

# ADVANCED MEDIA ARTS SYLLABUS

MRS. MCMATH - BENTON MIDDLE SCHOOL

## About This Class

Welcome to Advanced Media Arts! In this course students will build upon the skills and projects learned in the Media Arts course. Students will continue to use Adobe Illustrator as the main design tool, as well as other possible applications from the Adobe Creative Suite, to create advanced graphic design projects. The design process will be explored further, and students will be given more challenging graphic tasks and assignments. Class activities call for students to apply problem solving methodology to analyze and formulate real world solutions. Career options will be explored in the fields of Marketing, Advertising, and Graphic Design.

## Course Objectives & Outcomes

- Maintain a Digital Design Book
- Identify and use the Elements and Principals of Design
- Evaluate designs (your work and your peers) for audience, meaning, and effectiveness
- Understand and use color to communicate ideas to a target audience
- Understand the principles of graphic placement
- Use typography effectively in a design
- Use Adobe Applications to create digital art projects, advertisements, publications, logos and branding for products
- Explore the careers and fields of Marketing, Design, Advertising, and Social Media
- Create an e-portfolio

## Expectations

### Attitude, Enthusiasm, & Ambition

Your attitude determine your direction! The more you put into your designs and projects, the greater the reward.

### Time Management

You will have deadlines! Advancing through the creative possibilities of a future in design, it is key you learn to manage your time wisely.

### Participation

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### Open Mind

The design world is constantly evolving with different types of design styles! Be open to exploring them and challenging yourself to apply different creative techniques to your designs.

## Course Design and Grading

### Class Exercises and Design Book

Class Exercises and student maintained Design Book will supplement the current lesson and provide students with an opportunity to practice or review the processes, skills, techniques or technology covered in class. Skill Builders are daily activities designed to introduce and/or review design techniques and concepts.

### Projects

Projects will incorporate processes, skills, techniques or technology covered in lessons prior to assignment of the actual project, utilizing all handouts, notes, etc. to successfully complete each project. Students will follow a provided project sheet with specific guidelines, as well as pull from teacher instruction, demonstrations, and examples to complete their project either individually, pairs, or a group. The appropriate time is given for all projects to be completed in class.

### Quizzes

Quizzes may be given on recently covered terminology, processes, techniques, and technology and will be drawn from class handouts and student notes from class lectures, exercises, work and projects. Quizzes may be multiple choice, fill in the blank, or short answer in format. Students are expected to study their handouts and notes at home as needed.

### Homework

How much homework will I have? Occasionally homework will be assigned, but will be limited, since the majority of our work is completed in class on the computers. Most of the homework in this class involves preparing for a project or quiz. When it is assigned it is important that you complete it on time. If homework is turned in late, it may result in a loss of points for your grade.

### Grading Scale

100% - 90% A

89% - 80% B

79% - 70% C

69% - 60% D

59% - 0% F

## Attendance

### What if I miss school?

It is the students responsibility to make up any missed work due to an excused absence. You will have 3 days to makeup any missed assignments. Attendance is crucial. This is a lab based course with extensive projects, and some work may be impossible to make up. I highly encourage you to look on Schoology at the agendas and assignments for the day(s) you miss school.

## Course Expectations - Have PRIDE!

1. Line up with all supplies, food, drinks and devices stored before the bell rings.
2. Listen respectfully when the teacher, peers, and guest speakers are talking/presenting.
3. Keep your hands, feet, and body to yourself and sit appropriately at your chair and desk.
4. Be respectful, courteous, and kind to the teacher, peers and all school property and technology.
5. Follow the iPad/Mobile Device Rules accordingly.
6. Be positive and encouraging with your words and actions.
7. No food, drink, or gum is allowed in the classroom.
8. Do NOT leave any trash behind. Please put all trash in the trash cans and keep our classroom tidy and neat!

### Opportunities for Positive Change

#### 1. Warning

#### 2. Student/Teacher Conference

#### 3. Reflection Form and time out plus phone call home

#### 4. Referral to the office for further consequence

\*Please note: severely disruptive or dangerous behavior may result in omission of steps 1-3.

### Read and Review the below items in the Schoology Assignment Folder

#### 1. Benton Citizenship Rubric/Policy

#### 2. PRIDE Acronym Definitions

#### 3. Complete Student Syllabus Quiz

#### 4. Complete Parent Syllabus Quiz