COURSE SYLLABUS - Multimedia

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Class Overview:
This hands-on course applies publishing and presentation concepts through the development of sophisticated business documents and projects. These documents include, but are not limited to, tri-fold brochures, manuscripts, reports, bi-fold programs, catalogs, newsletters, flyers, business forms, graphs, web pages, on-screen presentations, and video productions. Equipment such as scanners, digital cameras, video cameras, and color laser printers, may be utilized in creating the documents. Formatting, editing, page layout, and design concepts are taught. Distribution ready publication standards are applied to all projects. Students will develop communication skills, problem-solving techniques, cooperative learning, and interpersonal skills.

Prerequisite Course:
Computer Applications & 1 Business Elective

Skills the students will gain through the course include, but are not limited to the following:
- define and apply terminology associated with desktop publishing, layout, and design.
- research and analyze career opportunities in multimedia publishing and graphic arts.
- use industry-standard hardware and software components of a multimedia publishing system such as digital cameras, scanners, & video cameras.
- apply basic HTML and a software package to create a web page.
- compose and design effective business publications and documents.
- develop multimedia presentations (slide show, video, audio, etc.).
- design page layout with appropriate proportions, balance, and typography.
- demonstrate the ability to use the Internet.
- use business graphics and paint, draw, and image-editing programs.
- design FBLA documents using effective multimedia publishing skills.
- demonstrate employability and social skills relative to the career cluster.
- utilize activities of a FBLA as an integral component of course content and leadership development.
- apply math, science, and communication skills relative to the career major.
Units of Study, not in chronological order:
- Windows Review
- Photo Editing
- Signs & Banners
- Multipage booklet
- Forms/Tables
- Charts/Graphs
- Bi-fold Programs
- Newsletters
- Tri-Fold brochure
- Internet, html, web design
- Video
- On screen presentation

Grading Scale/Make-Up Work:
Grades in this class will be made of up daily work, quizzes, tests, and the comprehensive final exam. All homework and class work should be completed on time and correctly. Points will be deducted daily from any late homework. An assignment will not be taken that is more than two weeks late. Assignments will not be accepted after grades have been posted for mid-term or end of term reports. If a student is unable to take an exam as scheduled, arrangements should be made. I understand extracurricular activities, after schools jobs, etc. so I am willing to work with students to accommodate their needs for make-up exams.

Students should also understand that attendance, attitude, and professional conduct will compose a large portion of their daily grade. These traits are important in the workforce and will be heavily stressed in this class.

Students who are absent will be given extra time to complete assignments. A student who is absent for an “excused” reason will be given the opportunity to make-up the missed work, and will receive credit for any made-up work. A student will have the same number of days to make up work as the number of days missed. Unexcused absences may result in zeros for assigned work. Arrangements can be made to complete work, ask questions, and receive additional help before and after school.

Internet Rules:
Just as in the business world, we will be using the Internet very often, especially for e-mail purposes. Students should understand the importance of following all school rules that apply to the Internet. Remember, nothing that you say or do while on our network system is private. All your movements are monitored by our system administrator. Please be mature and exhibit professional ethics while on the Internet.

As your teacher, I have the right to take away your Internet privileges if I see that you are wasting class time. On the online classroom for this class are acceptable websites between assignments. These are the only websites you are allowed to be on unless you have asked permission.
Classroom Rules:
1. You must use a hall pass to leave my room.
2. Be respectful of the computer/video equipment, your classmates, and your teacher.
3. There should be no food or drink at the computers.
4. Log off your computers and push your chair in when you leave.
5. Come to class with a positive attitude and be ready to WORK!

An on-going part of the Business Department’s curriculum centers around teaching students to be ethical, honest, and moral employees for tomorrow’s business world. Any dishonest behavior in this classroom will be dealt with by both the teacher and the administration. Immediate parental involvement should be expected by the student.

In addition to these rules, all students must abide by the rules and policies set in the Student Handbook.

Career Major Certification:
Any student who takes four business credits will earn a Career Major Certificate from the Kentucky Department of Education. This is yet another item that can only improve your chances for scholarships, job opportunities, college entrances, etc.