

## **COURSE DESCRIPTION**

This course examines communications systems and design production processes in the areas of electronic, live, recorded, and graphic communications. Students will develop the knowledge and skills necessary to design, use and manage a broad range of communications systems. This includes the following five areas: Print Media (Graphics and Desktop Publishing), Interactive & Web Technology, Audio and Video Production, 3D Computer Animation, and Digital Photography. Students will also explore the impact of communications technologies on today's society, workplace and the environment.

## **COURSE OBJECTIVES**

**By the end of the course students will:**

- Apply the design process to develop solutions, products, processes or services in response to a variety of communications challenges.
- Solve problems through careful analysis, cooperation and communication.
- Identify and describe the components and processes that make up communications systems.
- Develop individual and group skills through student centred activities.
- Show commitment to a task by maintaining the high level of effort required to complete a product.
- Develop the ability to self-monitor progress using record keeping and tracking procedures such as logs, journals, technical reports and project portfolios.
- Identify a variety of communications related career opportunities and the skills/education required for each.

This class is run like a real communications company and your instructor expects nothing less than professional behaviour from all "employees". Regular attendance, punctuality and effort are essential to success in this course.

Student work is expected to contain positive images of people regardless of age, physical appearance, socio-economic status, disability, race or gender. Any stereotypes, acts of violence, sexually oriented or drug related themes or use of profanity is unacceptable. All student work must also adhere to copyright laws and school policies regarding plagiarism.

Since the main goal of the course is student development of advanced technical skills and knowledge, the majority of the course will focus on a variety of practical, hands on projects that will be completed independently and in groups. Each project will focus on specific communications technology applications and will require students to demonstrate skills development in key areas. Each project will be broken into a few major components such as: rough work and planning, production, final project and post production.

**PRACTICAL PROJECT OVERVIEW**

<b>Unit</b>	<b>Description</b>
1. 3D Animation	You will use Lightwave to create a character animation. The project will include an animated character, a scene with background objects, custom surface materials, a 3 point lighting system, and one advanced animation technique such as bones, hypervoxels or graph editor animations.
2. Photography & Lighting	You will use a Digital SLR camera to develop an understanding of camera settings. You will also use a lighting kit for portrait photography and a light box for product photography.
3. Audio Production	You will use Adobe Audition to produce music and sfx to create a sound track for a video clip.
4. Desktop Publishing	You will use Adobe InDesign and your digital photography to produce a Photography "How To" manual in PDF format
5. DVD Authoring	You will use Adobe Audition to arrange your Digital photography into a DVD slide show with custom title menus and chapter markers.
6. Video Production	You will produce a short news program including advanced editing techniques such as chroma key effects, picture in picture, titling and imported animations.

**SUMMATIVE EVALUATION PROJECT**

The summative evaluation for the course will be based on an electronic portfolio containing all of your project work from the semester. This portfolio will take the form of a web site that thoroughly documents the production of projects. The web site will be submitted on CD at the completion of the course. It is strongly recommended that students work on their portfolios throughout the course as this is a major undertaking.

**COURSE EVALUATION OUTLINE**

Design Process & Web Design Intro	20%
Practical Projects	50%
Summative Portfolio	30%
<b>Total</b>	<b>100%</b>