

MULTIMEDIA COMMUNICATIONS

LENGTH OF TIME: every other day for one semester

GRADE LEVEL: 9-12

COURSE STANDARDS (Pennsylvania Academic Standards for Business, Computer and Information Technology) Students will:

1. Evaluate work products and make recommendations based on content. (15.3.12.A)
2. Analyze business documents for content and effectiveness. (15.3.12.B)
3. Evaluate business materials (including web based resources) for value related to purpose, quality, and appropriateness. (15.3.12.D)
4. Evaluate a speaker's reasoning and intent; ask questions to deepen understanding. (individual, team, employment, and business). (15.3.12. F)
5. Employ appropriate presentation skills to lead discussions and team activities. (15.3.12.G)
6. Evaluate presentations for language, proper techniques and media choices. (15.3.12.H)
7. Synthesize information gathered from multiple sources (e.g., digital, print, face to face). (15.3.12.I)
8. Apply strategies to overcome barriers to active listening. (15.3.12.J)
9. Demonstrate appropriate work ethic in the workplace, community, and classroom. (15.3.12.N)
10. Demonstrate leadership communication skills through delegating, negotiating, goal setting, and generating ideas. (15.3.12.P)
11. Evaluate electronic communication options based on need. (15.3.12.S)
12. Demonstrate application of digital citizenship in work and personal situations. (15.3.12.T)
13. Critique the effectiveness of various electronic communication options related to desired outcomes. (15.3.12.U)
14. Evaluate how mobile communication impacts businesses or organizations. (15.3.12.V)
15. Collaborate via electronic communication with peers, educators, and/or professionals to meet organizational goals. (15.3.12.W)
16. Apply the creative and productive use of emerging technologies for educational and personal success. (15.4.12.A)
17. Create an advanced digital project using sophisticated design and appropriate software/applications. (15.4.12.G)
18. Evaluate advanced multimedia work products and make recommendations based on the evaluation. (15.4.12.K)
19. Create a business plan using appropriate data to support the business concept. (15.5.12.D)

RELATED PA ACADEMIC STANDARDS FOR READING, WRITING, SPEAKING AND LISTENING:

- 1.2 Reading Critically in All Content Areas
- 1.4 Types of Writing
- 1.5 Quality of Writing
- 1.6 Speaking and Listening
- 1.7 Characteristics and Function of the English Language

1.8 Research

RELATED PA ACADEMIC STANDARDS FOR SCIENCE AND TECHNOLOGY

3.6.B Technology Education - Information Technology

PERFORMANCE ASSESSMENTS:

1. Students design a web page which markets a business and incorporates multimedia elements which they have previously developed -- visuals, text, audio and interactive media concepts.
2. Students collaborate with peers to prepare and deliver a persuasive presentation, highlighting why their “marketing team” is best prepared to effectively utilize multimedia to reach customers in various segments.
3. Students pursue Google Cloud certification in G Suite, demonstrating the ability to complete common workplace activities using cloud-based tools to create and share documents, spreadsheets, presentations, and files. This exam verifies proficiency in key features of the G Suite platform: Drive, Gmail, Hangouts Meet, Docs, Sheets, Forms, Slides

DESCRIPTION OF COURSE:

This course emphasizes the skills needed to communicate effectively for various purposes using multimedia. Students will learn how to create effective digital images, graphics, infographics, web pages, blogs, videos, podcasts, slideshows, social media posts, spreadsheets and app designs. Students will be challenged to apply critical and creative thinking during this process, and will develop their presentation skills as they share their work with peers. Students will also become experts in the Google Suite, demonstrating digital skills needed to work collaboratively and productively in a professional environment.

TITLES OF UNITS:

1. Writing a Business Marketing Plan (3 classes)
2. Powerful Photo Editing (5 classes)
3. Google Suite (8 classes)
4. Messaging via Infographics (3 classes)
5. Product 3-D design with Tinkercad (2 classes)
6. Marketing via Blogs (3 classes)
7. Marketing via Video (3 classes)
8. Designing Apps for your Customer (4 classes)
9. Effective Social Media Campaigns (2 classes)
10. Storytelling via Podcasts (3 classes)
11. Working in Print Medium (2 classes)
12. Creating a Business Website (4 classes)
13. Marketing Team Presentation (3 classes)

SAMPLE INSTRUCTIONAL STRATEGIES:

1. Think-pair-share
2. Discussion group
2. Inquiry-based instruction
3. Identifying Similarities and Differences
4. Advance Organizers
5. Quickwrite

6. Nonlinguistic Representations
7. Peer Review

MATERIALS:

1. Personal Computers
2. Adobe Photoshop
3. Free multimedia software (e.g. Google Suite, Wix, Tinkercad)
4. Access to Google Suite Certification Exam

METHODS OF ASSISTANCE AND ENRICHMENT:

1. Teacher Conferencing
2. Peer Review and Brainstorming
3. Guest Speakers
4. Google Suite Certification

PORTFOLIO DEVELOPMENT:

1. Google Certification
2. Website incorporating prior multimedia projects
3. Business Concept Presentation

METHODS OF ASSESSMENT:

1. Multimedia projects with rubrics
2. Presentation with rubrics
3. Peer and Self Review
4. Google Certification Exam

INTEGRATED ACTIVITIES:

1. Concepts
 - a. Interactive activities to develop interpersonal communication skills:
 - b. Message Formation
 - c. Conversational Climate
 - d. Listening for Understanding
 - e. Empathetic Response
 - f. Purposeful Communication
2. Communication
 - a. Utilizing media to achieve business goals
 - b. Oral presentations using slideshow
3. Thinking/Problem Solving
 - a. Peer review of written documents, media projects, presentations
4. Application of Knowledge
 - a. Written documents
 - b. Utilizing multimedia software
 - c. Oral presentations
5. Interpersonal Skills
 - a. Collaborating to plan and execute business plan, media campaign and professional presentation