

Black Water Media's Young Mogul Academy: 2024 Summer Camp Digital Arts Syllabus

Program Overview:

Welcome to the our Summer Camp, Digital Arts Program! This program is designed to provide students with a comprehensive understanding of digital arts and how to make the digital world, translate to the physical world. Working through the process of creating a clothing item, creating sellable products and learning photography basics, students will gain a beginners fundamental understanding in the disciplines of photography, videography, graphic design, color theory, branding, storytelling, and web design.

Student Needs

For each week, students need to bring in DAILY: Laptop, iPad or other tablet capable of accessing the internet. Daily Lunch.

Week 1: Photography June 3-7, 2024

Overview: Students will gain basic knowledge of photography shooting, editing and art appreciation. Students will have access to and learn how to use DSLR cameras during the camp. Students will leave with 2 pieces of printed photographs.

Day 1: Introduction to Photography

- Morning: Basic photography principles (composition, lighting, focus, etc.).
- Afternoon Activity: Use your phone to take photos based on learning.
- Homework: Take more photos at home if needed, pick 2 photos to present to class for critique.

Day 2: Camera Settings & Techniques

- Morning Activity: Critique classmates' photos.
- Understanding camera modes (auto, manual, aperture priority, shutter priority).
- Hands-on practice with different techniques (long exposure, depth of field, motion blur).
- Homework: Take more photos at home if needed, pick 2 photos to present to class for critique.

Day 3: Editing Software

- Morning Activity: Critique classmates' photos.
- Introduction to photo editing software (e.g., Adobe Lightroom, Photoshop Express).
- Afternoon Activities: Editing practice with sample photos, taking photos.
- Homework: Take more photos at home if needed, pick 2 photos to present to class for critique.

Day 4: Outdoor Excursion

- Morning Activity: Critique classmates' photos.
- Field trip around Downtown Melbourne for practical application of photography skills.

Day 5: Presentation

- Morning: Students choose their final pieces.
- Afternoon: Art Gallery project presentations. Students will have two of their favorite pieces on display for our end of week art gallery. Family and friends are invited to view their works of art! Photos will be on display during the gallery from 4:00 pm-6:00 pm.

Week 2: How to Make a T-shirt June 17-21, 2024

Overview: Students will learn design basics and how to create a screen for printing shirts. Students will leave with their screen to reprint other shirts and a t-shirt they create during the week.

Day 1: Introduction to T-shirt Design

- Morning: Introduction to art theory and principles of design (color, shape, composition).
- Afternoon: Sketching and brainstorming T-shirt design ideas.

Day 2: Screen Printing Basics

- Morning: Overview of screen printing process and its history.
- Afternoon: Hands-on demonstration of screen printing techniques using pre-made screens

Day 3: Creating Your Screen

- Morning: Introduction to screen making materials and tools.
- Afternoon: Participants create their own screens for printing their designs.

Day 4: Screen Printing Practice

- Morning: Practice printing on different fabrics and surfaces.
- Afternoon: Troubleshooting common screen printing issues and refining techniques.

Day 5: Final T-shirt Project

- Morning: Participants work on their final T-shirt design and screen print.
- Afternoon: Presentation of final T-shirt projects, with feedback and discussion.

Week 3: Digital Design July 8-12, 2024

Overview: Students will learn graphic design basics and create an actual product to sell using Shopify. Students will also learn how to design a product website and upload their products. Students will leave with an online webstore (free for 30 days) and a product to sell online.

Day 1: Introduction to Digital Design

- Morning: Overview of digital design principles and tools.
- Afternoon Activity: Brainstorming and conceptualizing product ideas for the online shop.
- Homework: Research and gather inspiration for product design

Day 2: Graphic Design Basics

- Morning: Introduction to graphic design software (e.g., Adobe Illustrator, Canva).
- Afternoon: Hands-on practice creating product designs and branding materials.
- Homework: Refine product design and branding materials.

Day 3: Website Design and Development

- Morning: Basics of website design and layout.
- Afternoon: Using website builders (e.g., Wix, Shopify) to create an online shop.
- Homework: Set up online shop with product listings.

Day 4: Marketing and Promotion

- Morning: Introduction to marketing strategies for online businesses.
- Afternoon: Creating marketing materials (social media posts, ads, etc.) for the product.
- Homework: Develop a marketing plan for the product launch.

Day 5: Pitch Presentation and Product Launch

- Morning: Practice pitch presentation to local leaders and businesses.
- Afternoon: Shark-tank style pitch presentation to local leaders and businesses.

Other Information:

Assessment:

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

Materials Required:

- Personal laptop or tablet that can connect to the internet
- Camera or smartphone with camera capabilities.
- Any additional materials specified by the instructor for specific projects.

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.

Lunch must be provided daily. Its recommended students bring a reusable water bottle and snacks for in between lunch and end of day. There is a refrigerator on site but no means of reheating food.

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 design concepts, digital arts and marketing while fostering creativity and collaboration among students. All students will have new online accounts created for them, all online accounts will be documented and sent to parents/guardians at the beginning of Summer Camp.

About:

Black Water Media's Young Mogul Academy has been operating kids art programs since 2016. Our program director has a background in early childhood education and studies. All instructors have background checks and experience with working with children. Please visit our website to learn more about instructors and the program: <https://www.blkwatermedia.com/about>