

Cobourg East Technical Studies Department  
 Communications Technology, Grade 11  
 University/College Preparation  
 TGJ3M

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 Room : 124

**Description:** This course examines communications technology from a media perspective. Students will develop knowledge and skills as they design and produce media projects in the areas of live, recorded, and graphic communications. These areas may include TV, video, and movie production; radio and audio production; print and graphic communications; photography; digital imaging; broadcast journalism; and interactive new media. Students will also develop an awareness of related environmental and societal issues, and will explore college and university programs and career opportunities in the various communications technology fields.

**Prerequisite:** Communications Technology, Grade 11, University/College Preparation

Units of Study	Sample Tasks	Structure/Time Frame
Website Authoring and Interactive New Media (5 weeks)	<ul style="list-style-type: none"> <li>• Evaluating Websites</li> <li>• World Wide Web Fundamentals</li> <li>• Principles of Designing a Website</li> <li>• Review of HTML skills</li> <li>• Advanced HTML</li> <li>• Introduction to Dreamweaver MX</li> <li>• Website Development Project               <ul style="list-style-type: none"> <li>• Personal Website</li> <li>• School Webpage</li> <li>• Class Webpage</li> </ul> </li> </ul>	Week 1 Week 1 Week 1 Week 2 Week 2 Week 3 Week 4-5
TV and Video Production (4 weeks)	<ul style="list-style-type: none"> <li>• Review of Camcorder Basics</li> <li>• Review of Video Editing Using Windows Moviemaker</li> <li>• Project Management and Planning Techniques</li> <li>• Introduction to Adobe Premiere</li> <li>• Video Production Project               <ul style="list-style-type: none"> <li>• Interview</li> <li>• Sports Cast</li> <li>• Documentary</li> <li>• News Cast</li> <li>• Family Album</li> </ul> </li> </ul>	Week 1 Week 1  Week 1  Week 2 Week 3-4
Animation and Computer Graphics (4 weeks)	<ul style="list-style-type: none"> <li>• Review of Animation/Graphics Basics</li> <li>• Animating using Flash MX</li> <li>• Introduction to 3D Studio Max</li> <li>• Animation Project</li> </ul>	Week 1  Week 1 Week 2 Week 3-4
Photography and Digital Imaging (3 weeks)	<ul style="list-style-type: none"> <li>• Photography Fundamentals</li> <li>• Using a Digital SLR</li> <li>• Editing Digital Images</li> <li>• Photography Project               <ul style="list-style-type: none"> <li>• Team photos</li> <li>• School Club Photos</li> <li>• Family Album</li> </ul> </li> </ul>	Week 1 Week 1 Week 1 Week 2-3
Computer Technology (1 Week)	<ul style="list-style-type: none"> <li>• Computer Hardware, Operating Systems and Application Software Fundamentals</li> </ul>	Approx 1 Week
Project Work ( 2 weeks)	Project of choice related to area of interest.	To occur throughout the semester

## Teaching/Learning Strategies

A variety of teaching and learning strategies are used, including:

- Brainstorming – group generation of initial ideas expressed without criticism or analysis;
- Collaborative/Co-operative Learning – small group learning providing high levels of student engagement and interdependence;
- Conferencing – student to student discussion;
- Problem-Solving Process – a problem-solving approach using a prescribed series of steps;
- Independent Study – students explore and research a topic of interest;
- Inquiry – problem-solving approach using a prescribed process involving a number of steps;
- Jigsaw – specialized group learning followed by home group sharing;
- Report/Presentation – oral and written presentation of researched topic to class
- Whole Group Instruction.

## Assessment/Evaluation Techniques

The assessment includes the following:

- Paper and Pencil Tests – a means of assessing Theory and Foundation expectations
- Unit tests – can be a combination of paper and pencil and on-computer skill demonstrations
- Quizzes – feedback for both the student and the teacher about a few chosen expectations
- Performance Assessments: Skill demonstration, computer programs, research projects
- Conferencing:
  - Roving conference
- Reflection – important tools to encourage students to be more involved in their own learning process
- Self-assessment, journal, learning logs
- General assessment tools include:
  - Checklists – for formative teacher/peer/self assessment;
  - Rubrics – provide clear expectations of performance at the start of an activity
  - Anecdotal comments with suggestions for improvement

## Assessment Categories

Students will be evaluated in the following categories:

Category	Percentage	Total for term
Knowledge/Understanding	25%	17.5%
Thinking/Inquiry	25%	17.5%
Communication	25%	17.5%
Application	25%	17.5%
Final Exam		10%
Summative Evaluations		10%
Independent Study		10%
Total		100%

### General Evaluation Guidelines

- Student's marks are calculated according to the Ministry policy using the categories of knowledge, inquiry, communication and application. 70% of the mark is calculated on formative assessment (daily work, tests, assignments) and 30% is a summative evaluation (authentic assessment, final projects, exam).
- As per Cobourg East evaluation policy:
  - Students will not be penalized when they have miss a class for a legitimate reason, they will be allowed to make up or rewrite any assignment or test, provided they have a note explaining the reason for the absence.
  - Students may not make up marks for a class that they have skipped.
- If a student does not submit an assignment on the due date, teachers will:
  - Contact parents.
  - Set a second date 3 days after the original date.
  - Assign "0" if the assignment is not submitted after the second date.
- Students who have a difficulty with the due date may approach a teacher **before the date** to negotiate an alternative due date

## Prior Knowledge Required

Students are expected to have experience in keyboarding instruction. Students have received exposure to computers through the use of application (primarily simple word processing) software at the Grade 9 level or through their elementary school experience. The use of keyboarding software can be used by those students needing additional keyboarding proficiency.