

Instructor: John D. Bagnola  
E Mail Address: [john.bagnola@neomin.org](mailto:john.bagnola@neomin.org)  
Classroom Location : TCTC Building – 528 Educational  
Highway Warren, Ohio 44483  
  
Campus Phone: (330) 847-0503 ext 1028  
Hours: 7:20AM to 2:20 PM



# Interactive Multimedia

## College Tech Prep

### Course Syllabus

### Course Description

Students will become proficient in creating, designing, and producing multimedia products and services. This College Tech Prep program will focus on digitally generated or computer enhanced media. Students will use multimedia technology to develop products and programs for business, training, entertainment, communications, and marketing.

### Instructional Philosophy

Students will learn the basic knowledge of visual design principles as well as technical art skills. Students will be given challenging real-world projects from area businesses in order to demonstrate the skills that they have learned. They will be required to work on individual assignments as well as team projects. All projects will incorporate skills in technical content standards as well as mathematics and language arts. There will also be a strong emphasis on participation in regional, state, and national competitive events for fun and to strengthen the overall student development. Students will learn critical workplace skills, technical skills, business processes, problem solving, critical thinking and specific occupational knowledge and skills for a seamless pathway to college and the workplace.

### Course Goals

- 1) Utilize high end technology such as HDTV cameras and equipment as well as digital photography cameras.
- 2) Create, design, and produce audio and video projects with the use of digital editing systems and state of the art software programs.
- 3) Plan, design, and create a marketing campaign for a company including all areas of multimedia. (Billboard, brochures, flyers, logo, web site, radio, television, etc)
- 4) Utilize mathematical skills and language arts on a daily basis when creating all projects relating to multimedia.
- 5) Demonstrate a thorough understanding of Web Site design fundamentals.
- 6) Utilize in-depth research and technical writing skills to gain the necessary knowledge of a product or service.
- 7) By utilizing all of the necessary competencies, we plan to raise the bar on a daily basis.

## **Major Course Projects and Assignments**

### **Project # 1 Multimedia Portfolio/ Binder**

Students will be responsible for a daily notebook of assignments, lessons, guided notes and tests. This notebook will be assessed on a weekly basis. It must be organized and utilized for future studies in this class. This notebook can also be used as a reference guide during post-secondary education.

### **Project #2 Family Heirloom Project**

Each student will work individually to produce a family heirloom utilizing many multimedia practices and procedures.

### **Project # 3 Morning Announcements**

Students will work in teams to present the morning announcements to the entire school at least once a month with the use of an electronic teleprompter and TV equipment.

### **Project # 4 Human Interest Project**

Students will create a Human Interest Story from info gathered inside the TCTC facility. This 3 minute project must capture the audience attention by utilizing great technical writing skills and advanced digital editing.

### **Project # 5 Learning Trip Marketing Dynamics**

Entire class will venture to an outside facility. Before this learning excursion, the students will research the web, then attend meetings, seminars, and tours on location. Photos, video, brochures and their own guided notes will then be used in the classroom to create a Fresh, New, and Exciting marketing concept or twist for that facility.

### **Project # 6 Friendly Competition**

All students will choose an individual or team competition of their choice in the Business Professionals of America. They will gain a life long learning experience by competing in regional, state, and even on to national competition. In this competition, they will utilize learned competencies to the fullest as well as polish their academic, technical, and employability skills.

### **Project # 7 Job Shadowing Project**

Senior students will contact a place of business and complete a job shadowing experience. The student will shadow an employee for a day then detail their experience in a report. End result, the student will have an opportunity to find out first hand what the job entails. They also have an opportunity to gain employment from that company in the future.

### **Project # 8 Senior Project**

Senior students will work directly with program and academic teachers to choose a topic that requires in-depth research and development. Once complete, many questions will be answered on a given topic in written form and on display.

## **Course Assessment Plan**

Daily Assessments	20%
Class Participation/Seatwork	15%
Tests and Quizzes	30%
Individual/Group Projects	25%
Notebooks/Portfolios	10%

## **Grading Scale**

A	92 - 100
B	91- 85
C	84 - 73
D	72 - 66
F	65 and Below

All assignments, projects, tests, and quizzes will be assigned a point value which will be converted to a percentage score at the end of each nine week grading period. The percentage and letter grade will be calculated according to the Grading Scale.