Digital Media Arts
Course Catalog
2011-2012

A New York State Regents Approved
Career and Technical Education Program

Academy of Digital Media ARTS

GST BOCES ♦ Wildwood Education Center ♦ Hornell, NY 14843
Students in our program are expected to achieve a certification that is recognized worldwide as proof of meeting standards in the field of Digital Media Arts.

An Adobe Certified Associate credential certifies entry-level skills to plan, design, build, and maintain effective communications, using different forms of digital media.

Professionals include the Adobe Certification banner on their resume and portfolio as an effective and valuable way to differentiate themselves as uniquely qualified for that sought after position, promotion or landing clients.

The Adobe Certified Associate Exam is used as the Regents approved national technical assessment for the DMA program.

WHAT IS DIGITAL MEDIA ARTS?
It’s effectively communicating ideas through words, sound and images using digital technology.

It encompasses all the 21st century skills that workers will need in the information age, regardless of their chosen career path.

It’s expanding rapidly as the result of the explosion of technology and communications, coupled with a growing international demand for content providers in entertainment, commerce and education.

OUTSTANDING JOB OUTLOOK:
Talented artists who have developed a mastery of artistic techniques along with advanced computer skills will have the best job prospects for this creative career according to the BLS Occupational Outlook Handbook.

The advances in the internet, handheld technology and communications has spawned huge global opportunities in many areas.

Adams Certification

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Adobe Certification

NY Regents Endorsement

As a New York State Regents approved CTE course, students may earn a Technical Endorsement on their high school diploma.

This endorsement symbolizes the student's preparedness for the workplace or college level work, having met the challenges of a rigorous two-year training program recognized by employers.

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Why Choose DMA?

Value Added Benefits

Advanced College Credits

One goal of our program is to streamline the transition from high school to college and to avoid duplication of instruction for our college bound students.

So we have requested curriculum reviews by area colleges in order to establish advanced credit articulation agreements. Having developed broad foundation skills and a more focused career plan, our graduates easily transition into a successful post-secondary degree program.

Articulation agreements include:

COMMUNITY SERVICE:
Every year, students have a chance to participate individually or as a team in creating a variety of design and media related products for area schools, government, and other non-profit organizations. By working with representatives of these organizations, students learn valuable employability skills.

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Hands-on Project Based Learning
Project-based learning is an instructional model that involves students in investigations of compelling problems that culminate in authentic product.

We use these strategies to help students apply their technical skills and creativity to solving real world communication problems by means of many hands-on collaborative projects.

Work-Based Learning
OFF-CAMPUS INTERNSHIPS:
Our students have the opportunity to pursue valuable resume building internships in a real-world business environment where students learn-on-the-job what it takes to succeed.

These one or two week unpaid internships occur in a nearby work setting directly related to school-based learning.

Students learn general workplace competencies and the knowledge required of specific jobs. In some cases, participating students have been offered employment opportunities as a result of these internships.

FIELD TRIPS:
Various educational field trips help students gain a better understanding of the industry by seeing first-hand career opportunities at media related firms in the regional area.

Students also explore options for post-secondary studies in the field by visiting area colleges offering Digital Media Arts related degree programs.
Academy of Digital Media ARTS

Facilities & Equipment
Value Added Benefits

MAC Lab
Design Studio

Students work in a digital design lab that is equipped with the latest hardware and software technology tools. These items are carefully chosen to emulate the kind of technology environment that is found in leading edge design and media firms and used by today’s most creative artists.

HARDWARE:
- Apple iMac & MacPro computer lab for 30 students
- Apple iPads for specialized applications
- Wacom graphic tablets for drawing
- Document and film scanners for digitizing artwork

SOFTWARE:
- Apple Final Cut
- Adobe Lightroom, Apple Aperture
- 3D Design & Animation Tools: Blender, Maya, 3d Studio Max, Poser, Unity, Bryce
- Corel Graphics Suite
- Apple iLife Suite (iPhoto, iWeb, iMovie, iDVD, Garage Band)
- Apple iWork Suite (Pages, Keynote, Numbers)
- Adobe Creative Suite CS 5.5 Master Collection

Recording Studio

An important part of a video production is the audio and background track. Students use our recording studio to produce voice-overs, create music loops and sound effects.

- Allen & Heath 16 Channel Audio Mixer
- Studio microphones, monitors
- MacPro editing suite
- Apex 230 voice processor & effects
- M-Audio 88 key MIDI keyboard
- Akai MPD32 control surface
- Yamaha DD65 digital drum pad
- Octave 10 station CD/DVD duplicator

TV / Video Production Studio

Students produce TV commercials, news reports, interviews and many other types of video content using our multi-camera set with live switching. With the green screen, they can use chroma key techniques to place the action in many different virtual locations.

- Sky track rail system for video lighting
- Audio microphones, monitors
- Sony GL2 video cameras
- Chroma Key Green Screen
- Live internet streaming
- Tricaster Studio Live Switching

Graphics Production Center

Designing great projects is only part of the fun. Designs need to be in a tangible form. That’s where our fully equipped production center comes into play.

DOCUMENT PRINTING & FINISHING EQUIPMENT
- Xerox DC255 color production printing system
- Epson 8 color photograph printer
- Industrial cutting, binding and padding equipment

SPECIALTY GRAPHICS
- Vinyl graphic cutter / plotter (signs, decals, vehicle graphics)
- HP 48 inch wide format printer (posters, signs, etc.)
- Laminating Machine

GARMENT IMPRINTING:
- T-Shirt Transfer Heat Press
- Six color screen printing press

Photography Studio

The photography studio allows students to create beautiful portraits of their friends or family in many different styles. With backlit shooting tables, students can create seamless product or food photography for use in their graphic design projects.

- Sky track rail system for studio strobes
- Lighting soft boxes
- Portrait backdrops & posing furniture
- Product shooting tables
- Professional Canon DSLR cameras and lenses

* Some equipment such as cameras or laptop computers may be borrowed by students who meet stated criteria for specific field assignments.
Photography
2011-2012 Course Outline (216 hours) | Year 1 Fall Semester

Students learn to see photographically through an exploration of the basic tools, techniques and aesthetics of digital photography, with an emphasis on the creative use of camera controls, digital imaging software, and an awareness of the critical issues in contemporary photography.

Key Competency: Students will communicate verbally and in writing on topics related to photography with appropriate use of technical language. The Photography Course consists of approximately 216 hours of classroom instruction over a two year period.

Hand-on Creative Projects

Compositional Studies
- Lines, Shapes, Form
- Textures & Patterns
- Tone & Monochrome
- Color Harmony
- Unusual Point of View
- Emphasis & Impact

Photo Technique
- Action: Freeze, Blur, Pan
- Off-Camera Flash
- Macro Photos
- Night Photography

Photo Essay
- Still Life
- Natural World
- Architectural
- Events, Places, Stories
- Faces & Emotions
- Big (Perspective)

Commercial Studio
- Portrait in Studio
- Portrait in Natural Light
- Glamour Photography
- Advertising & Product Shots
- Food Photography

Technical Competencies

- Assemble a photography gallery or exhibit with a variety of student work to demonstrate knowledge of principles and technical skills meeting professional standards.
- Design visual composition and stylistic treatments to meet client objectives utilizing the design process.
- Effectively use industry standard techniques, equipment and software.
- Creative camera control of exposure, depth-of-field, selective focus, freezing and blurring of motion.
- Lighting styles appropriate for the subject and theme (portrait lighting patterns, 3-point lighting.)
- Capture and manage image files using an established workflow process.
- Use editing tools to enhance image quality and impact (cropping, exposure, color, retouching, special effects etc.)
- Appropriate distribution of images (for print, mounting, and web publishing.)

ELA Academic Integration

Photo Journalism

- Communicate verbally and in writing on topics related to Photography with appropriate use of technical language.
- Plan and produce a photo journalistic story combining text, images and music designed to elicit an emotional response from a target audience. (biography, documentary, children's story, wedding or other major event)
- Write and present a formal critique of a professional artist's portfolio or student works, using technical vocabulary and the language of design and composition.
- Write and present an article summary on a photography related topic citing professional trade related journal sources.

Professional Knowledge

Context
- P010 Technical Vocabulary
- P011 Career Survey
- P012 Photographer Profiles
- P013 Contemporary Trends & Practices
- P014 Milestones in Photography

Visual Composition
- P021 Artistic Intent
- P022 Principles of Composition
- P023 Photographic Styles
- P024 Critique

Camera & Lens
- P031 Camera Equipment Identification
- P032 Lenses & Optics
- P033 Camera Care & Handling
- P034 Iconography (Features)
- P035 DSLR Operator Certification

Creative Camera Controls
- P041 Exposure Triangle
- P042 Reciprocity
- P043 Capturing Motion
- P044 Controlling Depth of Field

Color
- P051 White Balance
- P052 Special Effects Filters
- P053 Color Calibration

Digital Media
- P061 Image Size & Resolution
- P062 Media Formats & Compression
- P063 Image Defect Identification
- P064 Professional Workflow

Printing & Publishing
- P071 Legal Rights & Royalties
- P072 Photo Sharing & Commercial Sites
- P073 Photo Lab Services
- P074 Mounting, Display & Exhibit

Lighting
- P081 Nature & Quality of Light
- P082 Strobe Lighting Techniques
- P083 Three Point Studio Lighting
- P084 Metering & Lighting Ratios
- P085 Portrait Lighting Patterns

Post-Production | Photoshop-1
- P111 Cropping, Trimming & Re-sizing
- P112 Layer Based Editing Techniques
- P113 Selection & Masking Techniques
- P114 Exposure Adjustment
- P115 Color Adjustment
- P116 Retouching & Enhancing
- P117 Photo Restoration & Repair

Compositional Studies
- Lines, Shapes, Form
- Textures & Patterns
- Tone & Monochrome
- Color Harmony
- Unusual Point of View
- Emphasis & Impact

Photo Technique
- Action: Freeze, Blur, Pan
- Off-Camera Flash
- Macro Photos
- Night Photography

Photo Essay
- Still Life
- Natural World
- Architectural
- Events, Places, Stories
- Faces & Emotions
- Big (Perspective)

Commercial Studio
- Portrait in Studio
- Portrait in Natural Light
- Glamour Photography
- Advertising & Product Shots
- Food Photography
Media Communications

2011-2012 Course Outline (216 hours) | Year 1 Spring Semester

A revolution is taking place in the Media Communications field as low cost digital tools and the internet make it possible for anyone to become a content producer. As more video is being distributed on the Web, there will be a demand for individuals with professional knowledge and skills to create media with high production values.

The Media Communication Course consists of approximately 216 hours of classroom instruction over a two year period.

**M01 MEDIA CONTEXT**
- M011 History of Film & TV
- M012 Persistence of Vision
- M013 Industry Overview & Trends
- M014 Media Literacy
- M015 Career Survey
- M016 Production Workflow

**M02 PROGRAM DEVELOPMENT**
- M021 Legal & Copyright Compliance
- M022 Planning & Formats
- M023 Script Writing
- M024 Laws of Time & Space
- M025 Script Writing
- M026 Storyboards

**M03 VIDEO EQUIPMENT**
- M031 Camera Operation
- M032 Camera Lens
- M033 Camera Support
- M034 Cabling & Accessories
- M035 Video Display & Recording

**M04 CINEMATOGRAPHY**
- M041 Composition & Framing
- M043 Camera Shots - Distance
- M044 Camera Shots - Angle
- M045 Camera Shots - Movement

**M05 LIGHTING**
- M051 Lighting Styles
- M052 Lighting Instruments
- M053 Formula Lighting (3-point)
- M054 White Balance

**M06 AUDIO RECORDING**
- M061 Functions of Sound in Film
- M061 History of Electronic Music / MIDI
- M062 Sound & Acoustic Principles
- M063 Microphones
- M064 Audio Connectors
- M065 Mixing & Processing
- M066 Digital Audio Editing

**M07 POST-PRODUCTION**
- M071 Video Editing Principles
- M072 Digital Non-Linear Editing
- M073 Titles & Graphics
- M074 Visual Effects

**M08 STUDIO PRODUCTION**
- M081 TriCaster Live Switching
- M082 TriCaster Editing
- M084 Green Screen / Virtual Sets
- M083 Streaming to the Web

**M09 BROADCAST JOURNALISM**
- M091 Broadcast Journalism
- M092 Finding & Researching Stories
- M093 News writing
- M094 Preparing a News Program
- M095 Reporting

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**Curriculum Resources:**
- Television Production & Broadcast Journalism Textbook by Phillip Harris (Goodheart-Willcox Co)
- Center for Media Literacy
Advertising & Graphic Design
2011-2012 Course Outline (216 hours) | Year 2 Fall Semester

Advertising professionals combine skills in design, writing, strategic planning and branding to develop integrated marketing campaigns in a wide range of media to reach and influence specific target audiences.

Key Competency: Students will communicate verbally and in writing on topics related to Advertising Design with appropriate use of technical language. The Advertising Design Course consists of approximately 216 hours of classroom instruction over a two year period.

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### Professional Knowledge

#### Context
- G011 Technical Vocabulary
- G012 Communicating Ideas
- G014 History of Graphic Design
- G015 Career Survey
- G017 Contemporary Practice

#### Color
- G021 Color Psychology & Symbolism
- G022 Color Systems
- G023 Color Wheel Relationships
- G024 Choosing Color Schemes
- G025 Color Reproduction

#### Typography
- G031 Type Anatomy
- G032 Type Classification
- G033 Readability & Legibility
- G034 Choosing Appropriate Type
- G035 Type Effects (Illustrator/Photoshop)

#### Visual Elements (Illustrator)
- G041 Mastering the Pen Tool
- G042 Line, Shape & Form
- G043 Texture & Value
- G045 3-D Perspective
- G046 Drawing Techniques & Practice

#### Visual Principles
- G051 Balance, Proportion & Scale
- G052 Hierarchy & Emphasis
- G053 Positive & Negative Space
- G055 Unity & Variety
- G056 Rhythm & Movement

#### Logo & Branding (Illustrator)
- G061 The Creative Process
- G062 Logo Design Principles
- G063 Pictograms
- G064 Typographic Logos
- G065 Abstract & Symbolic Logos
- G066 Corporate Identity & Brands

#### Print Design & Layout (InDesign)
- G071 Page Layout Principles (C.R.A.P.)
- G072 Page Anatomy
- G073 Formats, Sizes,
- G074 Pre-press Workflow
- G075 Printing Paper Stocks & Sizes
- G076 Printing Processes
- G077 Choosing Outside Print Services

#### Web Design & Layout (Dreamweaver)
- G081 Internet and WWW Context
- G083 Site Design Process & Planning
- G084 Web Publishing Tools & Services
- G085 Coding with HTML & CSS
- G086 Page Layout & Navigation
- G087 Graphics & Typography
- G088 Domain Registration & Hosting

#### Imagery (Photoshop-2)
- G121 Artistic Selective Cropping
- G122 Image Combining & Compositing
- G123 Image Manipulation

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### Hands-on Creative Projects

#### Visual Studies Projects
- Color Value Scale
- Project Color Scheme
- Type Specimen Poster
- Candy Wrapper
- Type Personality Cards
- Type as Design Element
- Type Effects Projects

#### Corporate / Logo Design
- Pictogram Sign Series
- Business Cards
- Coordinated Stationery

#### Self Promotional
- Personal Business Cards
- Note Pads & Stationery
- Vinyl Stickers
- Mouse Pad
- Graphic T-shirts
- Personal Tri-fold Brochure
- Personal Web Portfolio

#### Web Publishing Projects
- Web Site Plan Document
- Demo Web Site

#### Print Publishing Projects
- Photo Illustration Calendar

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### Technical Competencies

- Design visual composition and stylistic treatments to meet client objectives utilizing the design process (thumbnails)
- Effectively use industry standard techniques, equipment and software
- Page Layouts that attract attention through creative use of design elements and principles
- Color schemes that support the communications objectives of the project
- Acquire and prepare appropriate imagery or graphics that enhance the message
- Select and use typography that is both functional (readability) and expressive in a style which meets design goals
- Digital output files correctly prepared for publishing to print
- Web site pages formatted using correctly functioning HTML with Cascading Style Sheets

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### ELA Academic Integration

#### Print Journalism
- Plan, interview, write, edit and layout a print journalistic style feature article spread combining
- Create a professional marketing campaign for a given product or service to include a written client brief (planning document) and a series of coordinated advertising materials.
- Plan, design and publish a multi-page professional web site with body copy and captions. (self-promotional portfolio site, learning journal, blog site, etc.)
- Write and present an article summary on an advertising or design related topic. (site professional trade related journal sources)
Advertising professionals combine skills in design, writing, strategic planning and branding to develop integrated marketing campaigns in a wide range of media to reach and influence specific target audiences.

Key Competency: Students will communicate verbally and in writing on topics related to Advertising Design with appropriate use of technical language. The Advertising Design Course consists of approximately 216 hours of classroom instruction over a two year period.

Visual Elements (Illustrator)
- G041 Mastering the Pen Tool
- G042 Line, Shape & Form
- G043 Texture & Value
- G045 3-D Perspective
- G046 Drawing Techniques & Practice

Visual Principles
- G051 Balance, Proportion & Scale
- G052 Hierarchy & Emphasis
- G053 Positive & Negative Space
- G055 Unity & Variety
- G056 Rhythm & Movement

Logo & Branding (Illustrator)
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- G064 Typographic Logos
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- G066 Corporate Identity & Brands

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- Web site pages formatted using correctly functioning HTML with Cascading Style Sheets

ELA Academic Integration

Print Journalism
- Plan, interview, write, edit and layout a print journalistic style feature article spread
- Create a professional marketing campaign for a given product or service to include a written client brief (planning document) and a series of coordinated advertising materials.
- Plan, design and publish a multi-page professional web site with body copy and captions. (self-promotional portfolio site, learning journal, blog site, etc.)
- Write and present an article summary on an advertising or design related topic. (site professional trade related journal sources)
Career Success
2011-2012 Course Outline (108 hours) | Year 2 Spring Semester

To be successful in any chosen career, there are transferable skills that every employer demands. Further, a large number of professionals in the Digital Media Arts field work independently as freelance or entrepreneurs.

The purpose of this Course is to assist students in acquiring workplace skills needed for a successful transition from school to a career in these fields. The Career Success Course consists of approximately 108 hours of classroom instruction over a two-year period.

**COLLABORATION SKILLS**
- C12 DMA Orientation Activities
- C13 Effective Teams in the Workplace
- C19 Managing Conflict
- C15 Conducting a Productive Meeting
- C17 Project Management Techniques
- C18 Video Conferencing (Skype)

**WORK ETHIC & VALUES**
- C61 Employee Evaluation Process
- C63 Employer Expectations
- C64 Ethical Values
- C65 Personal Appearance

**WORK-BASED LEARNING**
- C71 WBL Program Information
- C72 WBL Journal
- C73 WBL Final Presentation
- C74 WBL Performance Evaluations

**C01 COMMUNICATIONS (ELA)**
- C31 What is Communication
- C32 Technical Reading & Summarizing
- C16 Active Listening & Note making
- C33 Business Correspondence
- C34 Documentation & Record Keeping
- C35 Professional Telephone Skills
- C36 Making a Persuasive Presentations

**TECHNOLOGY LITERACY**

**CUSTOMER SERVICE**

**COLLEGE & CAREER PLANNING**
- C51 Self-Assessment (learning style)
- C52 Career Interest Inventory
- C53 Career Path Research
- C54 Career Training Plan

**JOB SEEKING SKILLS**
- C55 Job Search Skills
- C56 Effective Interviewing

**PORTFOLIO & SELF PROMOTION**

**FINANCIAL LITERACY**

**PORTFOLIO & SELF PROMOTION**

**Leadership Skills**
- C901 How To Meet New People
- C902 Learning to Remember Names
- C903 Organize Ideas - Mind Mapping
- C904 Qualities of a Leader
- C905 Public Speaking
- C906 Creating Leadership Confidence
- C907 Vision, Mission, Planning
- C908 Community Service
- C909 Listening Skills
- C910 Building Trust

**Compositional Studies**
- Lines, Shapes, Form
- Textures & Patterns
- Tone & Monochrome
- Color Harmony
- Unusual Point of View
- Emphasis & Impact

**Photo Technique**
- Action: Freeze, Blur, Pan
- Off-Camera Flash
- Macro Photos
- Night Photography

**Photo Essay**
- Still Life
  - Natural World
  - Architectural
  - Events, Places, Stories
  - Faces & Emotions
  - Big (Perspective)

**Commercial Studio**
- Portrait in Studio
- Portrait in Natural Light
- Glamour Photography
- Advertising & Product Shots
- Food Photography

**Hands-on Creative Projects**

**Technical Competencies**
- Demonstrate career research and development skills through creation of a comprehensive college and career plan.
- Students will maintain a Career Development Portfolio with evidence of acquired knowledge and skills related to the above topics.
- Create a professional marketing campaign for a given product or service to demonstrate practical application of learned skills.
- Understand the importance of customer service skills and demonstrate appropriate interaction with clients.
- Understand personal attitudes and workplace behaviors that are essential for a successful career.
- Understand the personal qualities and leadership skills for success as an entrepreneur or freelance agent in the digital media field.
- Effectively use project planning and management as part of a collaborative team.

**ELA Academic Integration**
- Communicate verbally and in writing on topics related to Photography with appropriate use of technical language.
- Learning style research & personal inventory (LSIS)
- Career exploration (Guidance Direct Program)
- Create a comprehensive college and career plan.
- Write a persuasive essay for college scholarship or admission.
- Write a formal business request letter (request permission to use a copyrighted work, request an internship position, or similar letter)
- Develop a job-search package. (resume, cover letter, references, job application, interview “thank you” letter)
- Teamwork and business communication skills (telephone, voicemail, video conferencing, conducting meetings, minutes of meetings, writing agendas, project management)
- Write and present an article summary on a college or career related topic citing professional trade related journal sources.
Our Advisory Council is a vital link to industry professionals in digital media and design related fields. They are a group of people who advise our program about the education needs of our students as they prepare for a career in the visual communications fields.

These professionals provide guidance and expertise in work-related areas such as the impact of rapidly changing technology, the current labor market, and the availability of post-secondary opportunities for our students. Council members also assist in evaluating program curriculum and objectives, planning for continuing improvement of our program and development of budget and equipment priorities.

We are grateful to the following professionals for their participation in our Advisory Council for our program:

**INDUSTRY PROFESSIONALS:**
- Andrea Burdick - Composing Department Manager, Gateway Media / Hornell Evening Tribune
- Garrett Hamilton (Alumni - DMA class of 2007) Photographer Hamilton Imaging
- Frank Spitalnik - Owner IB Design Studios Web Design, Hornell, NY
- Robert Kolich, Director R&D Technical Services, Fisher-Price East Aurora, NY
- Steve Derrick Executive Group Manager Vicarious Visions, Inc. Activision Game Company, Albany, NY
- Linda Donaldson Graphic Designer ImagineDesign, Inc. Canisteo, NY
- James Moore Owner Mystic Media Web Desgin, Hornell, NY
- Robert Peisher Owner Peish Video Productions Hornell, NY
- Keith Guthrie Owner New Life Printers Hornell, NY

**ACADEMIC FACULTY:**
- Constance Pennisi Digital Media & Animation Professor Alfred State College
- Larry Neuberger, Digital Media & Animation Professor Alfred State College
- Tammy Brackett, Digital Media & Animation Professor Alfred State College
- David Higgin, Fine Arts & Design Professor Corning Community College
- Molly Cagwin, Communications & Humanities Professor Corning Community College
- Bonnie Booman High School Art Teacher Alfred-Almond Central School
- DMA FACULTY: Gary Acker, Katie Crandall, Wildwood Campus Dale Robie, Coopers Campus Deb Seeley, Bush Campus

**CELEBRATING SUCCESS**

DMA students match their knowledge and skills against hundreds of CTE students from across the region and State to compete in the Skills USA Competitions. We celebrate the success of our students.

**NEW YORK STATE**
Advertising Design - 1st Place 2009
Photography - 1st Place 2007

**REGIONAL AREA**
Advertising Design:
Photography:
TV & Video Production:
Job Interview - 1st: 2004

Tyler Nilson - State Champion 1st Place Ad Design
“Before DMA, I found myself hoping that High School would just end. Now I am looking back and wishing that I was still in class. I have come a long way since my first step inside that classroom, from the teaching... field trip experiences, to the vast amount of resources I had available.... I found a possible future for myself, which I am grateful for. Thank you, Mr. Acker, for all the experiences in those two years.”

Joshua Jones (2011)

“DMA was the most enjoyable course I have ever taken. It was a place I could accomplish my goals and improve my skills. Because of this class I now have an opportunity to be a developer. I love and miss this class. Thanks for everything!”

Ben Paladino (2010)

“Without a doubt, The Wildwood Digital Media Arts program has made me who I am today. The program got me into places I would have never had thought possible and allowed me to accomplish my goals as a pro photographer.”


“Not only was the DMA program enjoyable and fun, the knowledge a student gains from this course can be applied in so many different situations. To this day I continue to use that knowledge in everyday life. :)

Erin Stephens (2010)

“The DMA program has been a great experience. Without it, I don’t think I would be going for a degree in the DMA program at Alfred State College Thanks for everything!”

Brandon Butler (2011)

“I just transferred colleges and majors, and I will have a head start in getting my music production degree, thanks to Mr. Acker, and DMA.”

Justin Sick (2008)
What is DMA? The Academy of Digital Media Arts is a two-year (900 hour) project based Career and Technical Education program for high school students who want to explore the exciting, rapidly growing and changing world of visual communications and new media. DMA is a first step toward a future in graphic, advertising and web design, photography, audio and music production, animation, game and app development, TV, video production, visual effects and many more media related fields. If you love to create, this is the program for you.

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