Black Water Media's
Homeschool Digital Arts and Marketing Program Syllabus

Program Overview:

Welcome to the Homeschool Digital Arts and Marketing Program! This 4-week program is designed to provide homeschooling students with a comprehensive understanding of digital arts and marketing concepts. Working through the process of creating a sellable product, students will gain a beginners fundamental understanding in the disciplines of photography, videography, graphic design, color theory, branding, storytelling, and web design. The program culminates in the creation of a sellable product.

Program Schedule:

- **Duration:** 4 Weeks
- **Frequency:** 2 Days a Week (Tuesday and Thursday)
- **Time:** 10:00 am - 12:00 pm

Week 1-2: Foundations of Digital Arts

Week 1: Photography and Videography

- Introduction to Camera Operation and Composition
- Basic Principles of Video Recording and Editing
- Group Project: Creating a Short Video

Week 2: Graphic Design and Color Theory

- Introduction to graphic design tools and techniques
- Editing and Enhancing Photos
- Understanding Color Theory and Practical Exercises

Week 3-4: Integrating Skills for Product Creation

Week 3: Branding and Storytelling

- Principles of Effective Branding
- Crafting a Compelling Narrative for Their Product
- Group Activity: Creating a Brand Storyboard

Week 4: Web Design and Product Showcase

- Introduction to Web Design Principles
- Building a Simple Website for Their Product
- Final Project: Product Presentation and Online Showcase

Assessment:

- Continuous assessment based on participation, creativity, and completion of assigned projects.
- Final project presentation and product showcase.

Materials Required:

- Personal laptop or tablet with necessary software (Photoshop, video editing tools).
- Camera or smartphone with camera capabilities.
- Any additional materials specified by the instructor for specific projects.

Grading:

- Grading will be based on participation, project completion, and the final product presentation.

Attendance Policy:

- Regular attendance is crucial for a comprehensive learning experience.
- If a student must miss a session, advance notice is appreciated.

Certificates:

- Certificates of completion will be awarded to students who successfully finish the program.

Note:
This syllabus is subject to minor adjustments based on the pace of the class and individual learning needs. The program aims to provide a well-rounded understanding of digital arts and marketing while fostering creativity and collaboration among students.