

Design, Multimedia, and Web Technologies (6632, 6630)

Design, Multimedia, and Web Technologies, Advanced (6633, 6631)

Teacher Resources

Instructional Scenarios

Layout and Design

Duty/Concept Area(s): Applying Principles of Layout and Design

Scenario:

Congratulations! You have been hired by GamesRUs. You have been given two tasks to help promote the new PS5 and two new games that come as a package.

- The first task is to create a catalog page that presents the items as a package deal. Remember the idea of the catalog page is to make the item look presentable and desirable.
- The second task is to create an advertisement flyer for each of the products. The advertisement flyer should show all three products and make them look appealing.

Big Question: How important are aesthetics in advertising presentations?

Focused Questions: Does presentation matter in advertising?

Design Event Advertising Project

Duty/Concept Area(s): Designing and Creating Visual Design Projects

Scenario:

You are a graphic designer working for an advertising agency and have been assigned to create a poster for an upcoming event. You will need to utilize imagery and typography to properly depict the event to its audience. The client is requiring the following information to be included on the poster: date, time, venue, cost, and name of event at a minimum.

Big Question:

- How will the overall design (e.g., font, color, layout) of my project appeal to my audience?
- What design choices did I make to ensure my design markets to the correct audience?

Focused Questions:

- Who is your audience?
- What color scheme will you use? Why?
- What event does the poster advertise?
- What color format will I work in (e.g., RGB/CMYK)?
- Does my poster define the purpose without distracting the audience?

SOL Correlation: COM.1, COM.10, COM.12

What Happened?

Duty/Concept Area(s): Demonstrating Knowledge of Hardware, Software, and Operating Systems

Scenario:

Follow how a document is created, saved, edited and processed, and retrieved. Discuss how networks carry the information. By the end of the unit, students will understand the information processing cycle. Move into a discussion of processing speeds and how the amount of memory impacts processing. Discuss file types and extensions (e.g., concurrent discussion of what application software is, operating systems, security, and other utility software)

Big Question: How is data use and storage impacted by the hardware and software used?

Focused Questions:

- What is the information processing system? Give examples of input and output devices.
- What is the most efficient way to organize files?

Project-Based Assessment:

Have students in groups of four create a presentation on the information processing cycle (target audience can be varied: older citizens, language impacted people, younger students, etc.). Have them include examples of input and output devices that are used along the data paths of the information processing cycle. Have students create a PDF file of the project to be shared with instructor and editable document file (note: have students compare file sizes).

Resources:

[Webopedia](#)

[Lifewire: Accessories and hardware](#)

[Planning Tank: Information processing cycle](#)

[Computer Basics: Input Devices](#)

How-To Informational Video

Duty/Concept Area(s): Designing and Creating Multimedia Projects

Scenario:

You have a reputation for creating informative and instructional videos. As your reputation grows, the number of requests for your videos has grown. You decide to create a how-to video so others have access to your methods.

1. Brainstorm and identify a topic for your how-to video.
2. Identify your audience.
3. Identify effective components for a how-to video.
 - a. Search for some similar how-to videos
 - b. Determine what is valuable and what needs improvement. Review the design elements, purpose, audience, and text.
4. Share potential ideas with peers for feedback.
5. Create a storyboard for your video. Include the script, sketches, pictures, or video clip for each sequence.
 - a. Include an introduction.
 - b. Include a fun fact or trivia related to your topic.
 - c. Illustrate steps that are easy to understand for all viewers.
6. Create the final video, making sure it is no longer than three minutes.

Big Question: What makes an informational video go viral?

Focused Questions:

1. Why would someone watch your video?
2. How do you capture your target audience's attention?
3. What makes a viewer abandon a video in the first few seconds?
4. Why do people prefer watching informational videos over using printed directions?
5. When, where, and on what size device will someone watch your video?

Resources:

[Adobe Spark](#)

[Adobe Spark Video Maker](#)

Holiday Web Page

Duty/Concept Area(s): Designing and Creating Websites

Scenario:

In the week before the winter break, Design, Multimedia, and Web Technologies students will create a festive holiday web page using the following resource: [GCTAA: Web Page Design](#)

Big Question: How do HTML and CSS combine to produce a web page combining text, color, text fonts, and images?

Focused Questions:

- What is the difference between absolute and relative size units and the appropriate uses of each?
- What is a text font? How can you use custom fonts with CSS?

SOL Correlation:

Reinforce and apply concept of ratio and proportion as it relates to specifying relative sizes which scale with the dimensions of the viewport in which they are rendered.

[ARI Curriculum Companion: Working with Ratios and Proportions](#)

Project-Based Assessment:

Students will use their web development skills to create a web page involving HTML, CSS, images, and a custom font.

Resources:

[GCTAA: Web Page Design](#)

Design Event Advertising Project

Duty/Concept Area(s): Designing and Creating Advanced Visual Design Projects

Scenario:

You are a graphic designer working for a publishing company and are tasked with the job of creating three magazine covers for an organization. You will need to define a specific industry or hobby to establish the theme. Remember that the cover reinforces the brand of the magazine.

Magazine covers offer information about what is inside that specific issue. Your designs should identify the personality of the magazine and attract the correct target audience. All magazine covers are required to include: logo, lead article, price, bar code, main image (photograph or illustration created by you), and at least three cover lines (articles).

Big Question:

- How will the overall design (e.g., font, color, layout) of my project appeal to my audience?
- What design choices did I make to ensure successful sales of the publication?

Focused Questions:

- Who is your audience?
- What color scheme will you use? Why?
- What color format will I work in (e.g., RGB/CMYK)?
- Is the magazine cover easy to read?
- Does the magazine cover stand out and make you want to pick it up as you walk by?

SOL Correlation: COM.1, COM.10, COM.12

Project Management

Duty/Concept Area(s): Enhancing Project Management Skills

Scenario:

The teacher will define project management and then lead a discussion on the steps required for project management success. Also, there should be a discussion of the results of not following the appropriate steps.

Big Question:

What are the skills associated with project management?

Focused Questions:

What skills associated with project management leads to the project being successful?

Project-Based Assessment:

Project management is a series of task that work together to make a project successful. The practice of project management assists you in avoiding red flags, saving money, and catching risks before they become a problem. Match the project management task on the left with the results on the right by simply draw a line from the tasks to the results.

Tasks	Results
Plan the entire project out with the team working on the project.	The project is going as planned and manages to stay on budget.

Tasks	Results
The project team work together to set deadlines for small tasks affiliated with bigger tasks necessary for the project.	The team knows the goal of the project and when it is expected to end.
Have meeting with people affected by the project.	Any member of the team can review the project chart and know when their task is due.
Set a budget for the project.	Members of the team are excited about the project and know exactly what to expect.
Develop a Gantt chart and make it public so all members of the project team know the deadlines.	All members of the project team are aware of smaller tasks deadlines.

Customer Website Project

Duty/Concept Area(s): Examining Web Technologies; Designing and Creating Advanced Websites

Scenario:

Build a website for a customer to meet their needs, utilizing HTML, CSS, and JavaScript.

Big Question: What are the skills and business practices needed to develop a public facing website for a customer?

Focused Questions:

- What are the customer needs that can be addressed using a public website?
- How can an iterative approach to web development involving customer feedback be utilized to meet customer needs?
- What are the specific technical skills required?
- What are the design skills required?

Project-Based Assessment:

[GCTAA Project: Part 1](#)

[GCTAA Project: Part 2](#)

Resources:

[Getting Down with UNIX CLI](#)

[Getting Down with HTML](#)

[Getting Down with CSS](#)

