

# SOCIAL MEDIA

and content development



## Tools & Platforms

### Course Objectives:

Upon completion of this course, students will be able to:

- Create and manage social media accounts across various platforms
- Develop a strong brand and create consistent messaging
- Utilize copywriting techniques for social media content
- Plan, shoot, and edit photos and videos using Adobe Photoshop, Premiere Pro, and After Effects
- Design graphics and visuals using Canva
- Understand the basics of marketing and advertising on social media
- Analyze social media engagement
- Collaborate with industry professionals and participate in internships
- Earn IRC as Adobe Certified Professional in Video Editing

# SYLLABUS

## 2024-2025

# PRORAM FOCUS & OBJECTIVES

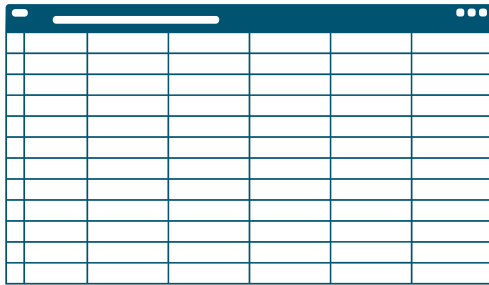
## 1st Year Juniors

- Netiquette, Presentations, Organization
- Equipment, Color Theory, Branding, Advertising, Audit
- Canva, Adobe Photoshop
- Graphics, Photography, Ads, Evergreen Content
- SkillsUSA



Canva

## TECH MATH



Every 2-3 weeks



## TECH ENGLISH



## 2nd Year Seniors

- Teach Equipment, Manage Content, Audit
- Adobe Certification Tests
- Drones, Social Media Campaign
- SkillsUSA
- Internships, Interviews



It is an expectation that students in the program can be tagged on Social Media. Students should also repost, share, like, and engage with class social media.



# PROGRAM POLICIES & DETAILS

SOCIAL MEDIA 2024-2025

**AM:** **BREAK TIME**

7:50-10:30

9:00-9:10

**PM:** **BREAK TIME**

11:45-2:45

1:05-1:15

**JCHS:**

1st Lunch

**CCHS:**

3rd hr 11:10



## DRIVING PRIVELEGE

Social Media Students will have an opportunity to get a driving form filled out allowing them to drive for program, school, and sistrict events



## EQUIPMENT



You will be using expensive equipment daily. It is important to follow the rules and expectations for using this equipment to avoid damaging anything.



## BRAINBUFFET & ADOBE

A large portion of class time will be dedicated to learning Adobe software programs (Photoshop and Premiere). This work will need to be completed during class time, so if you need to miss school for any reason, you will be responsible for making up this work in order to stay on track.



## PHONE POLICY

Phones are expected to be stored during class time. Phones can be accessed during breaks.

Students will be sent to the office for violations of this policy.

## GRADING SCALE

A	9.25	100
A-	89.5	92.4
B+	86.5	89.4
B	82.5	86.4
B-	79.5	82.4
C+	76.5	79.4
C	72.5	76.4
C-	69.5	72.4
D+	66.5	69.4
D	62.5	66.4
D-	59.5	62.4
F	0	59.4

“ THE BEST  
PIECE OF  
ADVICE IS TO  
JUST GO OUT  
AND SHOOT.”

-CALEB MAASSEN

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SOCIAL MEDIA 2024-2025

## LATE WORK POLICY

**Summative Projects:** Projects submitted 1-3 days late will be penalized 10%. Projects must be submitted within 3 days of the due date or the student may lose total credit. Revisions may be offered on projects submitted on time if time allows and the situation warrants it.

**Formative Assignments:** Unlimited retakes and revisions on quizzes, assignments, and classwork until the last date of the unit or project. No formative assignments will be accepted after the last date of the unit or project.

**Final Exam:** No late work will be accepted.



## PROJECT DATES

*Subject to Change!*



Photoshop		
1	August 27-Sept 3	Sept 4
2	Sept 5-16	Sept 17
3	Sept 18-25	Sept 26
4	Sept 30- Oct 1	Oct 1
5	Oct 7-15	Oct 16
6	Oct 17-22	Oct 23
7	Oct 28-Nov 4	Nov 5
8	Nov 6-12	Nov 13
Premiere Pro		
	Project Dates	Assessment
1	Dec 1-11	Dec 16
2	Jan 2-13	Jan 15
3	Jan 15-Feb 5	Feb 11
4	Feb 18- March 4	March 5
Dates TBD: SkillsUSA/Independent Project, Audit, Netiquette Presentation, Branding Guidelines		

