

Program: Business, Management & Administration

Instructor: Beth Parker

Course Title: Multimedia Design

Date:	July 22, 2010					
Lesson Length:	Greater than 90 minutes					
Topics:	Debbie Garrison for President					
OVERVIEW / ANNOTATION: In this module, students will use Adobe Photoshop to create a political ad for a political candidate currently running for office.						
BACKGROUND / PREPARATION: Students have completed lessons on creating shapes and text in Adobe Photoshop. They have also completed lessons on basic photo editing. Students also have been taught basic graphic layering techniques.						
PRIMARY LEARNING OBJECTIVES: The students will create a political ad using shapes, images, and layers.						
ESSENTIAL QUESTION(S): What criteria should be considered when determining the correct type of software and equipment to be used for creating a graphic design?						
MATERIALS, EQUIPMENT AND TECHNOLOGY RESOURCES						
	Textbook		Lab Manual		Video	Other
	Adv. Committee		Posters	x	Multi-Media	
	Speaker	x	Supplemental Materials	x	Internet	
CONTENT STANDARDS & TASKS: <i>Alabama Course of Study</i> BMA (9-12) Multimedia Design - 4. Demonstrate appropriate techniques to create, modify and enhance a graphic design project. 6. Utilize precision tools to manipulate items.						
PROCEDURES, ACTIVITIES, AND LEARNING EXPERIENCES						
x	Individual work	x	Group Work	x	Lecture	Skills USA
x	Class Discussion	x	Project		Speaker	Live Work
x	Visuals	x	Review		Video	
	Homework	x	Handout		Field Trip	
ASSESSMENT STRATEGIES						
	Homework		Portfolio		Class Work	Test
	Teacher Observation		Other:	x	Performance	Feedback from Discussion
LESSON INSTRUCTION INCLUDES:						
	Safety Instruction	x	Presentation	x	Higher Order Reasoning	
x	Project-Based Learning		Role Playing		Work Ethics	
	Integrated Academics		Simulation		Integrated CTSO Experiences	
x	Employability Skills	x	Problem Solving Skills		Management Skills	
TEAMWORK ACTIVITIES: Have two other students proof your advertisement according to rubric.			PROVISIONS FOR INDIVIDUAL DIFFERENCES: According to student IEPs.			
AVAILABLE STUDENT INDUSTRY CREDENTIALS:						
COURSE / PROGRAM CULMINATING PROJECT:						