Dallas High School
Home of the Dragons

VISUAL MEDIA IN SOCIETY

Academic Year 2021-2022

Mr. Mahoney
Phone: 503-623-8336 x2728
Office Hours:
Periods 2 and 6
Monday, Wed-Friday during Applied Learning
Additional times by arrangement
Bob.Mahoney@dsd2.org

Course Description

Visual Media in Society is designed to prepare students for further education and careers in digital media. Students will learn the technical and conceptual tools in photography and digital video, including camera basics, depth of field, composition, graphic design, lighting, editing, and production planning. Students will write and discuss the technical, expressive and aesthetic qualities of photographs and videos**.**

Students will use photographic equipment and software to achieve desired results, after instruction. Students will learn to critique their work, as well as the work of others, so that they can improve their skills.

Students will learn post-production techniques, using Adobe Lightroom, Photoshop, and Premiere Pro. They will learn how to manage and alter digital images, as well as critically analyze the use of visual media as a means of communication in our society.

Students will also be introduced to various apps that can assist in using digital media.

Learning Outcomes:
Upon completion of this course, students will be able to:
1. Understand and apply procedures for successful digital photography.
2. Understand and apply procedures for successful digital videography.
3. Understand and apply procedures of pre-production, production, and post-production.
4. Understand and apply procedures to start a digital portfolio.
5. Understand equipment and apps for digital photography and videography.

Scope and Sequence

The course will cover some or all of the following topics:
1. Basic Photo Composition (Including: Rule of 3rds, Leading Lines, Framing Subjects, etc.)
2. DSLR versus Mirrorless cameras
3. Various Camera Modes and their uses
4. Adjusting exposure
5. Aperture Priority
6. Depth of Field (Depth of Focus)
7. Shutter Priority
8. ISO settings
9. White Balance
10. Drive & Focus Modes
11. Lens Focal Length
12. Exposure Compensation
13. Macro Photography
14. Portraiture
15. Landscape Photography
16. Action Photography
17. Still Life
18. Candid Photography
19. Indoor Photography
20. Black and White (Monochrome)
21. Basic Techniques of Lighting (Including: Front, Side, Back, Diffused, etc.)
22. Photo Editing (Lightroom)
23. Use of Layers in Editing
24. Videography
25. Camera Angles for Video
26. Slow-Motion Video
27. Quick-Motion Video
28. Post-Production processing of Video

Needs and Resources
To successfully complete this course, students must:

- Show up regularly in class, on time!
- Pass course quizzes and tests
- Complete assignments by given deadlines
- Cooperate with other students and staff to increase learning potential
- Take and Edit photos and videos successfully using digital cameras and editing software
- Research a photographer and report on his (or her) style and impact on photography
- Take part in class discussions and critiques of photos presented in class.

Required Materials

To successfully complete this course, you will need:

- A notebook
- Pens and pencils
- Flash drive (optional, but highly recommended)
- Access to a digital camera, preferably one that allows manual settings.
    - The class has 10. Students may use these cameras during class time. If you want to learn how to use your personal camera, you are welcome to bring it, but you are responsible for it.

Standards to be Assessed:

International Society for Technology in Education (ISTE) Standards

Standard 1: Creativity and Innovation: Students demonstrate creative thinking and problem solving skills to develop innovative products and processes using (digital) technology

Standard 2: Communciation and Collaboration: Students use digital media and environments to communicate and work collaboratively, across the global community, to support individual learning and contribute to the learning of others

Standard 3: Research and Information Fluency: Students select and apply digital tools to gather, evaluate, validate, and use information.

Standard 4: Critical Thinking, Problem Solving and Decision Making: Students use critical thinking skills to plan and conduct research, manage projects, solve problems, and make informed decisions using appropriate digital tools and resources.

Standard 5: Digital Citizenship: Students understand human, cultural, and societal issues related to digital technology and practice legal, ethical, and responsible behavior.

Standard 6: Technology Operations and Concepts: Students utilize technology concepts and tools to learn.

In addition, the curriculum will adhere to:

Oregon Media Arts High School Standards
Oregon Visual Arts High School Standards

Other Standards

The standards will vary depending upon the assignment and will overlap into Math and Language Arts standards. We will support the Common Core State Standards in other areas. The course is

based upon curricula that comply with the State of Oregon Educational Standards and the Common Core State Standards.

Career Related Learning Standards

Career-related learning standards (CRLS) are fundamental skills essential for success in employment, college, family, and community life and are embedded within the course.

Grading and Assessment:

The following scale will be used to determine grading. Please note that there are no +/- grades.

90-100	Mastery	A
80-89	Exceeds	B
70-79	Meets	C
60-69	Passing	D
Below 60	Fail, No credit	F

If you have a question or concern about your grade, you must meet with me after class, during my office hours or before or after school. Class time will not be used for a discussion of your grade.

Given that students have daily access to computers, all students are expected to enroll in Home Access, which enables them to check their grades for this class, as well all other classes.

Class Policies

Attendance
The attendance policy of the classroom is the same as the general policy of Dallas High School.
- Students are expected to attend each class and be on time.
- Attendance is crucial for success in this class as the work is cumulative.

Assignments:
- Most of the assignments and class PowerPoints are available in Canvas.
- All assignments must be done on the computer and saved, preferably to a flash drive, unless otherwise instructed by the teacher.
- Most work will be turned in via Canvas or graded at your workstation

- It is the responsibility of the students to ensure that they have completed assignments in a timely manner, consistent with the deadlines posted online. Students turning in work after the posted deadline will earn 50% credit of the corrected value.

Exams:

Students will have periodic tests and quizzes and are responsible for the related vocabulary words and definitions. If a student desires to retake any test, they must study for the exam prior to retaking it.

Late / Make-Up Work

- Once instruction is provided in each area, students will work at their own pace.
  - Students that fail to complete assignments by the cut-off date will receive 50% of the grade they would have received unless there are exigent circumstances.
  - No late assignments will be accepted in the last 2 weeks of class.
- I will not pursue you about your missed work. Remember that it is your responsibility to determine what assignments you are missing.

Classroom Expectations

Appropriate behavior on behalf of all students is a key element make the classroom an environment that is conducive to learning. Students exhibiting inappropriate behavior, including talking during direct instruction, will be asked to modify their behavior, as it negatively affects the rest of the class. If students persist in distracting others or failing to follow classroom expectations, they will be referred to the administration of the school. n

Please make every attempt to:

1. Be in your assigned seat and ready for instruction at the start of class.
2. Bring the required material to class (paper, pencil, notebook)
3. Not talk to other students during direct instruction.
4. Not talk to others while students are speaking to the instructor.
5. Not use rude, vulgar, or otherwise inappropriate comments.
6. Remain seated until the end of class.
7. Follow the school rules set forth in the Student Handbook (dress code, etc.)
8. Not Bring food into the classroom without prior permission.
   (Water in a container with a lid is permitted.)
9. Not throw objects such as paper, pencils, and erasers.
10. Not pass notes to others during class.
11. Clean the area of your workstation before class is dismissed.
12. Not cheat. (Also note that you will receive a score of zero on the assignment, and a referral to the Vice-Principal for violating the Academic Integrity standards of the school.)

Computer Use

1. Students are not allowed to change computer settings unless directed by the instructor; this includes screen savers, icon positions, or other computer settings. Students are not to remove or disassemble any components including the mouse.

2. ***Students will not be allowed to play games on the computers or access the internet unless it is directly related to the completion of an assignment*** in this class, as this class is designed to teach the students content that increases their employability.

3. *Violation of any of the above expectations is sufficient grounds for permanent removal from the class*.

Cheating:

Unless explicitly noted otherwise, the work in this course is to be done **independently**. Discussions with other students on the assignments should be limited to understanding the statement of the problems (except when assignments are to be done in groups in which case it is expected of members of the same group to work together).

The faculty and administration of Dallas High School believe that honesty and integrity are personal attributes worth nurturing in our students. Because we value the educational and skill development opportunities provided by classroom assignments, research projects, tests, and quizzes, we expect students to express academic integrity by doing their own work and properly documenting information gathered from other sources. Congruous with this belief is our resolve to handle those who violate the principles of academic integrity with stringent consequences. (See also insubordination in the student handbook, available online)

- First Offense:
    - Contact with the parent
    - In-school suspension or suspension for up to three days

- Second and Subsequent Offenses:
    - Contact with parent, conference with parent & student
    - In-school suspension and/or suspension for a maximum of ten school days.

Electronic Device Policy

All students who are in possession of an electronic device, such as a cell phone, are expected to not use the device during any instructional time. If a student refuses to stop using the device, they will be referred to the main office for resolution of the matter. It is vital that all students comply with this policy to ensure an optimal learning environment.

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Basic Classroom Rules

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- Respect everyone in class: your teachers, other students, and yourself.
- Be in your seat when the bell scheduled class time begins otherwise you will be considered late.
- Immediately log in and start working or be prepared for instruction.
- Minimize speaking with other students during class. The more focused you are on the material, the quicker you can complete the assignment. It is problematic if you fall behind your peers.
- Please do not talk during direct instruction as it distracts others from learning.
- Always make sure your work area is clean before you leave. Always log out of the software properly and log off the computer at the end of the class period.
- Please do not stand by the door waiting for the class to end. Stay in your seat until the period is over.
- Students are not allowed to use the computers for a purpose other than completion of the assignment. Students are not to access YouTube, Pandora or other similar sites without the permission of the instructor.
- Please do not bring food into the classroom. Water in a container with a lid is permitted.
- Defacing of school property is a violation of the law and will be dealt with accordingly.
- Do not alter, change, or disassemble any computer components without prior permission.

Equipment Policies

Dallas High School was able to acquire cameras and equipment from a grant. To provide the students with the best possible training, the cameras that are used are of a type commonly used in commercial photography. As such, students will be learning with up-to-date equipment. With the use of such equipment, there are several stipulations.

- Students are to handle all class equipment, (including computers, cameras, lenses, lights, etc.) with care.
- Parents and guardians of students desiring to use any school equipment will need to sign a Camera Equipment Checkout Contract at the beginning of the year (provided in the second week), and the student will have to sign out the equipment each time they use it outside of the classroom.

**Students and/or parents will be financially responsible
for any damages to equipment.**

If a parent/guardian or student does not want to be financially responsible for any damages to equipment, then the student should think about taking another elective course, as a large portion of the grade is for photographs taken by the student to show their mastery of the concepts taught.