INTERACTIVE MEDIA

Interactive Media prepares students for careers in business and industry working with interactive media products and services; which includes the entertainment industries. This course emphasizes the development of digitally generated or computer-enhanced products using multimedia technologies. Students will develop an understanding of professional business practices including the importance of ethics, communication skills, and knowledge of the "virtual workplace". This course will allow students to have experiences in various software programs involved in creating multimedia presentations, digital movies, digital animation, and introductory scripting Students explore the role of contemporary marketing and design.

- DOE Code: 5232
- Recommended Grade Level: Grade 11-12
- Recommended Prerequisites: IT Essentials or Introduction to Communications
- Credits: 1-3 credit per semester, maximum of 6 credits
- Counts as a Directed Elective or Elective for the General, Core 40, Core 40 with Academic Honors and Core 40 with Technical Honors diplomas
- This course is aligned with postsecondary courses for Dual Credit:
  - Ivy Tech
    - VISC 115 Introduction to Computer Graphics OR
    - VISC 150 Video & Sound
    - VISC 200 Interactive Media

Dual Credit
This course provides the opportunity for dual credit for students who meet postsecondary requirements for earning dual credit and successfully complete the dual credit requirements of this course.

Application of Content and Multiple Hour Offerings
Intensive laboratory applications are a component of this course and may be either school based or work based or a combination of the two. Work-based learning experiences should be in a closely related industry setting. Instructors shall have a standards-based training plan for students participating in work-based learning experiences. When a course is offered for multiple hours per semester, the amount of laboratory application or work-based learning needs to be increased proportionally.

Career and Technical Student Organizations (CTSOs)
Career and Technical Student Organizations are considered a powerful instructional tool when integrated into Career and Technical Education programs. They enhance the knowledge and skills students learn in a course by allowing a student to participate in a unique program of career and leadership development. Students should be encouraged to participate in Business Professional of America, DECA, or Future Business Leaders of America the CTSO for this area.

Content Standards

Domain – Computer Literacy
Core Standard 1 Students perform common computer functions on standard platforms as they apply to digital

media to create multimedia presentations

Standards

IM-1.1   Discuss the components of a basic digital media computer system and peripherals.

IM-1.2   Demonstrate proficiency in the use of digital imaging techniques and equipment

IM-1.3   Create appropriate documents using word processing software

IM-1.4   Create professional presentations using presentation graphics software

IM-1.5   Access and integrate information using electronic sources

Domain – Media Business Practices
Core Standard 2 Students interpret business law and ethics as they apply to multimedia.

IM-2.1   Practice the Fair Use Guidelines and Copyright Laws as they apply to multimedia

IM-2.2   Compare/contrast legal and ethical issues in interactive media communications

IM-2.3   Apply practices that respect intellectual laws

IM-2.4   Select information technology practices

IM-2.5   Deliver a client presentation

Domain –Careers in Interactive Media
Core Standard 3 Students perform common computer functions on standard platforms as they apply to digital
media to create multimedia presentations

IM-3.1   Evaluate career opportunities in different areas of Interactive Media

IM-3.2   Explain the importance of the different roles for working as members of a Digital Media project team

IM-3.3   Explore careers and training opportunities, trends, and requirements for different roles in interactive media

IM-3.4   Develop personal performance quality, positive work ethic, and professional respect.

Domain – Visual Arts and Graphic Design Fundamentals
Core Standard 4 Students demonstrate visual design fundamentals which are utilized throughout the
design process to communicate ideas.

Standards

IM-4.1   Demonstrate knowledge of and an appreciation for the visual arts

IM-4.2   Analyze basic technical art skills (traditional and electronic)

IM-4.3   Apply and adapt the design principles and elements of design

IM-4.4   Demonstrate design skills using visual design guidelines

Domain – Interactive Multimedia
Core Standard 5 Students create design solutions that demonstrate skill and understanding of different
media processes to communicate ideas and information.

Standards

IM-5.1   Develop scripts, storyboards, and flowcharts used in Interactive Media

IM-5.2   Analyze the types and uses of interactive media applications

IM-5.3   Develop project concept proposals

IM-5.4   Develop navigational structures

IM-5.5   Demonstrate knowledge of the history of film and video production

IM-5.6   Incorporate film and video production concepts and products in interactive media production

IM-5.7   Combine media elements to produce an interactive multimedia product

Domain – Video/Audio Production

Core Standard 6 Students perform basic skills and understanding of different audio and video processes to be use for multimedia purposes.

IM-6.1   Create a plan for video production

IM-6.2   Perform basic camera-related tasks for digital video production

IM-6.3   Practice basic preproduction activities for a digital video production

IM-6.4   Design backgrounds/scenery for a video production

IM-6.5   Perform basic video production editing processes

IM-6.6   Demonstrate knowledge of audio recording and production

IM-6.7   Demonstrate effective composition and compression concepts in the production of a simulation or game product

IM-6.8   Utilize the basic principles of 2-D animation

IM-6.9   Utilize the basic principles of 3-D animation

Domain – Photography/Digital Imaging

Core Standard 7 Students model photographic skills for the use in interactive media projects.

Standards

IM-7.1   Develop competency in the use of photographic equipment

IM-7.2   Demonstrate knowledge of photographic terminology

IM-7.3   Prepare images for use in interactive media

IM-7.4   Apply photographic basic composition techniques

Domain – Programming/Animation/Gaming

Core Standard 8 Student incorporate basic programming, animation and gaming skills to be used in an interactive media projects.

Standards

IM-8.1   Identify animation file formats and their appropriate use

IM-8.2   Create and manipulate animations 2D animations

IM-8.3   Compare 2D and 3D animation

IM-8.4   Demonstrate knowledge of the basic principles of 3-D modeling

IM-8.5   Utilize the basic principles of 3-D animation

IM-8.6   Demonstrate knowledge of programming language concepts

IM-8.7   Analyze technical documentation associated with software development

IM-8.8   Demonstrate knowledge of computational and string operations

IM-8.9   Debug programs

Domain – Project Management

Core Standard 9 Students reinforce their knowledge and skills in media design and production for project planning and project development.

Standards

IM-9.1   Evaluate product planning methodology

IM-9.2   Apply technical writing requirements

IM-9.3   Develop and perform usability and testing integration

IM-9.4   Recommend and implement performance improvement

IM-9.5   Gather data and identify client requirements and scope of work

IM-9.6   Conduct technical research

Domain – Website Development, Design and Management
Core Standard 10 Students illustrate basic web standards and coding to create web pages.

Standards

IM-10.1   Review basic principles of how the Internet is constructed, how it functions, and how it is used.

IM-10.2   Identify and describe internet development and functions

IM-10.3   Differentiate between IP addresses and domain name

IM-10.4   Define important Internet communications protocols and their roles in delivering basic Internet services

IM-10.5   Apply the process of planning, designing and maintaining web pages.

IM-10.6   Demonstrate base knowledge of content and applications management

IM-10.7   Demonstrate knowledge of website design fundamentals

IM-10.8   Apply essential attributes of Cascading Style Sheets (CSS)

IM-10.9   Create content for a website

IM-10.10 Develop web site architecture, prototypes, and user interface specifications