

## **Implementation Plan for the Adobe CC Boot Camp Project**

Submitted to

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In early June 2019, we submitted the Adobe CC boot camp proposal to the career center at Indiana State University. We thank the Career Center for choosing to fund our project. We have now completed the implementation plan for this project that contains three major parts: 1) a survey on students' technology competence and desired skills, 2) a recruiting plan for the Adobe CC Boot Camp, and 3) a detailed syllabus for Adobe CC boot camp. A time table of implementation can be found in the conclusion of this report.

### 1) Survey on Students' Media Technology Competence and Desired Skills

According to our proposal submitted in June, the Adobe CC boot camp will be offered in the spring semester of 2020 in the department of communication. Before we recruit students for the boot camp, we are going to conduct a survey in the fall semester of 2019 to find out the general level of students' technology competence and how their competence levels vary from each other. Also, we request information on what skills they prefer to learn from the boot camp in order to fulfill their expectations for taking multimedia production classes.

A sample of the survey questions is listed below:

#### Adobe CC Boot Camp Survey (To Be Distributed Through Qualtrics)

1. On a scale of 0-5, rate your level of competence with the following programs or skills:

a. Adobe Photoshop	0...1...2...3...4...5
b. Adobe Illustrator	0...1...2...3...4...5
c. Adobe InDesign	0...1...2...3...4...5
d. Adobe Dreamweaver	0...1...2...3...4...5
e. Adobe After Effects	0...1...2...3...4...5
f. Video Editing	0...1...2...3...4...5
g. Audio Editing	0...1...2...3...4...5
h. Web Design	0...1...2...3...4...5
2. List other multimedia production programs you wish to learn from the Adobe CC boot camp:
  - a. \_\_\_\_\_
  - b. \_\_\_\_\_
  - c. \_\_\_\_\_
  - d. \_\_\_\_\_
3. How often do you find yourself in need of using the following programs to complete projects (0=never, 5=very often)?

a. Adobe Photoshop	0...1...2...3...4...5
b. Adobe Illustrator	0...1...2...3...4...5
c. Adobe InDesign	0...1...2...3...4...5
d. Adobe Dreamweaver	0...1...2...3...4...5
e. Adobe After Effects	0...1...2...3...4...5
f. Video Editing	0...1...2...3...4...5

- |                  |                       |
|------------------|-----------------------|
| g. Audio Editing | 0...1...2...3...4...5 |
| h. Web Design    | 0...1...2...3...4...5 |
4. Which of the following is the closest to your career goal? (0= not even close, 3=somewhat close, 5=very close)
- |  |                       |
|--|-----------------------|
| a. Work for local or national TV       | 0...1...2...3...4...5 |
| b. Work in the newspaper industry      | 0...1...2...3...4...5 |
| c. Work in the publishing industry     | 0...1...2...3...4...5 |
| d. Work for social media companies     | 0...1...2...3...4...5 |
| e. Work for general Internet companies | 0...1...2...3...4...5 |
| f. Work in web design                  | 0...1...2...3...4...5 |
| g. Work in public relations            | 0...1...2...3...4...5 |
| h. Work in marketing and communication | 0...1...2...3...4...5 |
| i. Work in sports broadcasting         | 0...1...2...3...4...5 |
| j. Work in sales                       | 0...1...2...3...4...5 |
| k. Start my own business               | 0...1...2...3...4...5 |
| l. Other (Please specify)              |                       |
5. How important are the following skills for you to accomplish your career goal?
- |                        |                       |
|------------------------|-----------------------|
| a. Adobe Photoshop     | 0...1...2...3...4...5 |
| b. Adobe Illustrator   | 0...1...2...3...4...5 |
| c. Adobe InDesign      | 0...1...2...3...4...5 |
| d. Adobe Dreamweaver   | 0...1...2...3...4...5 |
| e. Adobe After Effects | 0...1...2...3...4...5 |
| f. Video Editing       | 0...1...2...3...4...5 |
| g. Audio Editing       | 0...1...2...3...4...5 |
| h. Web Design          | 0...1...2...3...4...5 |

## 2) Recruiting Plan for the Adobe CC Boot Camp

We plan to recruit students in their freshmen and sophomore years in the department of communication to participate in this boot camp. After we complete the survey, the chair of the department will include this boot camp in the spring 2020 class schedule. We will then send invitation letters to all communication major in November with the link for registration. In addition, we will encourage advisors in the department to advise students in media studies concentration to register for this camp. By the end of December, we will have a good knowledge on how many students will attend. We aim to have 20-27 students for the first camp offered in spring 2020.

Students will have the understanding that this camp offers preliminary knowledge in major components of Adobe CC that are used for graphic design, video editing, and web development. By taking this boot camp, they can expect a smooth transition to multimedia production classes where they will practice fundamental production principles by using industry

standard programs, including Photoshop, Illustrator, InDesign, Dreamweaver, and Premier. They will also gain valuable skills highly desired by today's media employers.

### 3). Boot Camp Syllabus\*

Spring 2020 M-Th 5-6:45 (lecture) 6:45-7:30 (tutoring) LC B003

Instructor: TBD

Instructor Email: TBD

Office: TBD

#### *Learning Outcomes*

1. This boot camp focus on improving students' knowledge in digital technology, including using industry standard programs, such as Adobe CC.
2. Students will be able to create compelling visual messages using multimedia programs.
3. Students will demonstrate the ability to plan shooting based on storyboard, script, and shot list.
4. Students will demonstrate the ability to structure a story in post-production (digital editing).
5. Students will understand fundamentals of web design and content creation on the clients' end.
6. Learn to be an effective content creator and understand key factors that help creative contents to catch on.
7. Students will integrate infographics, animations, audio and video production in the boot camp. The following programs will be required to successfully complete this class: Adobe Photoshop, Adobe Illustrator, Adobe InDesign, Adobe Dreamweaver, Adobe Premier or Final Cut Pro.

#### *Course Policies*

1. Participation: Students participation in this boot camp is totally voluntary. They will be able to earn 1 credit if completing the projects successfully. All students are expected to attend the 2.5 hours training every day.
2. Timeliness of turning in assignments: It's your responsibility to check assignment due dates on Blackboard and turn in your assignments in time. This syllabus will also specify assignments' due dates. The instructor may not always announce due dates in class.
3. Late assignments policy: No late assignment will be accepted.
4. Grading policy: The instructor will post rubric for assignment evaluation on Blackboard. Each assignment will have different requirements. A rubric also works as assignment instructions for you to follow to complete your work. Please check the rubrics before turning in your work to avoid losing points.
5. Blackboard Submission: This course relies heavily on Blackboard as the learning management system. **The instructor's feedback to your projects will be delivered**

**through Blackboard only, so are your grades.** I do not accept hard copies except for extra credits assignments. Please check your grades often on Blackboard. You are responsible to report any error if you find that your percentage score on Blackboard does not reflect what you've been receiving for this class.

6. Students with Disabilities: Indiana State University recognizes that students with disabilities may have special needs that must be met to give them equal access to college programs and facilities. If you need course adaptations or accommodations because of a disability, please contact me as soon as possible in a confidential setting either after class or in my office. All conversations regarding your disability will be kept in strict confidence. Indiana State University's Student Support Services (SSS) office coordinates services for students with disabilities: documentation of a disability needs to be on file in that office before any accommodations can be provided. Student Support Services is located on the lower level of Normal Hall in the Center for Student Success and can be contacted at 812-237-2700, or you can visit the ISU website under A-Z, Disability Student Services and submit a Contact Form. Appointments to discuss accommodations with SSS staff are encouraged.
7. Indiana State University does not tolerate discrimination in its programs or activities on the basis of: race, color, national origin, gender, age, sexual orientation, gender identity or expression, disability, veteran status, or any other protected class. Furthermore, acts of discrimination include sexual violence, sexual misconduct, sexual harassment, dating violence, domestic violence, and stalking. For more information about your rights, and about reporting, please see this website at the Equal Opportunity & Title IX Office:
  1. <https://www.indstate.edu/equalopportunity-titleix/complaint-process>.

#### **Tentative Class Schedule**

#### **Week 1**

Day 1	Photoshop and Image Composition Major concepts: layers, color, path, image retouching tools
Day 2	Illustrator Major concepts: vector vs. raster images, anchor and path, tracing, creating logos.
Day 3	InDesign Major concepts: pages and columns, master page, placing images, etc.
Day 4	After Effects Major concepts: key frames, animating layers, working with masks.

#### **Week 2**

Day 5	Premier Major concepts: non-linear editing, premier interface, basic video and audio editing, trimming and cutting, etc.
Day 6	HTML basics

	Major concepts: website structure, tags, html5, video and audio insert, etc.
Day 7	CSS basics Major concepts: formatting, cascade, inheritance, descendant, etc.
Day 8	Dreamweaver Major Concepts: columns and rows, webpage structure, bootstrap, server connection.

\*Note: *This syllabus is still under development and subject to change.*

#### 4. Conclusion

Overall, this implementation plan includes a survey on students' media technology competence and their desired skills, a recruitment plan for the camp, and a syllabus for the Adobe CC Boot Camp. Below is our projected timeline of project implementation:

- September 2019: Finalize the survey on students' technology competence and desired skills
- October 2019: Distribute the survey on students' technology competence and desired skills
- November 2019: Recruit students for Adobe CC boot camp.
- December 2019: Based on the survey results, finalize course content for Adobe CC Boot Camp. Submit the complete course package by December 20
- January–February 2020: Provide Adobe CC boot camp in the Department of Communication.

While we continue to prepare course materials for this camp, we anticipate a good turnout for the camp. We will keep in mind that media technology competence is key to students' education as communication majors and their rights to become well informed citizens. By December 2019, we should have materials carved out based on their needs and will complete recruiting for this camp. We look forward to officially launching the camp in spring 2020.