



**Roanoke County's Specialty Center for Mass Communication  
Burton Center for Arts & Technology a Governor's STEM Academy**

**Design, Multimedia, and Web Technologies, Advanced, 6631  
2016-2017**

**Dual Enrollment available with Virginia Western Community College as  
AST 254 – Advanced Desktop Publishing II (Spring 2017)**

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**Instructor Information**

Ms. Sherri Rickman

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**Course Information**

RCPS Course Name: Design, Multimedia, and Web Technologies - 6631

VWCC Course Name: AST 254 Advanced Desktop Publishing II for Dual Enrollment

Location: Building B Room 314

Class Time: A-Days: 7:30 – 11:00

BCAT Credit Hours: 2

VWCC Dual Enrollment Credit Hours: 3

**Course Policies**

**Class Norms:**

1. Support – each other, instructors, and school staff
2. Creativity – in a fun, safe, positive environment
3. Communication – about problems, questions, concerns

**Class Rules:**

1. Respect – each other, staff, equipment and the program
2. Responsibility – for yourself, your actions, and the equipment
3. Attendance – come on time, be prepared

**Consequences:**

1. Warning
2. One-on-one discussion
3. Contact parents/guardians and/or individualized assignment
4. Learning contract (probation) – after meeting with counselors, parents, etc.
5. Severe clause (removal) – temporarily (office/suspension) or permanently from class.

**Course Description**

In this course students will develop proficiency in designing and creating desktop-published projects, multimedia presentations/projects, and Web sites, using industry-standard software. Students will learn concepts that drive the digital media field and apply principles of layout and design in completing projects. Students create portfolios

that include their résumé and a variety of desktop-published, multimedia, and Web-site projects produced in the course.

An important part of our curriculum is to develop professional skills as well as preparation for continuing education and employment. As part of the course students will receive instruction and training in interpersonal communication, leadership, critical thinking, and collaboration to prepare students to be on the forefront of and have potential for success in media and communication careers in the 21<sup>st</sup> century.

Projects, assignments, and activities will be driven by the concepts listed in the units below. Students can anticipate a creative atmosphere where at times they will be given the freedom to pick and choose projects by which they learn these concepts.

<b>1st Semester Course Units</b>	<b>2nd Semester Course Units</b>
<b>Unit 1</b> Web Design Basics	<b>Unit 6</b> Logos
<b>Unit 2</b> Web Design & Planning	<b>Unit 7</b> Business Cards
<b>Unit 3</b> Web Development & Deployment	<b>Unit 8</b> Advertisements
<b>Unit 4</b> Portfolios	<b>Unit 9</b> Brochures, Newsletters, Mini-yearbooks
<b>Unit 5</b> Collages and Photography	<b>Unit 10</b> Portfolios

\*Time frame and sequence of study will remain flexible in order to achieve the best learning experience for the students.

### **Course Competencies**

*For more details regarding the competency numbers listed below, please visit: [Virginia's CTE Resource Center](#)*

- 6631.1-21: Demonstrate Workplace Readiness Skills: Personal Qualities and People Skills, Professional Knowledge and Skills and Technology Knowledge and Skills
- 6631.22-29: Examining All Aspects of Industry
- 6631.30-33: Addressing Elements of Student Life
- 6631.34-36: Enhancing Project-Management Skills
- 6631.37-41: Designing and Creating Advanced Graphic Design Projects
- 6631.42-44: Designing and Creating Advanced Interactive Multimedia Projects
- 6631.45-49: Examining Internet Technologies
- 6631.50-62: Designing and Creating Advanced Web Sites
- 6631.63-67: Complying with Laws and Professional Ethics
- 6631.68-72: Relating Classroom Applications to Business and Industry
- 6631.73-76: Preparing for Industry Certification
- 6631.77-80: Developing Employability Skills

### **Attendance/Class Procedures:**

- Be on time. Detention will be assigned for being tardy beyond allotted warnings.
- No food, drinks, or gum by computers.
- Appropriate dress must be worn at all times.
- Any damage done to the work stations or equipment must be reported to the instructor.

- Any intentional damage will be paid for by the student.
- Each student will clean up the area at the end of the period.
- Students will remain in their seats until the end of the period or until the instructor gives students permission to leave.

## Grading

Roanoke County Public School System grading scale will be used:

A	=	90 – 100
B	=	80 – 89
C	=	70 – 79
D	=	60 – 69
F	=	0 – 59

Grading for this class will be structured on a point-based system and the number of points available will depend on the complexity of the task. Students will be notified of the point value for each project, assignment, activity, quiz or test.

**\*Assignments and grades will be updated on a regular basis. Please visit [ParentVue](#) or [StudentVue](#) to access grades.**

**\*A minimum of a “C” average must be maintained in all required courses within the Center for Mass Communication program in order for students to continue enrollment.**

## Make-Up Work

Making up missed work is the student’s responsibility and the student should make arrangements with the instructor to make up work missed during an excused absence on the day the student returns. Late work must be made up on the student’s time. All ongoing assignments are due on the scheduled date.

## Late Work

A 10% deduction per class day will be applied to the total number of points allowed for a given assignment. Detailed policies can be found in the student handbook.

## Final Assessments

Non-dual enrollment: Final assessments or exams will be given at the conclusion of 2<sup>nd</sup> semester. The assessment will be given in the form of a hands-on project. The exam will be delegated as part of the fourth nine weeks average. Exemptions are possible and criteria for exemption will be posted in the classroom.

Dual enrollment: Final assessments or exams will be given at the conclusion of 2<sup>nd</sup> semester. The assessment will be given in the form of a hands-on project and/or a written exam. The exam will be delegated as part of the fourth nine weeks average. Exemptions are **NOT** possible.

## Dual Enrollment

Students who wish to earn 3 college credit hours while taking this course should sign up for the dual enrollment option offered at Burton. There will be a cost per credit hour and you should check the official dual enrollment paperwork for this cost. The official course description for Virginia Western’s AST 254 class is as follows:

***AST 254 Advanced Desktop Publishing II: Presents advanced features of desktop publishing software, culminating in the layout and design of complex multi-page documents.***

## Industry Certifications

This course may assist the student in preparing for the following certification examinations, national assessments, or licensure examinations approved by the Virginia Board of Education:

Please visit the link below to view the available assessments.

<http://www.cteresource.org/verso/courses/6631/design-multimedia-and-web-technologies-certifications>

## Course Requirements

The teacher and students will use Blackboard daily to post/access learning objectives, assignments, notes, resources and submission of projects.

<https://blackboard.rcs.k12.va.us/webapps/login/?action=relogin>

Access to a reasonable amount of physical and/or cloud storage to back-up project files used in the classroom. (Highly recommended and must be managed by the student. 8GB or greater of storage suggested)

## Burton Student Handbook

Please note the student handbook is posted on my Blackboard site under Class Information. Discipline procedures and policies regarding items such as academic honesty, attendance concerns such as absences, tardiness and make-up work/tests/quizzes will be followed in accordance with the Burton student handbook. See the handbook here: <http://bit.ly/2bx8rOb>

## Virginia Western's Penalties for Academic Honesty Policy Violations:

Academic dishonesty is not tolerated at Virginia Western; violations of this policy can result in disciplinary actions, including suspension or expulsion from the College. According to The Virginia Western Student Handbook, academic dishonesty includes, but is not limited to, the following:

- Cheating on a test by giving, receiving, offering, and/or soliciting information.
- Buying, selling, stealing, or soliciting any material purported to be a part of an assignment.
- Plagiarism (taking and using the ideas of another as one's own).
- Unauthorized use of materials, notes, or other aids during a test.

For more information, read the "Conduct" section of the VWCC Student Handbook

## Earning Honors at Burton

*Please note that you can earn honors for meeting the requirements listed below in both Mass Comm and Digital & Web Design I & II. Specific requirements regarding testing and assessments may vary per teacher.*

## Burton CTE Certificate (CTE students only) – CTE or "Training" certificate

- Completes 80% of competencies determined by the instructor in at least two years of the same program at Burton
- Has no more than ten (10) absences in their final year
  - *Seniors who complete only one year of a program will be given a "Training Certificate" and will be held to the same standards mentioned above.*

**Burton Honor Graduate (CTE students only) – certificate and royal blue graduation honor cord.**

- Obtains a Burton CTE certificate (see above)
- Pass a written certification (workplace readiness test or another approved certification)
- Maintain a 4.0 average based on the final grade in their Burton courses

**Burton Certified Graduate (CTE students only) – plaque and a black graduation honor cord**

- Obtains a Burton CTE certificate
- Pass a written certification (workplace readiness test or another approved certification)
- Pass a performance certification/assessment TBD and will be announced in class
- Maintain a 2.0 average based on the final grade in their Burton courses

**Inclement Weather Schedule:**

We will follow the same schedule as Roanoke County Public Schools. Students traveling to the VWCC campus should refer to their website or local media for information on campus closings or delays.

**ADA Statement:** Questions or concerns about VWCC and student's rights and responsibilities regarding persons with disabilities may be directed to the 504/ADA Coordinator. The Americans with Disabilities Act of 1990 (ADA) and section 504 of the Rehabilitation Act provides protection from illegal discrimination for qualified individuals with disabilities.

**Copyright Statement:** The materials for this course are only for the use of students enrolled in this course for purposes associated with the course, and may not be retained or further disseminated.

**This course meets away from the VWCC main campus.**

**VWCC Student Information**

Students should become familiar with the **"MYVWCC"** portal found on the college homepage. **Students will need to access this portal to verify their course enrollment, check grades and order transcripts.**

**Emergency Alert Information:** In the ongoing effort to provide every VWCC student with information about how VWCC plans to handle a crisis occurring on the campus, a video has been created which offers valuable details and proactive guidelines for responding to critical and unpredictable incidents should one occur on our campus. To view the video, visit <http://www.virginiawestern.edu/police/safety.php>.

Virginia Western is pleased to announce the new VW Alert Text Messaging System. The system is designed to immediately contact you during a major crisis or emergency. The system delivers important emergency alerts, notifications and updates to you on all your devices. To register, visit <https://alert.virginiawestern.edu/index.php?CCheck=1>.

An evacuation plan is located on the wall beside the door of each VWCC classroom and computer lab. This plan includes evacuation routes for fire as well as shelter in

place room designations. Please make yourself aware of the exits. If asked to evacuate, please do so in a calm and orderly manner using the nearest exit. Do not try to use the elevator in case of a fire or other situation that might cause a power outage.

**VWCC STUDENT LINKS AND RESOURCES:**

For additional information regarding student services or college policies or procedures, please review the information found at these links.

Student Consumer Information	<a href="http://www.virginiawestern.edu/services/studentconsumerinfo.php">http://www.virginiawestern.edu/services/studentconsumerinfo.php</a> (includes Campus Contact Info; Academic Programs, Costs, Facilities, College Policies)
VWCC Withdrawal Policy	<a href="http://www.virginiawestern.edu/services/withdrawal.php">http://www.virginiawestern.edu/services/withdrawal.php</a> NOTE: High School Dual Enrollment Students may only add/drop or withdraw from a class through the high school guidance department of the college's dual enrollment office.
VWCC Student Resources	<a href="http://www.virginiawestern.edu/services/resources.php">http://www.virginiawestern.edu/services/resources.php</a> (information about tutoring services, student handbook, college catalog, disability services, student e-mail account, Library services; and other resources)
VWCC Student Rights and Responsibilities	<a href="https://www.virginiawestern.edu/about/policies/docs/l-21.pdf">https://www.virginiawestern.edu/about/policies/docs/l-21.pdf</a> (information about student activities; Student Handbook; policies, student rights, responsibilities, academic dishonesty and student conduct; student grievance procedures)
VWCC Dual Enrollment	<a href="http://www.virginiawestern.edu/dualenrollment/index.php">http://www.virginiawestern.edu/dualenrollment/index.php</a> (information about the dual enrollment program, Virginia Placement Testing; Academy Program)
Title IX: Policy on Sexual Violence, Domestic Violence, Dating Violence, and Stalking	<a href="https://www.virginiawestern.edu/about/policies/l-46.php">https://www.virginiawestern.edu/about/policies/l-46.php</a> All students and faculty should review the information found on this site.