

North Carolina Career-Technical Education  
Teaching Preparation Portfolio

This form should be completed and additional requested material attached. The form should be submitted to appropriate administrators for approval as required by the LEA.

|   |   |                            |
|---|---|----------------------------|
| <a href="#">General Course Information</a>  | State course code:  | 7936                       |
|   | State course title:   | Advanced Digital Media     |
|   | Recommended maximum enrollment:   | 25                         |
|   | Recommended hours of instruction:   | 135 (block) -180 (regular) |
| <a href="#">Course Description</a>          | <p>This course provides students with industry knowledge and skills in the overall digital media design field. Areas covered in these two courses include graphics, animation, video, and web design. An emphasis is placed on the fundamental concepts of graphic design, various digital media technologies, non-linear editing, product development and design, and career development. Art, English language arts, and mathematics are reinforced. Work-based learning strategies appropriate for this course include apprenticeship, cooperative education, internship, and job shadowing. SkillsUSA competitive events, community service, and leadership activities provide the opportunity to apply essential standards and workplace readiness skills through authentic experiences</p> <p>This honors course extends the Essential Standards for CTE courses to a higher more challenging level. Students will choose among honors projects in addition to the activities in the NC CTE Essential Standards for CTE courses. See Expectations of Performance.</p> |                            |
| <a href="#">Course Goals and Objectives</a> | See enhanced course blueprint.  |                            |
| <a href="#">Concepts</a>                    | See enhanced Instructional Outline.   |                            |
| <a href="#">Generalizations</a>             | <p>Digital Media encompasses the areas of Graphic Design, Animation, Audio, Video, and Web Design.</p> <p>Digital Media skills can be integrated into all areas of employment.</p> <p>Digital Media is one of the fastest growing areas of employment.</p> <p>High-level logic, and training is required for mastery of the skills needed for successful employment in the field of digital media.</p> <p>These generalizations are core concepts that are essential to individuals who work in the field of Digital Media and will be addressed throughout the curriculum.</p>   |                            |

|   |   |
|---|---|
| <p><a href="#"><u>Essential Questions</u></a></p>             | <p>What are the phases of production in each of the 5 areas of digital media? (DM203 - DM207).<br/>         What do employers expect to see in a digital media portfolio? (DM203).<br/>         What types of high-level skills are critical for obtaining employment in Digital Media?<br/>         How do I create digital media productions using current industry standard software?</p> <p>Essential questions will be the basis for work based learning activities, and curriculum related activities. Students will apply questions to their own internship experiences and/or their future career plans. The presentations and portfolio will be evidence of questions and information covered.</p>   |
| <p><a href="#"><u>Issues Particular to the Course</u></a></p> | <p>Successful completion of Digital Media<br/>         Keeping up with current technology including computers, software, cameras, etc.<br/>         Finding current online texts and resource materials.<br/>         Making sure students are working at their own workstation. (Ratio: one student per computer).<br/>         It is also recommended that they obtain at least a C in Digital Media I, and achieve a passing grade on their final VOCATS exam.<br/>         One computer per student.</p>  |
| <p><a href="#"><u>Expectations of Performance</u></a></p>     | <p>Students are expected to master key objectives of the course and complete:<br/>         Student projects will be of comparable quality to those produced by industry professionals.<br/>         Students will adhere to project deadlines that align with real world deadlines.<br/>         Students will create and maintain a professional electronic portfolio that could be used for admission into higher education or employment.<br/>         Students should be independent learners who use resources to solve problems, such as on-line tutorials, or any other supportive material.<br/>         Student projects are expected to be of a quality consistent with current industry standards.</p>   |
| <p><a href="#"><u>Assignments</u></a></p>                     | <p>In addition to regular class work throughout the course, Honors students will:<br/>         Create and maintain an electronic portfolio of their work.<br/>         complete 1 - 3 student choice projects (depending on the difficulty and number of components) to include in their electronic portfolios.<br/>         In addition to the actual project, students will submit:<br/>         a written proposal for their project(s) which will include the skills and resources required, project plan and deadlines, and a rubric. Teacher approval is required to proceed.<br/>         Problems/challenges with completion and how the student worked through those problems.<br/>         Personal assessment including what they would do differently.<br/>         (The teacher can add or change the elements of this reflection)</p> |

|  |   |
|--|---|
|  | <p>Possible Projects include:</p> <ul style="list-style-type: none"> <li>• Public Service Announcement (PSA)</li> <li>• Advanced Storytelling Animation using Flash</li> <li>• Create a Website using Dreamweaver</li> <li>• Create an Advanced Digital Video Production.</li> <li>• Create a Advanced Digital Audio Production</li> <li>• Produce a digital media product satisfying the needs of a community client, such as a school-wide project, or the immediate community</li> </ul> |
| <a href="#">Timetables and Deadlines</a>                             | Timetable is established using the attached pacing guide.   |
| <a href="#">Pacing Guide</a>   | See attached pacing guide.  |
| <a href="#">Assessments</a>  | <p>Class work from curriculum guide</p> <p>Students will be assessed on the Electronic Portfolio, Digital Productions, Tests, and Quizzes.</p> <p>Students will be assessed on each portfolio entry throughout the year using a rubric specific to Digital Media II (Honors)</p> <p>Rubric for Production Evaluation specific to Digital Media II (Honors).</p> <p>Project proposal</p> <p>Project Reflection Paper</p>   |
| <a href="#">System for Grading</a>                                   | <p>CTE Elements post assessment – 20% of Final Grade</p> <p>1<sup>st</sup> Quarter grade 40%</p> <p>2<sup>nd</sup> Quarter grade 40%</p> <p>School-based grading policies supersede suggested system for grading</p>  |
| <a href="#">Instructional Materials, Equipment, and Technologies</a> | <p><u>Primary Resources</u></p> <p>Adobe on-line tutorial</p> <p>Video copilot.com</p> <p>Any on-line relevant tutorial</p> <p><u>Supplemental Resources</u></p> <p>Adobe CS5 or current version</p> <p>Digital Media II (Honors) will use the equipment listed in the NCDPI Digital Media Lab guidelines. These will include, but are not limited to, computers, digital scanners, camcorders, still cameras, printers, and digital media production software.</p>                         |

Submitted: \_\_\_\_\_  
Teacher signature \_\_\_\_\_ Date \_\_\_\_\_

Approved: \_\_\_\_\_  
Administrator signature \_\_\_\_\_ Date \_\_\_\_\_

Approved: \_\_\_\_\_  
Administrator signature \_\_\_\_\_ Date \_\_\_\_\_

Approved: \_\_\_\_\_  
Administrator signature \_\_\_\_\_ Date \_\_\_\_\_



| Essential Standard | Essential Standards and Indicators (The Learner will be able to:                                  | Day   | # of Days (90 day course) |
|--------------------|---|-------|---------------------------|
|                    | Course Introduction. Syllabus. HONORS Requirements Explained                                      | 1     | 1                         |
| A                  | GOAL SETTING, CAREER PLANNING, & PORTFOLIOS   |       |                           |
| 201.00             | Apply personal goal setting and career planning   |       |                           |
| 201.01             | Understand personal goal setting and career planning  | 2     | 1                         |
| 201.02             | Apply procedures for personal goals setting and career planning                                   | 3-4   | 2                         |
|                    |   |       |                           |
| 202.00             | Apply procedures to create digital media portfolios   |       |                           |
| 202.01             | Understand concepts of portfolios in the digital media environment                                | 5-6   | 2                         |
| 202.02             | Apply procedures to create portfolios in a digital media environment.                             | 7-10  | 4                         |
|                    | Honors Portfolio Assignment Introduced. Brainstorming Phase of the Project Begins                 | 7     |                           |
| B                  | PORTFOLIO DEVELOPMENT FOR DIGITAL MEDIA   |       |                           |
| 203.00             | Apply procedures to plan, evaluate, and create digital media graphics projects.                   |       |                           |
| 203.01             | Understand evaluation in digital media graphics   | 11-12 | 2                         |
| 203.02             | Apply procedures to create digital media graphics projects  | 13-26 | 12                        |
|                    | Verbal Approval of Honors Project(s) Idea   | 15    |                           |
| 204.00             | Apply procedures to plan, evaluate, and create digital media animation projects.                  |       |                           |
| 204.01             | Understand evaluation in digital media animation  | 27-28 | 2                         |
| 204.02             | Apply procedures to create digital media animation projects                                       | 29-44 | 16                        |
|                    | Formal Written Honors Project Proposal Due  | 30    |                           |
|                    | Final Version of Project Proposal approved and signed by teacher and student (End of 1st Quarter) | 45    |                           |

| <b>Essential Standard</b> | <b>Essential Standards and Indicators (The Learner will be able to:</b>           | <b>Day</b> | <b># of Days (90 day course)</b> |
|---------------------------|---|------------|----------------------------------|
| 205.00                    | Apply procedures to plan, evaluate, and create digital media audio projects.      |            |                                  |
| 205.01                    | Understand evaluation in digital media audio.                                     | 46-47      | 2                                |
| 205.02                    | Apply procedures to create digital media audio projects.                          | 48-53      | 6                                |
|                           | Honors Students begin Honors project(s)   | 46         |                                  |
| 206.00                    | Apply procedures to plan, evaluate, and create digital media video projects.      |            |                                  |
| 206.01                    | Understand evaluation in digital media video                                      | 54-55      | 2                                |
| 206.02                    | Apply procedures to create digital media video projects.                          | 56-68      | 13                               |
|                           | Honors Project(s) Due - turned in in the correct format                           | 75         |                                  |
| 207.00                    | Apply procedures to plan, evaluate, and create digital media web design projects. |            |                                  |
| 207.01                    | Understand evaluation in digital media web design.                                | 69-70      | 2                                |
| 207.02                    | Apply procedures to create digital media web design projects.                     | 71-88      | 17                               |
|                           | Honors Project Reflection Paper Due   | 80         |                                  |
|                           | Honors Project Presentations Begin  | 80         |                                  |

Advanced Digital Media  
Project 1 PSA Video

Student is to research and choose a current, and most of all relevant issue, which impacts the target audience. The PSA MUST be 30 seconds in length, and all production must follow the sequence below.

Student should search the Internet for any school appropriate competition, such as a CTSO competition. One example of a CTSO is SkillsUSA. Students can also seek competitions sponsored by industry leaders in the digital media field. Teachers and students should actively seek appropriate competitions in order to maximize the relevance of the production.

Topic: \_\_\_\_\_

Approval \_\_\_\_\_ DATE \_\_\_\_\_  
Signatures (Student) (Teacher)

Written Proposal (20%)  
(Includes Planning & Tech Prep Phases)

Planning:

Approval \_\_\_\_\_ Score \_\_\_\_\_ DATE \_\_\_\_\_

Technical Preparation:

Approval \_\_\_\_\_ Score \_\_\_\_\_ DATE \_\_\_\_\_

Creation: (Artifacts: All Documents Needed During The Creation Phase)

Actual Project (50%):

Approval \_\_\_\_\_ Score \_\_\_\_\_ DATE \_\_\_\_\_

Reflection Paper (20%):

Approval \_\_\_\_\_ Score \_\_\_\_\_ DATE \_\_\_\_\_

Distribution: (10%) (Artifacts: All Documents Needed During The Distribution Phase)  
(Includes Presentation of Project)

Approval \_\_\_\_\_ Score \_\_\_\_\_ DATE \_\_\_\_\_

Total Score \_\_\_\_\_ DATE \_\_\_\_\_

This document is to be utilized by the student and the teacher in order to communicate, document, and guide the student through the production process.

(STUDENT/TEACHER FEEDBACK)

**RUBRIC**  
**ADVANCED Digital Media Project 1 (PSA)**

|                 | <b>5</b>  | <b>4</b>  | <b>3</b>  | <b>2</b>   | <b>1</b>  |
|-----------------|---|---|---|--|---|
| Script Quality  | Writing is conversational, script hits target audience, script aligns with project purpose, excellent storytelling. | 1-2 of the aspects listed have minor flaws.                       | All aspects have minor flaws.                     | 1-2 aspects have major flaws.  | More than 2 aspects have major flaws.               |
| Video Quality   | All video is steady; movements are motivated, color is correct.   | 1-2 of the video quality aspects listed have minor flaws.         | All video quality aspects have minor flaws.       | 1-2 aspects have major flaws.  | More than 2 aspects have major flaws.               |
| Audio Quality   | All audio is clear and understandable, are at the proper levels, and adds to the project.                           | 1-2 of the aspects listed have minor flaws.                       | All video quality aspects have minor flaws.       | 1-2 aspects have major flaws.  | More than 2 aspects have major flaws.               |
| Editing         | Variety of shots chosen, video matches audio, matches script, has good pacing, etc.                                 | 1-2 of the aspects listed have minor flaws.                       | All aspects have minor flaws.                     | 1-2 aspects have major flaws.  | More than 2 aspects have major flaws.               |
| Deadlines       | Made all deadlines  | Missed 1 deadline by no more than 1 day                           | Missed 1 deadline by more than 1 day              | Missed multiple deadlines by 1 day   | Missed multiple deadlines by more than 1 day        |
| Overall Quality | Excellent - meets or exceeds industry standards in all areas  | Very Good overall, but 1 aspect does not meet industry standards. | Good - 2-3 aspects do not meet industry standards | Fair - Major problems. More than 3 aspects do not meet industry standards. | Poor - Does not meet industry standards in any area |
| OTHER           |   |   |   |  |   |



Advanced Digital Media  
Project 2 Audio Production

Student is to create a professional audio soundtrack utilizing a professional audio application. The application can be in Adobe SoundBooth, Apple Soundtrack Pro, Garageband, or any other multi-track application. The production MUST be professional, and school appropriate. The student MUST adhere to ALL Copyright restrictions, if not the production will not be accepted. The Audio Production MUST be between 2 and 3 minutes in length. and all production must follow the sequence below. The audio production can be used in a future animation or music video.

Student should search the Internet for any school appropriate competition, such as a CTSO competition. One example of a CTSO is SkillsUSA. Students can also seek competitions sponsored by industry leaders in the digital media field. Teachers and students should actively seek appropriate competitions in order to maximize the relevance of the production.

**Topic:** \_\_\_\_\_

**Approval:** \_\_\_\_\_ DATE \_\_\_\_\_  
Signatures (Student) (Teacher)

Written Proposal (20%)  
(Includes Planning & Tech Prep Phases)

Planning

Approval \_\_\_\_\_ Score \_\_\_\_\_ DATE \_\_\_\_\_

Technical Preparation

Approval \_\_\_\_\_ Score \_\_\_\_\_ DATE \_\_\_\_\_

**Creation:** (Artifacts: All Documents Needed During The Creation Phase)

Actual Project (50%):

Approval: \_\_\_\_\_ Score \_\_\_\_\_ DATE \_\_\_\_\_

Reflection Paper (20%):

Approval: \_\_\_\_\_ Score \_\_\_\_\_ DATE \_\_\_\_\_

**Distribution:** (10%) (Artifacts: All Documents Needed During The Distribution Phase)  
(Includes Presentation of Project)

Approval \_\_\_\_\_ Score \_\_\_\_\_ DATE \_\_\_\_\_

Total Score \_\_\_\_\_ DATE \_\_\_\_\_

This document is to be utilized by the student and the teacher in order to communicate, document, and guide the student through the production process.

(STUDENT/TEACHER FEEDBACK)

**RUBRIC**  
**ADVANCED Digital Media Project 2 Audio Production**

|                 | 5   | 4   | 3   | 2  | 1   |
|-----------------|---|---|---|--|---|
| Audio Quality   | Writing is conversational, script hits target audience; script aligns with project purpose, excellent storytelling. | 1-2 of the aspects listed have minor flaws.                       | All aspects have minor flaws.                     | 1-2 aspects have major flaws.  | More than 2 aspects have major flaws.               |
| Audio Quality   | All audio is clear and understandable, are at the proper levels, and adds to the project.                           | 1-2 of the aspects listed have minor flaws.                       | All video quality aspects have minor flaws.       | 1-2 aspects have major flaws.  | More than 2 aspects have major flaws.               |
| Editing         | audio, matches script, has good pacing, etc.  | 1-2 of the aspects listed have minor flaws.                       | All aspects have minor flaws.                     | 1-2 aspects have major flaws.  | More than 2 aspects have major flaws.               |
| Deadlines       | Made all deadlines  | Missed 1 deadline by no more than 1 day                           | Missed 1 deadline by more than 1 day              | Missed multiple deadlines by 1 day   | Missed multiple deadlines by more than 1 day        |
| Overall Quality | Excellent - meets or exceeds industry standards in all areas  | Very Good overall, but 1 aspect does not meet industry standards. | Good - 2-3 aspects do not meet industry standards | Fair - Major problems. More than 3 aspects do not meet industry standards. | Poor - Does not meet industry standards in any area |
| OTHER           |   |   |   |  |   |

Advanced Digital Media  
Project 3 Advanced Storytelling Animation Using Flash

Student is to create a professional animation utilizing Adobe Flash. The animation must tell a story, and be focused at a target audience. The animation can be from a children's story, lyrics from an appropriate song, or your own story. The length of your production should be between 2 and 3 minutes. Be creative, and remember to give credit to any author. All productions must adhere to all copyright regulations.

Student should search the Internet for any school appropriate competition, such as a CTSO competition. One example of a CTSO is SkillsUSA. Students can also seek competitions sponsored by industry leaders *in the digital media field*. Teachers and students should actively seek appropriate competitions in order to maximize the relevance of the production.

**Topic:** \_\_\_\_\_

**Approval:** \_\_\_\_\_ DATE \_\_\_\_\_  
Signatures (Student) (Teacher)

Written Proposal (20%)  
(Includes Planning & Tech Prep Phases)

Planning

Approval \_\_\_\_\_ Score \_\_\_\_\_ DATE \_\_\_\_\_

Technical Preparation:

Approval \_\_\_\_\_ Score \_\_\_\_\_ DATE \_\_\_\_\_

**Creation:** (Artifacts: All Documents Needed During The Creation Phase)

Actual Project (50%):

Approval \_\_\_\_\_ Score \_\_\_\_\_ DATE \_\_\_\_\_

Reflection Paper (20%):

Approval \_\_\_\_\_ Score \_\_\_\_\_ DATE \_\_\_\_\_

**Distribution:** (10%) (Artifacts: All Documents Needed During The Distribution Phase)  
(Includes Presentation of Project)

Approval \_\_\_\_\_ Score \_\_\_\_\_ DATE \_\_\_\_\_

Total Score \_\_\_\_\_ DATE \_\_\_\_\_

This document is to be utilized by the student and the teacher in order to communicate, document, and guide the student through the production process.

(STUDENT/TEACHER FEEDBACK)

## RUBRIC

### ADVANCED Digital Media Project 3 Advanced Storytelling Animation Using Flash

|                 | 5   | 4   | 3   | 2  | 1   |
|-----------------|---|---|---|--|---|
| Script Quality  | Writing is conversational, script hits target audience; script aligns with project purpose, excellent storytelling. | 1-2 of the aspects listed have minor flaws.                       | All aspects have minor flaws.                     | 1-2 aspects have major flaws.  | More than 2 aspects have major flaws.               |
| Video Quality   | All video is steady; movements are motivated, color is correct.   | 1-2 of the video quality aspects listed have minor flaws.         | All video quality aspects have minor flaws.       | 1-2 aspects have major flaws.  | More than 2 aspects have major flaws.               |
| Audio Quality   | All audio is clear and understandable, are at the proper levels, and adds to the project.                           | 1-2 of the aspects listed have minor flaws.                       | All video quality aspects have minor flaws.       | 1-2 aspects have major flaws.  | More than 2 aspects have major flaws.               |
| Editing         | Variety of shots chosen, video matches audio, matches script, has good pacing, etc.                                 | 1-2 of the aspects listed have minor flaws.                       | All aspects have minor flaws.                     | 1-2 aspects have major flaws.  | More than 2 aspects have major flaws.               |
| Deadlines       | Made all deadlines  | Missed 1 deadline by no more than 1 day                           | Missed 1 deadline by more than 1 day              | Missed multiple deadlines by 1 day   | Missed multiple deadlines by more than 1 day        |
| Overall Quality | Excellent - meets or exceeds industry standards in all areas  | Very Good overall, but 1 aspect does not meet industry standards. | Good - 2-3 aspects do not meet industry standards | Fair - Major problems. More than 3 aspects do not meet industry standards. | Poor - Does not meet industry standards in any area |
| OTHER           |   |   |   |  |   |

Advanced Digital Media  
Project 4 Client Based Project

Student is to create a professional digital media production satisfying the needs of a client. The client can be a member of the school teaching staff, or an entity of the local community. Many times teachers, and local community members have digital media needs. They are not sure how to implement the needed digital technology, or even have the highly specified digital equipment.

The student is to consult with the client and create a digital production, which meets the needs of the client. Student is to keep documentation of all consultations with the client. The documentation can be in the forms of notes, email, texts, or any other form of communication.

**Topic:** \_\_\_\_\_

**Approval:** \_\_\_\_\_ DATE \_\_\_\_\_  
Signatures (Student) (Client) (Teacher)

Written Proposal (20%)  
(Includes Planning & Tech Prep Phases)

Planning

Approval \_\_\_\_\_ Score \_\_\_\_\_ DATE \_\_\_\_\_

Technical Preparation:

Approval \_\_\_\_\_ Score \_\_\_\_\_ DATE \_\_\_\_\_

**Creation:** (Artifacts: All Documents Needed During The Creation Phase)

Actual Project (50%):

Approval \_\_\_\_\_ Score \_\_\_\_\_ DATE \_\_\_\_\_

Reflection Paper (20%):

Approval \_\_\_\_\_ Score \_\_\_\_\_ DATE \_\_\_\_\_

**Distribution:** (10%) (Artifacts: All Documents Needed During The Distribution Phase)  
(Includes Presentation of Project)

Approval \_\_\_\_\_ Score \_\_\_\_\_ DATE \_\_\_\_\_

Total Score \_\_\_\_\_ DATE \_\_\_\_\_

This document is to be utilized by the student, teacher, or client, in order to effectively communicate, document, and guide the student through the production process.

(STUDENT/TEACHER /CLIENT FEEDBACK)



**RUBRIC**  
**ADVANCED Digital Media Project Project 4 Client Based Project**

|                 | <b>5</b>  | <b>4</b>  | <b>3</b>  | <b>2</b>   | <b>1</b>  |
|-----------------|---|---|---|--|---|
| Script Quality  | Writing is conversational, script hits target audience; script aligns with project purpose, excellent storytelling. | 1-2 of the aspects listed have minor flaws.                       | All aspects have minor flaws.                     | 1-2 aspects have major flaws.  | More than 2 aspects have major flaws.               |
| Video Quality   | All video is steady; movements are motivated, color is correct.   | 1-2 of the video quality aspects listed have minor flaws.         | All video quality aspects have minor flaws.       | 1-2 aspects have major flaws.  | More than 2 aspects have major flaws.               |
| Audio Quality   | All audio is clear and understandable, are at the proper levels, and adds to the project.                           | 1-2 of the aspects listed have minor flaws.                       | All video quality aspects have minor flaws.       | 1-2 aspects have major flaws.  | More than 2 aspects have major flaws.               |
| Editing         | Variety of shots chosen, video matches audio, matches script, has good pacing, etc.                                 | 1-2 of the aspects listed have minor flaws.                       | All aspects have minor flaws.                     | 1-2 aspects have major flaws.  | More than 2 aspects have major flaws.               |
| Deadlines       | Made all deadlines  | Missed 1 deadline by no more than 1 day                           | Missed 1 deadline by more than 1 day              | Missed multiple deadlines by 1 day   | Missed multiple deadlines by more than 1 day        |
| Overall Quality | Excellent - meets or exceeds industry standards in all areas  | Very Good overall, but 1 aspect does not meet industry standards. | Good - 2-3 aspects do not meet industry standards | Fair - Major problems. More than 3 aspects do not meet industry standards. | Poor - Does not meet industry standards in any area |
| OTHER           |   |   |   |  |   |

Advanced Digital Media  
Project 5 Create Professional Website Using Adobe Dreamweaver

Student is to create a professional website using Adobe Dreamweaver. The website should include, and reflect the following:

1. Standard Compliance Workflow, 2. Utilize Best Practice, 3. Demonstrate the Fundamentals of HTML/CSS, 4. Utilize Word and Photoshop, 6. Create Clean and Clear Coding, 7. Utilize Forms / Tables, 8. Implement User Interactivity, 9. Finished Project to Live Online Student should search the Internet for any school appropriate competition, such as a CTSO competition. One example of a CTSO is SkillsUSA. Students can also seek competitions sponsored by industry leaders in the digital media field.

Teachers and students should actively seek appropriate competitions in order to maximize the relevance of the production.

**Topic:** \_\_\_\_\_

**Approval:** \_\_\_\_\_ DATE \_\_\_\_\_  
Signatures (Student) (Teacher)

Written Proposal (20%)  
(Includes Planning & Tech Prep Phases)

Planning

Approval \_\_\_\_\_ Score \_\_\_\_\_ DATE \_\_\_\_\_

Technical Preparation:

Approval \_\_\_\_\_ Score \_\_\_\_\_ DATE \_\_\_\_\_

**Creation:** (Artifacts: All Documents Needed During The Creation Phase)

Actual Project (50%):

Approval \_\_\_\_\_ Score \_\_\_\_\_ DATE \_\_\_\_\_

Reflection Paper (20%):

Approval \_\_\_\_\_ Score \_\_\_\_\_ DATE \_\_\_\_\_

**Distribution:** (10%) (Artifacts: All Documents Needed During The Distribution Phase)  
(Includes Presentation of Project)

Approval \_\_\_\_\_ Score \_\_\_\_\_ DATE \_\_\_\_\_

Total Score \_\_\_\_\_ DATE \_\_\_\_\_

This document is to be utilized by the student and the teacher in order to communicate, document, and guide the student through the production process.



**RUBRIC**  
**ADVANCED Digital Media Project Project 5 Dreamweaver**

|                 | 5   | 4   | 3   | 2  | 1   |
|-----------------|---|---|---|--|---|
| Script Quality  | Writing is conversational, script hits target audience; script aligns with project purpose, excellent storytelling. | 1-2 of the aspects listed have minor flaws.                       | All aspects have minor flaws.                     | 1-2 aspects have major flaws.  | More than 2 aspects have major flaws.               |
| Video Quality   | All video is steady; movements are motivated, color is correct.   | 1-2 of the video quality aspects listed have minor flaws.         | All video quality aspects have minor flaws.       | 1-2 aspects have major flaws.  | More than 2 aspects have major flaws.               |
| Audio Quality   | All audio is clear and understandable, are at the proper levels, and adds to the project.                           | 1-2 of the aspects listed have minor flaws.                       | All video quality aspects have minor flaws.       | 1-2 aspects have major flaws.  | More than 2 aspects have major flaws.               |
| Editing         | Variety of shots chosen, video matches audio, matches script, has good pacing, etc.                                 | 1-2 of the aspects listed have minor flaws.                       | All aspects have minor flaws.                     | 1-2 aspects have major flaws.  | More than 2 aspects have major flaws.               |
| Deadlines       | Made all deadlines  | Missed 1 deadline by no more than 1 day                           | Missed 1 deadline by more than 1 day              | Missed multiple deadlines by 1 day   | Missed multiple deadlines by more than 1 day        |
| Overall Quality | Excellent - meets or exceeds industry standards in all areas  | Very Good overall, but 1 aspect does not meet industry standards. | Good - 2-3 aspects do not meet industry standards | Fair - Major problems. More than 3 aspects do not meet industry standards. | Poor - Does not meet industry standards in any area |

|       |          |          |          |          |          |
|-------|----------|----------|----------|----------|----------|
|       | <b>5</b> | <b>4</b> | <b>3</b> | <b>2</b> | <b>1</b> |
| OTHER |          |          |          |          |          |

Advanced Digital Media

**Project 6 DESCRIPTION OF ADVANCED DIGITAL VIDEO PROJECT**

This project is one of the possibilities for the student choice project. (See student choice project description for instructions and rubrics for the Written Proposal and Reflection Paper portions of this project). The student will do an Advanced Digital Video Project of his/her choosing. Possibilities include but are not limited to: an in depth news, or sports story, music video, documentary, or promotional video. The student will submit a written proposal (see description). Once approved, the student will be responsible for producing this project. Other students may be involved with permission of the teacher, but this student is primarily responsible for this project.

The student will plan, write a script, videotape, edit, and then turn in the project in the medium chosen by the teacher. The teacher and student will agree on interim deadlines throughout this project. In order to get the best possible grade, the project should be up to industry standards. Once the video is complete, the student will write a reflection paper.(see description). Student should search the Internet for any school appropriate competition, such as a CTSO competition. One example of a CTSO is SkillsUSA. Students can also seek competitions sponsored by industry leaders in the digital media field. Teachers and students should actively seek appropriate competitions in order to maximize the relevance of the production.

**Topic:** \_\_\_\_\_

**Approval:** \_\_\_\_\_ DATE \_\_\_\_\_  
 Signatures (Student) (Teacher)

Written Proposal: (20%)  
 (Includes Planning & Tech Prep Phases)

Planning:

Approval \_\_\_\_\_ Score \_\_\_\_\_ DATE \_\_\_\_\_

Technical Preparation:

Approval \_\_\_\_\_ Score \_\_\_\_\_ DATE \_\_\_\_\_

**Creation:** (Artifacts: All Documents Needed During The Creation Phase)

Actual Project (50%):

Approval \_\_\_\_\_ Score \_\_\_\_\_ DATE \_\_\_\_\_

Reflection Paper: (20%):

Approval \_\_\_\_\_ Score \_\_\_\_\_ DATE \_\_\_\_\_

**Distribution:** (10%) (Artifacts: All Documents Needed During The Distribution Phase)

(Includes Presentation of Project)

Approval \_\_\_\_\_ Score \_\_\_\_\_ DATE \_\_\_\_\_

Total Score \_\_\_\_\_ DATE \_\_\_\_\_

This document is to be utilized by the student and the teacher in order to communicate, document, and guide the student through the production process.

(STUDENT/TEACHER FEEDBACK)

### RUBRIC FOR ADVANCED VIDEO PROJECT

|                | 5   | 4   | 3   | 2                                  | 1  |
|----------------|---|---|---|------------------------------------|--|
| Script Quality | Writing is conversational, script hits target demo, script aligns with project purpose, excellent storytelling. | 1-2 of the aspects listed have minor flaws.               | All aspects have minor flaws.               | 1-2 aspects have major flaws.      | More than 2 aspects have major flaws.        |
| Video Quality  | All video is steady, movements are motivated, color is correct.   | 1-2 of the video quality aspects listed have minor flaws. | All video quality aspects have minor flaws. | 1-2 aspects have major flaws.      | More than 2 aspects have major flaws.        |
| Audio Quality  | All audio is clear and understandable, are at the proper levels, and adds to the project.                       | 1-2 of the aspects listed have minor flaws.               | All video quality aspects have minor flaws. | 1-2 aspects have major flaws.      | More than 2 aspects have major flaws.        |
| Editing        | Variety of shots chosen, video matches audio, matches script, has good pacing, etc.                             | 1-2 of the aspects listed have minor flaws.               | All aspects have minor flaws.               | 1-2 aspects have major flaws.      | More than 2 aspects have major flaws.        |
| Deadlines      | Made all deadlines  | Missed 1 deadline by no more than 1 day                   | Missed 1 deadline by more than 1 day        | Missed multiple deadlines by 1 day | Missed multiple deadlines by more than 1 day |

|                 | 5  | 4   | 3   | 2  | 1   |
|-----------------|--|---|---|--|---|
| Overall Quality | Excellent - meets or exceeds industry standards in all areas | Very Good overall, but 1 aspect does not meet industry standards. | Good - 2-3 aspects do not meet industry standards | Fair - Major problems. More than 3 aspects do not meet industry standards. | Poor - Does not meet industry standards in any area |
| OTHER           |  |   |   |  |   |

### DESCRIPTION FOR ELECTRONIC PORTFOLIO

Each Honors student will create and maintain an electronic digital media portfolio. The student should do this by creating a website that includes his/her digital media work. If because of school resources that is not possible, the student can also do this by saving his or her work by other electronic means such as a DVD.

The student may choose to do a developmental portfolio which shows his/her progress or a reflective portfolio.

Each piece included on the website should include a description of what the work is and why the student chose to include it in the portfolio so the viewer has some background knowledge about the piece.

This portfolio should be updated each time a new project is completed by the student. It should improve as the semester progresses and by the end, should be a professional representation of the student's work.

### RUBRIC FOR ELECTRONIC PORTFOLIO

|                    | 5   | 4   | 3   | 2                 | 1                  |
|--------------------|---|---|---|-------------------|--------------------|
| Kept up to Date    | Updated weekly  | Updated bi-weekly   | Updated Monthly   | Updated randomly  | Not updated        |
| Overall Appearance | Professional Appearance & excellent representation of student's work. | Near Professional Appearance & very good representation . | Good representation of work, but does not look professional | Needs major work. | Sloppy appearance. |

|             | 5   | 4   | 3  | 2  | 1             |
|-------------|---|---|--|--|---------------|
| Description | Excellent background descriptions for each piece included | Descriptions lack some details important to the viewer. | Descriptions lack major information important to the viewer. | Descriptions not well worded or not written in complete sentences. | None included |
| OTHER       |   |   |  |  |               |

## Instructions for Honors Student Choice Project

### **Description:**

Honors students will complete 1 - 3 (depending on difficulty and number of components) student choice projects for inclusion in their digital media portfolios.

The Honors Student Choice project is a Digital Media project that will encompass at least one of the 5 areas of Digital Media (Graphics, Animation, Audio, Video, Web Design). The project should meet or exceed industry standards and look like it took 5-6 weeks to complete.

It will have 3 parts: a written proposal, the actual project, and a reflection paper.

### **Part I - Project Proposal**

The student will submit a 1 - 2 page project proposal. The written proposal will include:

- a general description of the project including which area(s) of digital media will be the focus.
- why the student is interested in doing this particular project.
- a description of what skills and resources will be required to complete this project.
- a projected timeline for an on-time completion.
- a plan for how this project will be completed on time.
- any anticipated obstacles that the student will have to overcome to complete this project.
- a rubric

See Pacing Guide for when the Proposal should be complete.

### **Part II - Actual Project**

The student will start working on the Honors project at the beginning of the 2nd Quarter.

Again, this is an advanced project that goes beyond what the non-Honors students are doing. This project should be included in the student's Digital Media Portfolio. Some possible projects include:

- Public Service Campaign that includes graphic elements, and both video and audio public service announcements (PSA), etc.
- Advanced storytelling animation
- A website
- An advanced digital audio production
- An advanced digital video production
- Produce a digital media product satisfying the needs of a community client, such as a school-wide project, or the immediate community.

### **Part III - Reflection Paper**

Upon completion of the project, the student will write a 2 - 3 page reflection on the project. The reflection paper should include:

- Reasons the project was chosen
- Problems/challenges with completion, and how the student worked through those challenges.
- How it fits into the student's overall development in digital media.
- Personal assessment including what they would do differently
- What the student learned from doing the project
- Anything else the teacher wishes for the student to include based on what type of project was chosen.

**RUBRIC FOR PROJECT PROPOSAL**

|                      | <b>5</b>                                       | <b>4</b>   | <b>3</b>                                   | <b>2</b>   | <b>1</b>                           |
|----------------------|--|--|--|--|------------------------------------|
| General Description  | Complete and thorough description              | Nearly complete. Missing minor details.                | Missing at least 1 key part of description | Missing major parts of description.                    | Brief description without details. |
| Student Interest     | Complete and thorough description              | Not as complete as it could be.                        | Okay description.                          | Weak level of interest in project or poor description. | Not included.                      |
| Skills / Resources   | Complete & thorough listing of what is needed. | Some minor gaps  | Missing key resources to complete project  | Unrealistic assessment of skills or resources needed   | No attention to skills/resources   |
| Timeline             | Well thought out                               | Few gaps   | A least 1 major gap                        |  | Minimal Timeline                   |
| Plan                 | Well thought out complete plan                 | Several minor errors                                   | many minor errors or missing parts         | Some major parts missing                               | Minimal Plan                       |
| Anticipated Problems | Included. Excellent assessment                 | Included. Realistic Assessment. Missing minor details. | Missing key potential issues.              | Unrealistic assessment of potential problems.          | Not included                       |
| Grammar              | No grammar or spelling errors.                 | Minimal errors   | Some errors                                | Some major errors.                                     | Many major errors                  |

### REFLECTION PAPER RUBRIC

|                       | 5  | 4  | 3  | 2   | 1  |
|-----------------------|--|--|--|---|--|
| Project Selection     | Several reasons given why project was chosen. Reasons well thought out & clearly expressed.    | Good reasons, but not as clearly expressed.  | Average amount of effort, but lacking specifics.                             | Not much thought put into this aspect. Not clearly expressed.       | No reason or weak reason given.                        |
| Problems / Challenges | Excellent assessment of problems & challenges - even if they were minor.                       | Very good assessment, but missing some minor points.   | Problems/Challenges noted, but not much description.                         | Problem/Challenge barely noted.                                     | No problems/challenges mentioned.                      |
| What student learned  | Student is able to clearly verbalize what was learned from the project. It includes specifics. | Student clearly learned from the project, but has some minor problems expressing what was learned. | Not completely clear what the student learned because not clearly expressed. | Student barely mentions this aspect.                                | This area is not mentioned.                            |
| Personal Assessment   | Clearly written accurate assessment of student's performance.                                  | Very good assessment of performance, but could be more clearly written.                            | Flaws in performance assessment or flaws in how it is written.               | Unrealistic assessment of personal performance or not well written. | This area is either not addressed or barely mentioned. |
|                       |  |  |  |   |  |



Advanced Digital Media  
Student Choice Project/Rubric

**Student Project Choice Bank:** (Circle All That Apply)  
Production, Community Service Project, Competition (CTSO/SkillsUSA)

**Medium:** Video, Audio, Web Design, Graphics, or Animation

**Step 1:** Student chosen topic (A Digital Media Project that is of special interest to the student and is approved by the teacher)

Topic: \_\_\_\_\_

Approval: \_\_\_\_\_ DATE \_\_\_\_\_  
Signatures (Student) (Teacher)

Written Proposal: (20%)  
(Includes Planning & Tech Prep Phases)

Planning:

Approval \_\_\_\_\_ Score \_\_\_\_\_ DATE \_\_\_\_\_

Technical Preparation:

Approval \_\_\_\_\_ Score \_\_\_\_\_ DATE \_\_\_\_\_

**Creation:** (Artifacts: All Documents Needed During The Creation Phase)

Actual Project (50%):

Approval \_\_\_\_\_ Score \_\_\_\_\_ DATE \_\_\_\_\_

Reflection Paper: (20%):

Approval \_\_\_\_\_ Score \_\_\_\_\_ DATE \_\_\_\_\_

**Distribution:** (10%) (Artifacts: All Documents Needed During The Distribution Phase)  
(Includes Presentation of Project)

Approval \_\_\_\_\_ Score \_\_\_\_\_ DATE \_\_\_\_\_

Total Score \_\_\_\_\_ DATE \_\_\_\_\_

This document is to be utilized by the student and the teacher in order to communicate, document, and guide the student through the production process.

(STUDENT/TEACHER FEEDBACK)

Sample Rubric

|  | <b>1</b>  | <b>3</b>  | <b>5</b>   |
|--|---|---|--|
| <b>Proposal (20%)</b><br>(Planning & Tech Prep)  | Inadequate planning<br>(These should be sent back to the student).      | Adequate planning,<br>Some gaps or missing parts        | All areas thoroughly researched,<br>well planned, including intermediate deadlines.<br>Clear description of what the final product will be.<br>No grammatical errors |
| <b>Actual Digital Media Project (50%)</b><br>(Creating)<br>(Specific Goals depend on specific project - Student works with teacher to create | Unprofessional or elementary project<br>Major flaws<br>Deadlines Missed | Some technical issues or flaws<br>Some deadlines missed | Professional level production<br>Up to or exceeds industry standard<br>(Specifics depend on project)<br>All deadlines met  |
| <b>Distribution (10%)</b><br>Exported or Uploaded Presentation   | Does not work   |   | Correct format<br>well-done  |
| <b>Reflection Paper (20%)</b>  | Not well-thought out or written<br>Major parts missing                  | Some missing parts                                      | Well-written & thought out.<br>Complete.   |