

COURSE COM2120: DIGITAL DESIGN 2

Level: Intermediate

Theme: Audio/Video/Digital

Prerequisite: None

Description: Students enhance their abilities to integrate various media for the purpose of producing a multimedia message for a target audience, using the computer as a significant production tool.

Parameters: Access to a computer, CD ROM, scanner, audio/video equipment.

Supporting Courses: COM1080 Digital Design 1
INF2130 Multimedia Authoring 1 [Information Processing Strand]

Curriculum and Assessment Standards

General Outcomes	Assessment Criteria and Conditions	Suggested Emphasis
<i>The student will:</i> <ul style="list-style-type: none">design and plan a multimedia message to be communicated to a target audienceproduce and present the message, using two or more media linked through digital technology selected by the studentevaluate the effectiveness of the message, using an evaluation instrument	<i>Assessment of student achievement should be based on:</i> <ul style="list-style-type: none">a portfolio consisting of:<ul style="list-style-type: none">at least two multimedia messages that require the combining and manipulating of media elements from two or more media into one product:<ul style="list-style-type: none">the message(s) will be directed to a target audience of the student's choicethe message(s) will convey a central idea, impression or theme, and include an appropriate beginning and end title that fit thematically with the rest of the messagea presentation of the project to a target audience. <i>Assessment Tool</i> <i>Portfolio Assessment, COM2120-1</i> <i>Standard</i> <i>Performance rating of 1 for each criteria</i>	80
	<ul style="list-style-type: none">a written or oral evaluation of the effectiveness of the production<ul style="list-style-type: none">message suitabilitymessage claritymedia suitabilitytechnical qualityaestheticsmeeting of school/community standards. <i>Assessment Tool</i> <i>Presentations/Reports, COM2120-2</i> <i>Standard</i> <i>Performance rating of 2 for each criteria</i>	20

COURSE COM2120: DIGITAL DESIGN 2 (continued)

General Outcomes	Assessment Criteria and Conditions	Suggested Emphasis
<p><i>The student will:</i></p> <ul style="list-style-type: none"> demonstrate basic competencies. 	<p><i>Assessment of student achievement should be based on:</i></p> <ul style="list-style-type: none"> observations of individual effort and interpersonal interaction during the learning process. <p><i>Assessment Tool</i> <i>Basic Competencies Reference Guide and any assessment tools noted above</i></p>	<p>Integrated throughout</p>

Concept	Specific Outcomes	Notes
<p>Process and Procedures</p>	<p><i>The student should:</i></p> <ul style="list-style-type: none"> devise messages to deliver ideas using a combination of two or more media; e.g., video, CD ROM, audio select appropriate media to convey various messages justifying their selection based on the appropriateness of the media to the task devise a plan for delivering a message using a combination of at least two different media, this plan should include: <ul style="list-style-type: none"> statement of the message to be delivered and working title identification of the target audience and their general characteristics preferred media and why it has been selected associated resource requirements (e.g., equipment, facility, personnel) and applications timeline with key delivery dates including interim review/critique and final presentation produce messages following plan, modifying plan as required, justifying the need for modification with reasoned arguments provide examples of feedback obtained from potential target audience during development/production and revise as required demonstrate responsibility and ethical behaviour by working within school and community standards. 	<p>Students should be able to identify messages to deliver through digital format. Some may need to select from a pool of ideas generated by the teacher or class.</p> <p>Emphasis should be placed on applying the techniques required in combining multiple sources of media to produce one effective message to convey each idea.</p> <p>The iterative nature of projects can cause plans to be revised as they are carried out. Students need to recognize this and be able to suggest/make/and rationalize these changes based on reasoned arguments.</p> <p>Students should produce projects that are <u>at least</u> 30 seconds in length for video. Other media will take longer to achieve.</p>

COURSE COM2120: DIGITAL DESIGN 2 (continued)

Concept	Specific Outcomes	Notes
Applied Technologies	<p><i>The student should:</i></p> <ul style="list-style-type: none"> ● transfer images, messages, symbols, etc.; between and among different media; e.g., computer, video, audio, print ● describe basic notions of the process by which this transfer occurs. 	<p>The emphasis must be on communication of the message no matter how long it takes.</p>
Presentation	<ul style="list-style-type: none"> ● present final products to the target audience ● provide examples of feedback obtained on appropriateness and effectiveness of message based on: <ul style="list-style-type: none"> – message suitability for the target audience – message clarity – media suitability for the message delivered – technical quality – aesthetics – meeting of school and community standards ● create and present a portfolio of work completed in this course or add this work to an existing portfolio. 	<p>Students should request feedback and during project development and at completion. This feedback should include recognition and adherence to school and community standards.</p>

