

## COURSE COM3130: DIGITAL DESIGN 3

**Level:** Advanced

**Theme:** Audio/Video/Digital

**Prerequisite:** None

**Description:** Students develop and produce multimedia messages within a common theme and for a client who has an identified target audience. Students select and use a variety of media and justify their selection based on the strengths of the media and appropriateness to the task. Digital technology forms a key link in all project work.

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

**Supporting Courses:** COM2120 Digital Design 2  
INF3130 Multimedia Authoring 2 [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"><li>• identify, select and use relevant digital technology methods and processes for message production</li><li>• design, produce and present at least two messages within a theme for a specified client and audience</li><li>• combine at least three different media in the production of each message</li><li>• justify the selection and use of the media chosen based on strength and appropriateness for message delivery</li></ul>	<i>Assessment of student achievement should be based on:</i> <ul style="list-style-type: none"><li>• observation of student selection and use of tools, methods and processes and their rationale for use based on strengths and appropriateness. <i>Assessment Tool</i> <i>Portfolio Assessment, COM3130-1</i> <i>Standard</i> <i>Performance rating of 3 for each criteria</i></li></ul>	10
	<ul style="list-style-type: none"><li>• a portfolio consisting of:<ul style="list-style-type: none"><li>– at least two messages supporting a general theme for a specified client and audience, each message to:<ul style="list-style-type: none"><li>• employ three or more different media</li><li>• be produced using a predominance of digital technology, methods and processes</li><li>• meet client need for their target audience.</li></ul></li></ul></li></ul> <i>Assessment Tool</i> <i>Portfolio Assessment, COM3130-1</i> <i>Standard</i> <i>Performance rating of 2 for each criteria</i>	70



**COURSE COM3130: DIGITAL DESIGN 3 (continued)**

Concept	Specific Outcomes	Notes
<p>Process and Procedures (continued)</p>	<p><i>The student should:</i></p> <ul style="list-style-type: none"> <li>● produce a plan for delivering two different messages within one theme to specified client group(s), using a combination of at least three different media; this plan should include: <ul style="list-style-type: none"> <li>– identification of the theme; e.g., an interactive promotional display promoting CTS programs in the school</li> <li>– statement of the messages to be delivered and working titles</li> <li>– identification of the client group(s) and target audience(s) and their general characteristics</li> <li>– preferred media and why they have been selected</li> <li>– associated resource requirements (e.g., equipment, facility, personnel) and applications</li> <li>– timeline with key delivery dates including interim review/critique and final presentation</li> </ul> </li> <li>● produce messages following plan, modifying plan as required, justifying the need for modification with reasoned arguments</li> <li>● present the completed work for feedback from client(s) during development/production and revise as required.</li> </ul>	<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>Applied Technologies</p>	<ul style="list-style-type: none"> <li>● transfer images, messages, symbols, etc. between and among different media; e.g., computer, video, audio, print</li> <li>● explain the process by which this transfer occurs as required</li> <li>● explain how client needs are met</li> <li>● design, produce and use an evaluation instrument to assess effectiveness of the product(s)</li> <li>● demonstrate responsibility and ethical behaviour by working within school and community standards.</li> </ul>	

**COURSE COM3130: DIGITAL DESIGN 3 (continued)**

Concept	Specific Outcomes	Notes
Presentation	<p><i>The student should:</i></p> <ul style="list-style-type: none"> <li>● present final product(s) to the client group target audience</li> <li>● provide examples of feedback obtained on appropriateness and effectiveness of message based on:               <ul style="list-style-type: none"> <li>– message suitability</li> <li>– message clarity</li> <li>– media suitability for the message delivered</li> <li>– technical quality</li> <li>– aesthetics</li> <li>– overall meeting of client’s needs</li> </ul> </li> <li>● create and present a portfolio of work completed in this course or add this work to an existing portfolio.</li> </ul>	<p>Students are expected to work closely with the client to ensure their needs are met.</p> <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>