False light
* Public disclosure of embarrassing facts
* Understand characteristics required to qualify as libel.
* Written defamation
* Identification
* Truth – misrepresentation
  + Provable facts
  + Opinion
  + Mixed – facts/opinion
  + Satire
* Serious harm of someone’s reputation
* Fault required

**Teach 1: Graphic Concepts**

* Bellwork: Students will have a Bellwork assignment each day they must complete in the first 5 minutes of class in a Word Document. They must record the date, the question and their answer; these are submitted each Friday for a Bellwork grade. Bellwork answers are reviewed each Friday.
* Explain that we will be examining Graphics in this unit.
* Direct students to log on to their computers, go online, and log into Blackboard. Once there they need to launch the Graphic Concepts Notes.
* Hand out the Notes Packet for students to use while discussing the unit, these will be due on test day and students should use these for note taking and study purposes.
* Begin Notes, explaining each slide in detail with examples. Students will listen to explanations, read online notes, fill in Notes Packet worksheets, answer oral review questions, and participate in class discussion on Graphics.
* Students will read and review *“What is Graphic Design”,* *How to be Creative, “A History of Symbols,”* *“How to Design a Logo”*, and “*Design a Logo of Letters”* Articles found on Blackboard. Students may choose one of the five options listed on class website to summarize and thus reinforce lesson outside of class.
* **Homework Options:**
  + Write a 2 paragraph summary of what you read (5 complete sentences in each), typed, 12 point font, times new roman, and double spaced.
  + Create a PowerPoint describing in bullets the information from the article. Must be a minimum of 5 slides, not including the title slide.
  + Write a quiz about the article. Write the questions and answers. If short answer, **10** questions that have at least a 2 sentence answer **OR** a multiple choice quiz with **20** or more question. Make sure you write well thought out questions that incorporate all the information from the article. Must be typed, 12 point font, times new roman, and double spaced.
  + Glogster Poster creating a visual explanation describing the information. Must include enough information to summarize the article in order for the viewer to get the main ideas and points. Please print off your poster to turn in.
  + Give an oral report about what they read that is a minimum of 4 minutes summarizing all the key points in the article.

**Teach 2: Photoshop: Sandwich Tutorial**

* Students will complete 2 worksheets labeling the areas in Adobe CS4 Photoshop to help familiarize them with the locations of everything in the program and to have as reference during classwork and projects.
* Students will launch Photoshop and follow along with teacher demonstration of tools in Photoshop.
* Students will download Sandwich Tutorial and all images that go with the tutorial found on Blackboard. Using Photoshop, students will follow step by step directions to complete the activity aiding them in becoming familiar with Photoshop layers, vector masks, eraser, layer styles, placing images, scaling, and opacity.
* When complete students will check work against the Sandwich Grading Rubric to ensure everything was completed correctly and turn into teacher as a .psd file.

**Blackboard Directions:**

*Photoshop Project- Sandwich*

*You have been hired to create a graphic design for Tom's Dinner. The owner wants a BLT with sides as a graphic for the dinner. He has supplied you with a graphic of a plate from the dinner. The objective is to obtain a better understanding of Photoshop layers by creating the layers of a sandwich on the plate. You are to follow the directions given by the project manager for the target audience to complete the project.*

*Open this Project Folder. Right click and Download linked file as for each of the documents and images needed to complete the project. Save them in your Graphics folder on your desktop. Use the teacher's instruction and time in class to assemble your sandwich. Make sure to label all of your layers in the Layers Palette. When you are finished save the file (as a .psd file) to your computer in the Graphics folder. Save the file as lastname + sandwich.psd (ex. fursesandwich.psd). This is one of the few times you will not save both a PSD and JPEG of your work. Submit only the PSD of your work. Tell Ms. Scales when you are completely finished and she will give you a flash drive to save your work to for grading. Make sure you've reviewed the rubric for this project to make sure you aren't going to lose any points!*

**Teach 3: Photoshop: Beetle Tutorials**

* Students will launch Photoshop to complete the next tutorial/project
* Students will download Beetle Tutorial and all images that go with the tutorial found on Blackboard.
* Using Photoshop, students will follow step by step directions to complete the activity aiding them in becoming familiar with Photoshop paint, text, layers, vector masks, eraser, placing images, scaling, and opacity. In addition to all of this, the students will have to apply the information and examples shown of elements and principals of design to create a well design VW Beetle Advertisement
* When complete students will check work against the Beetle Grading Rubric to ensure everything was completed correctly and turn into teacher as a .psd file.

**Teach 3: Photoshop: Night Sky Tutorials**

* Students will launch Photoshop to complete the next tutorial/project
* Students will download Night Sky Tutorial and all images that go with the tutorial found on Blackboard.
* Using Photoshop, students will follow step by step directions to complete the activity aiding them in becoming familiar with Photoshop paint, text, layers, vector masks, eraser, placing images, scaling, and opacity. The tutorial will only help them create a portion of the activity, students will then create a theme to their ad by adding addition images, adding text, and creating a well balanced layout.
* When complete students will check work against the Beetle Grading Rubric to ensure everything was completed correctly and turn into teacher as a .psd file.

**Teach 4: Photoshop: Graffiti Tutorials**

* Students will launch Photoshop to complete the next tutorial/project
* Students will download Graffiti Tutorial.
* Using Photoshop, students will follow step by step directions to complete the activity aiding them in becoming familiar with Photoshop paint, shapes, text, layers, pen tool, placing images, scaling, and opacity. In addition to all of this, the students will have to apply the information and examples shown of elements and principals of design to create a well design Graffiti design.
* When complete students will check work against the Graffitti Grading Rubric to ensure everything was completed correctly and turn into teacher as a .psd file.

**Teach 5: Reflections Project**

* Students will launch Photoshop to complete the next tutorial/project
* Students will download Reflections Tutorial. They will be applying the steps in the tutorial to create their own ad of a product they wish to work with.
* Using Photoshop, students will follow step by step directions to complete the activity aiding them in becoming familiar with Photoshop paint, text, layers, vector masks, eraser, placing images, scaling, and opacity. In addition to all of this, the students will have to apply the information and examples shown of elements and principals of design to create a well design Reflections Advertisement of the product they chose making sure to incorporate more than 1 image, text, and the logo.
* When complete students will check work against the Reflections Grading Rubric to ensure everything was completed correctly and turn into teacher as a .psd file.

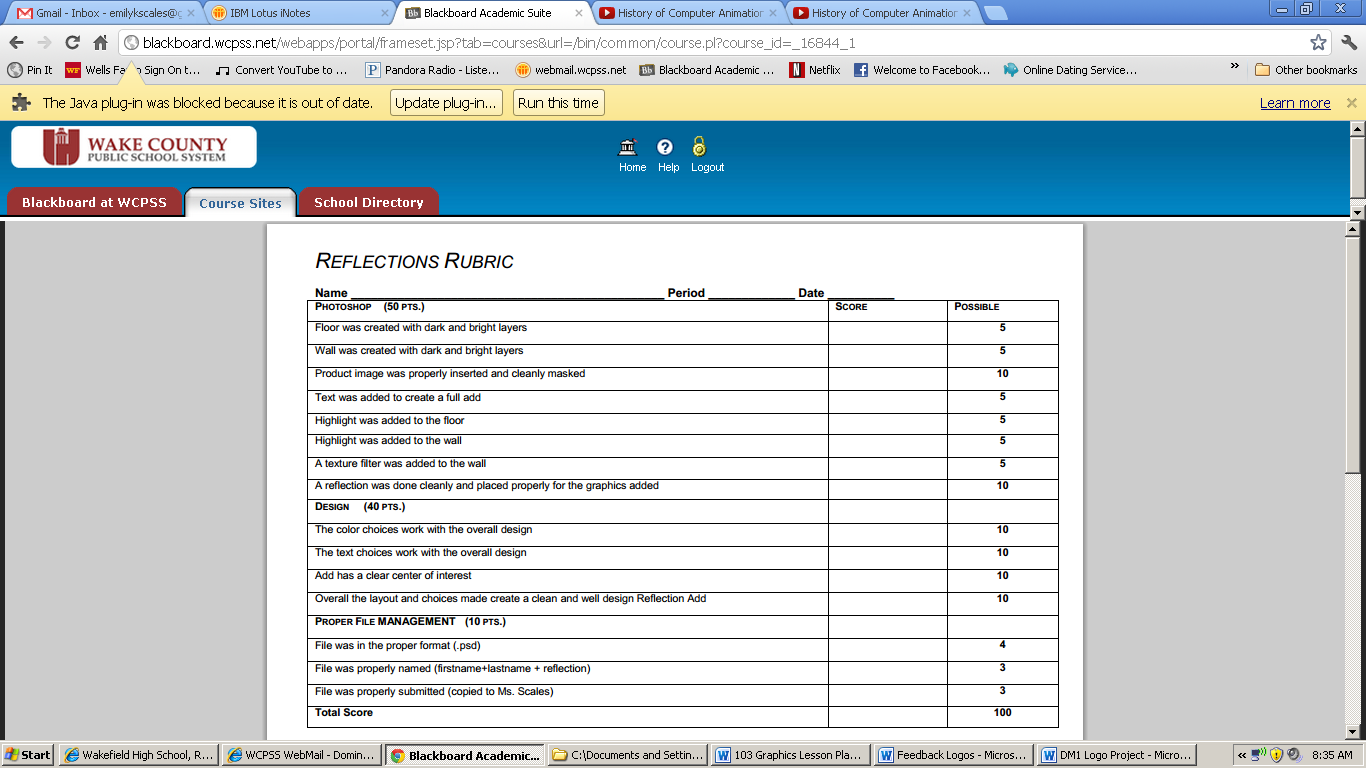
**Blackboard Directions:**

[***Reflections Project***](http://blackboard.wcpss.net/webapps/blackboard/content/listContent.jsp?course_id=_16844_1&content_id=_1886813_1) *Now it's time to showcase your talents! You have been hired by a marketing company that wants you to design an advertisement for their biggest client. Your job is to take a group of products and showcase them on a stage that reflects their image to make them seem more appealing and attractive.*

*Create a new****Photoshop****document that is 850 x 500 pixels. Create a stage and a background for your products. Place****at least three different objects****on the stage. All of the products must be made by the same manufacturer. Find that****manufacturer's logo****and place it on the background wall of your stage. After you have removed any background and made your products more attractive,****create a reflection on the stage for each one****. Make sure you orient the objects in the most appealing way and make them look good! Use the tutorial to help you!*

*Once you have finished placing your objects on the stage and creating reflections****(remember, ANY object that touches the stage must have a reflection)****, save your work as a .PSD and as a JPEG. Name it firstlame+lastname + reflections (ex: fursereflections.jpg).****Submit only the JPEG.****Tell Ms. Scales when you are finished and she will copy it to her computer for grading.*

**Grading Rubric:**



**Teach 5: Photoshop: Fantasy Space Tutorials**

* Students will launch Photoshop to complete the next tutorial/project
* Students will download Fantasy Space Tutorial and all images that go with the tutorial found on Blackboard.
* Using Photoshop, students will follow step by step directions to complete the activity aiding them in becoming familiar with Photoshop paint, text, layers, vector masks, curves, drawing, eraser, placing images, scaling, and opacity.
* When complete students will check work against the Fantasy Space Grading Rubric to ensure everything was completed correctly and turn into teacher as a .psd file.

**Teach 6: Photoshop: Logo Creation Project**

* Students will launch Photoshop to complete the next tutorial/project
* After spending several weeks in Photoshop, students will not use those skills and techniques to create 10 logos in Photoshop for the “Client” they have been assigned. Each student will receive a different client. They will have to create a Logo package for their client, giving their client choices of logos and designs for their business.
* When complete students will check work against the Logo Grading Rubric to ensure everything was completed correctly and turn into teacher as a .psd file and as a .jpeg file.

**Blackboard Directions:**

* [***Logo Creation Project***](http://blackboard.wcpss.net/webapps/blackboard/content/listContent.jsp?course_id=_16844_1&content_id=_2804954_1) *You have been hired by a new up and coming buisness to create them a logo, however the business is run by a Board of Directors that likes to have lots of choices! Use the diretions and rubric attached to come up with 10 solid and DIFFERENT logos for this company. You will be assigned at random your company you will design for.*

*Tell Ms. Scales when you are done so she can save your files to her computer. You will turn in folder labeled firstname+lastname+logos with all 10 logos in a seperate .PSD and .JPEG file.*

**Logo Feedback Form:**

Feedback: Creating Logos Project

Name \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Period \_\_\_\_\_\_\_\_\_\_ Date \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Group Members: |  |  |  | You |
| What was something that stood out about their Logo Project so far? |  |  |  |  |
| What is something that could be improved about their Logo Project so far? |  |  |  |  |
| Number of Logos they have complete at this point: |  |  |  |  |
| Overall Grade for what they have completed at this point. (0 to 100) |  |  |  |  |

**Directions and Grading Rubric:**

**Designing 10 Logos Project**

1. You will start with the ***Conception*** step and brainstorm a logos that go with the business you have been assigned. The type of business you are designing for will influence the type of logos you will design. Next, on paper, you will sketch and draw **a minimum of 15 mock up ideas** for your logo. Try to make each one different & unique so you have many different ideas to choose from. Your mock up logos will all be for the same business, not 15 different businesses. Remember these are just rough sketches or “doodles.”

2. Next you will use the ***Application*** step to covert 10 of your mock ups brainstorming ideas into an actual logos using Photoshop. You need think about the description of your company to ensure that your logo works with the Business. You will create these all in 10 separate files. Be creative! Do not just do the ordinary, get outside of the box!!

* For the 10 logos you must include the following:
  + 5 shapes
  + 5 text boxes
  + Variety of colors
  + 2 with an example rhythm
  + 1 with value contrast
  + 1 with scale contrast
  + 2 other uses of contrast
* You must create everything in Photoshop! NO INTERNET IMAGES ARE ALLOWED!!!

3. After completing your initial designs, you will be put in groups of 4 to complete the ***Feedback*** step. You and your group members will provide positive critiques to your classmates on their logos. You will be graded on your feedback by your group members. You will also receive a grade based on your ability to accept and use the feedback given to you throughout the design process by your classmates and Ms. Scales.

4. After acquiring your Feedback, you will begin to complete the ***Adjustment*** step. No one is perfect, thus you will have some new ideas from your classmates in order make some changes to improve your logos.

5. Finally you will complete your designs for the ***Production*** step. You will turn in your final logos, all files need to be saved in a folder labeled firstname+lastname+logos, inside this folder need to be your .PSD files and your .JPEG files.

\*\*\*In addition to the logos, you will write a **1 page paper** discussing the 10 logos you created, how you created each one, the Elements of Design you used, the fonts you selected, and any other elements you used to create your logos. You need explain these decisions based on the elements of good design we have discussed in class (and because I liked it is ***NOT*** a correct answer). This must be typed, 12 point font, double spaced in Times New Roman, MLA format. If you do not turn in this part of the project, I WILL NOT GRADE IT!

**DM1 Designing 10 Logos Rubric**

**Name \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Period \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

|  |  |  |
| --- | --- | --- |
| **Project Criteria:** | **Score** | **Possible** |
| **Feedback (10 pts.)**  Did I give my classmates good feedback to improve on their project? Did I accept/use the feedback I was given by the class to improve my logo & business card? Did I accept/use the feedback I was given by Ms. Scales to improve my logo & business card? |  | 10 |
| **Logo Design: (70 pts.)**  Is my logo appropriate for my business? Is my logo scalable? Memorable? Is my logo simple? Not too busy? Did I use appropriate colors? |  |  |
| Logo 1: |  | 7 |
| Logo 2: |  | 7 |
| Logo 3: |  | 7 |
| Logo 4 |  | 7 |
| Logo 5: |  | 7 |
| Logo 6: |  | 7 |
| Logo 7: |  | 7 |
| Logo 8: |  | 7 |
| Logo 9: |  | 7 |
| Logo 10: |  | 7 |
| **1 Page Paper (20 pts)** |  |  |
| Did I include all the information I needed to explain my document? Did I explain my logo and business card so the viewer understood the feel of my document? |  | 10 |
| Did I list the 4 elements of design I used in my document? |  | 4 |
| Did I type my paper in Times New Roman, 12 point font, and double spaced (MLA)? |  | 2 |
| Did I proofread my work for spelling, grammar, punctuation, and capitalization? |  | 4 |
| **Proper File MANAGEMENT (10 pts.)** |  |  |
| File was in the proper format (.psd) |  | **4** |
| File was properly named (firstname+lastname + logo) |  | **3** |
| File was properly submitted (copied to Ms. Scales) |  | **3** |
| **Total Score** |  | **100** |

**Adaptations/Modifications:**

* + - Teacher Copy notes will be provided as needed.
    - Modified Assignments for testing, classwork, and homework will be provided as needed.
    - Extended time and separate setting on assignments and tests will be provided as needed.
    - All information, class notes, and assignments are available on class website for all students.
    - Study guides prior to assessments/test will be provided as needed.
    - Extra help an tutoring is available during SMART Lunch each week on Tuesdays and Fridays, and other days if requested by student.
    - All materials are put on Blackboard for easy accessibility by students.

**Extension of Lesson Plan:**

* As students need or want more practice in Photoshop, they will be able to access a variety of different activity assignments they may complete that will allow them to critically think, be creative, and produce a product independently.
* Students may challenge themselves to go beyond the tutorials and minimum requirements to enhance their classwork and projects.

**Assessment:**

* Students will be tested using an Element/teacher made test to evaluate understanding of material covered.
* Students will complete daily Bellwork to demonstrate their understanding of material covered in class.
* Students will complete tutorial classwork assignments to demonstrate their understanding of the use of the Photoshop program
* Students will complete Photoshop Project to demonstrate their ability to apply the knowledge gleamed in the completion of the tutorials to a unique and creatively driven assignment without having the steps provided to them.
* Students will complete homework summaries to demonstrate understanding of material outside of class.