


Welcome to the **e-Communication 21<sup>st</sup> Century Academy!** In this course, students will be provided with the foundations for further study in the creative fields of **Graphic Design/Illustration, Animation, Video, and Web Design**. Students will be exposed to each trade in a project-based, collaborative learning environment. Technical and general production skills will be learned throughout this Foundations course. This course will encompass primarily short-term projects, as students will be exposed to 4 different content areas within e-Communication. Students will develop and create projects and will enlist other members in the course to support and critique their ideas and projects. e-Communication provides a platform for learners to communicate, collaborate, innovate and design. Learners will create a variety of media for school, community, and professional clients.

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<p><b>Amazon Classroom</b>  <b>Wishlist for Mr. Johns</b></p>	<p><b>Amazon Classroom</b>  <b>Wishlist for Mrs. Beaudoin Scott</b></p> 

## Instructional Strategies & Assessment

This course will involve both independent and collaborative work. Students will be encouraged to work together and provide feedback to one another. In addition, students will be expected to identify what they want to learn and how they will learn. Students will create and maintain a portfolio of work created both in and outside of class. Learning will consist of hands-on, real-life, collaborative experiences, and students will be assessed using industry standards and performance rubrics rooted in e-Comm's 5 Guarantees: Leadership, Collaboration, Communication, Project Management, and Technical Skills.

## Deadlines

Deadlines are firm. Meeting (or not meeting) deadlines will affect your evaluation and grades. Projects will be marked **MISSING** with **50% credit** in the gradebook if they are not submitted by the deadline. Late work will be accepted, but students will receive a **10% late credit deduction**. Communication is key to success when working with clients and employers.

## Grades

Students will receive grades based on their efforts and overall performance on each project. **\*\*Always submit projects for review by the assigned deadline, even if projects are not finished. Projects may be edited, resubmitted, and re-graded at a later date, but only if submitted on time by the original deadline.**

**NOTE: Students who do not meet the standards of minimum performance in e-Communication Academy courses may be placed on probation or removed from the Academy.**

## Attendance

Attendance is crucial in e-Communication, considering most of what we do requires working with a team or client. Deadlines are essential in the workplace, and employees must adhere to timelines in order to meet client expectations in a timely manner. Therefore, if you are going to miss class, an email to your teacher is required prior to absence with an informing explanation. If you are going to miss a deadline due to an absence, the project may be accepted late with prior email or in-person notification. If an email is NOT sent prior to a missed deadline, a late credit deduction will take effect. **No excuses.** Tardiness will be monitored and will have a direct impact on performance reviews. Students may be admitted to class late with an official pass.

## Recovery/Retake Policy

If a student needs to be away from school for a short- or long-term absence, please email to let us know in advance of the missed class(es). If the student is unable to email, I ask that the parents reach out by phone or email to let us know the approximate dates of the absence so we can plan ahead to accommodate the student. When the student returns after an accident or illness, I will work with the student to create a catch-up plan that takes into account other classes and long-term course or portfolio goals. If a student wishes to work while away, please have the student email to make arrangements to check out an e-Comm laptop so the student can stay on track. Most assignments can be adjusted to fit students' personal needs. The first step to request accommodation or help is to contact the teacher directly.

# Portfolio

The primary purpose of a portfolio is to showcase student work and promote students through a means of media that is public to peers and industry professionals.

- Portfolio works selected by the learner will identify specific skills sets, interests, and talents for future job placement.
- Portfolios will be maintained and updated every year in e-Communication.
- Portfolios and projects will be reviewed between the learner and instructor to provide feedback and improve student learning and growth.
- Portfolio organization is determined and negotiated with the instructor.
- Portfolio will be used as an integral part of the *e-Comm Endorsement* process.
- Portfolios will be showcased at the end of the learner's senior year at **Senior Show**.

## Classroom Expectations:

- Come to class prepared.
- Treat all people and property with respect.
- Follow the school dress code.
- Do not form lines or crowds at the classroom door.
- Do not move computers, keyboards, mice, etc.
- Do not unplug or touch other students' computers, keyboards, or mice in the lab.
- NO FOOD OR DRINK at the computer desks, with exception of water (sealed lid required- no straws).
- All work must be school appropriate.
- Other devices brought from home may occasionally be used at teachers' discretion.
- No gaming, downloading software, or wasting class time. Any extra time should be spent improving technical skills, following tutorials, or updating portfolios.
- Restroom Policy: 1 person may use the restroom at a time with a hall pass.
- Be responsible for your own belongings and coursework (SAVE YOUR DIGITAL WORK).
- Be **creative** and be **original**.

## Required Course Materials

- Unlined sketchbook for drawing—*available at Hobby Lobby, Michael's, Wal-Mart, Target, Half Price Books, Artist and Craftsman (KC), Amazon, etc.*
- Pencils or pens for sketching
- Eraser (white, pink, or kneaded)
- Earbuds/headphones (for watching tutorials and editing videos)
- 16GB (minimum) Class 10 SD card for camera use
- Personal email account needed for portfolio/YouTube Channel creation

## Optional Course Materials

- Calligraphy/brush pens (*Tombow* brand or other)
- Colored pencils
- Graph paper or gridded sketchbook (for hand lettering practice)
- Lined notebook for taking notes
- External storage drive (8GB or higher)
- Adobe applications installed on a home device

## Suggested Electives for e-Communication Students

We suggest exploring any variety of the following courses offered at Olathe Northwest in order to excel in e-Communication content areas:

- ***Drawing I/II/III/IV (AR 410/AR 420/AR 430/AR 440)***
- ***Basic/Advanced Digital Photography (AR 455/AR 465)***
- ***Painting (AR 530 – Drawing I Prerequisite)***
- ***Principles of Marketing I/II (BU 546P/BU 547P)***