



No matter what job you have in life, your success will be determined 5% by your academic credentials, 15% by your professional experiences, and 80% by your communication skills.
--Anonymous

Introduction

While following the Nevada Career and Technical Education's Program of Study for certification in Multimedia Communications, Marketing, and other courses of choice, Las Vegas Academy's Media Arts and Communications major is unique when compared to other programs.

Across the four years of the program, students will be able to CTE programs in their required courses as well as take courses in photography, graphic design, video production, and/or publications. They will gain real-life experience and employability skills as they write for the school news website, contribute to our social media accounts, and work with the conservatories to create the marketing materials for showcases and performances.

The Media Arts and Communications students learn to pitch ideas, exercise their creativity, work collaboratively, speak and write professionally, work with clients, and meet deadlines.

Our staff from the Visual & Media Arts Conservatory is committed to combining multimedia into a team effort of communications and marketing opportunities for students that apply real-world job experiences necessary in the 21st century, while supporting the excellence in events and arts that take place every day at the Las Vegas Academy of the Arts.

Meet our Team



Mr. Tovar
Video Production



Ms. Stroud
Graphic Design,
Digital Illustration



Ms. Anderson
Photography



Ms. Strehl
Multimedia
Communications,
Publications



Mr. Moukad
Marketing



Emphases

Endless possibilities

All students in the program take four years of Multimedia Communications and at least two years of Marketing. In addition to these required courses, students select at least one emphasis.

Graphic Design

This course is designed to provide students with the skills and knowledge needed to create a variety of commercial art products. Areas of emphasis include design principles, layout, and the creation and manipulation of graphics. Instructional practices incorporate integration of diversity awareness including appreciation of all cultures and their important contributions to society. The appropriate use of technology is an integral part of this course.

Photography

This program provides students with the fundamentals of commercial photography. Topics include photographic vision, operating cameras, image processing, output, and quality control. Instructional practices incorporate integration of diversity awareness, including appreciation of all cultures and their important contributions to society. The appropriate use of technology is an integral part of this course.

Publications (Only available in years 3 and 4 of the program.)

This course is designed for the study and practice of the foundational elements of publications with major emphasis in information gathering, writing, layout design, and photography. Students participate in the production of the yearbook. Instructional practices incorporate integration of diversity awareness, including appreciation of all cultures and their important contributions to society. The appropriate use of technology is an integral part of this course.

Video Production

This program introduces students to video production. Emphasis is on introducing the concepts of pre-production, production, and post-production for all projects, which includes pitch, treatment, script, storyboards, shot lists, shooting schedule, actor release forms, digital recording, editing, audio correction, audio dubbing, a completed digital film project, screening, and critique. Project-based learning, collaboration, and portfolio development are integral parts of this course.

In addition to the courses listed here, students will have access to electives within the Visual & Media Arts Conservatory, as well as in other conservatories and departments, including courses in dance, theater, and music.



Portfolio Requirements:

Students must bring their portfolio to the audition. The only accepted formats are a physical portfolio or a USB flash drive. If a student uses a USB flash drive, the portfolio must use only readily available formats: PDF, JPG, PNG, docx, and/or mp4.

Portfolios should be the work of the student. Images used should be student-created, and photos student-taken. Writing should be the student's work. Work that is taken from another source (ie. images copied from online, AI-written copy) can negatively impact a portfolio score and/or disqualify an applicant. Work completed for a school assignment may be used.

For your portfolio, it is highly recommended that you create a fictional business, event, or cause, and then create a multimedia package to market that business, event, or cause. So, rather than submit disconnected pieces, pretend you have been hired by a nonprofit, a business, or a venue. All the pieces you submit will be related to that employer and used for marketing purposes. Visual submissions may be hand-drawn or digital.

| Portfolio Roadmap | | |
|-------------------|---|--|
| Component | Action | Guidance |
| Client | Understand the client and their needs. | The audition will always start with a BRIEF that the client has provided, detailing what the message is, the format for the message, and who the targeted audience is. For the portfolio, you are imagining this client and the brief. Consider everything the client would say before beginning, so every step is on brand for their communication and format. |
| Written | Begin with the message through writing. | Choose formats most appropriate for your client's needs and the message they need to convey to their audience. Some examples include publicity releases, scripts, interview questions, advertisements, etc. Using the written portion or copy, all visuals will be guided and synchronized in format. |
| Design | Create graphics and select topography to visualize the message. | Whether through logos, advertising, or merchandise, graphic design elements and principles will need to be formatted specifically for the message of the client to attract the target audience. Brand or project colors, fonts, and imagery will be implemented throughout the final deliverable as a guidebook to set your client apart from the competition and gain the attention they require. |
| Multimedia | Using video and/or photography, communicate the final message. | Using compositional skills, narratives, scripts, storyboards, photography, advertising, and multiple forms of production, combine all the prior steps into a final form of multimedia communication to get your client's message across. Select carefully the treatment, shots, actors, and other elements to portray the message carefully and accurately, whether for news, advertising, or awareness. |



| Portfolio Requirements (SIX pieces total) | | |
|---|--|----------------------------------|
| Written (Pick TWO.) | Visual (Pick TWO.) | Photo/Video (Pick TWO.) |
| Press release | Banner ad | Commercial |
| Interview questions (5-10) | Logo | Interview (staged) |
| Announcement | Social media post | Photo essay with captions |
| Script for a commercial | Poster | Promotional photos |
| Event review | T-Shirt or Pin (Design for, not product) | 60-90 second clip of a broadcast |
| Script for a news broadcast | Storyboard for a commercial | |
| | Full-page magazine ad | |
| | Postcard | |



The Audition

Prior to the audition:

1. Review portfolio requirements and complete your portfolio.
2. Bring your portfolio to the audition. It may be a physical copy or on a USB flash drive. If bringing a digital portfolio, please make sure the components are in readily accessible forms (PDF, JPG, PNG, mp4, docx).
3. Make sure you have transportation to and from the audition.
4. Make sure you have your magnet number.

On the day of the audition:

1. Arrive early. Have your candidate number.
2. Check in at the designated location.
3. During the audition, you will be given a client brief similar to the one in this packet.
4. For the audition, you will do the following:
 - a. Design a logo for the client in the brief provided.
 - b. Deliver a short presentation for the evaluators. During this time, students will present their portfolios, logos, and plans for their clients, and discuss their goals for the program. Five minutes will be allotted for the presentation and discussion.
5. Work will be done by hand, and paper will be provided. Students may bring their own art supplies, but this is not required

Auditions are scheduled for 20 minutes, 15 minutes for the logo and 5 minutes for the presentation.

A practice audition is at the end of this packet.



Resources

Written Media: Press Release

Purdue OWL has a thorough writing site (valuable for any class you take!), and it covers press releases:

https://owl.purdue.edu/owl/subject_specific_writing/journalism_and_journalistic_writing/press_releases.html

There are numerous help sites specifically regarding press releases, and Canva has templates (some good, some not) that you can use as a guide.

E-Releases has over a dozen templates for a variety of events: <https://tinyurl.com/2x2cedmn>

One template handy for LVA is the opening of an art gallery. Here is the model from e-releases:

Note: the bold elements in these templates are provided to show you the different elements of the template. You should not include the bolded words in your actual press release!

Headline: Celebrating Contrast: The Art of Emma Lin

Subheading: An Immersive Solo Exhibition by Critically Acclaimed Painter Emma Lin

Date & Location: Opening Night: June 3, 20XX, at Downtown Art Gallery, New York

Introduction:

Join us at Downtown Art Gallery for the unveiling of “Celebrating Contrast,” a compelling new collection by Emma Lin. The exhibition opens on June 3, 20XX, and runs through July 5, featuring a stunning array of paintings that explore the beauty of opposites.

Body Paragraphs:

Emma Lin has captivated audiences worldwide with her unique ability to blend traditional techniques with modern themes. “Celebrating Contrast” focuses on the juxtaposition of light and dark, showcasing over 30 works that highlight the drama of these extremes. Visitors can also attend a live painting session and Q&A with Emma on June 10.

Quote:

“Art is a dialogue, and through ‘Celebrating Contrast,’ I hope to spark conversations about the nuances that define our reality,” says Emma Lin.

Call to Action:

Don’t miss this mesmerizing display of talent. Visit Downtown Art Gallery this June and experience the world through Emma Lin’s eyes. For more details and event updates, please visit our website.



Boilerplate:

Downtown Art Gallery has been a celebrated venue in New York's art scene since 2000, dedicated to showcasing innovative artists and diverse artistic expressions.

Contact Information:

Contact: Jane Doe, Gallery Manager

Phone: (123) 456-7890

Email: info@downtownartgallery.com

Graphic Design: Logos

Types of Logos:

Resource: <https://www.vistaprint.com/hub/types-of-logos>

Abstract Mark



Mascot Logo



Combination Mark



Emblem Logo



Lettermark



Pictorial Mark



Wordmark

Graphic Design: Typography

Serif

Sans Serif

Script

Blackletter

DISPLAY

Monotype

❄️♥️❄️❄️❄️❄️ (Symbol)

Free Font Sites:

www.dafont.com and www.fontsquirrel.com



Elements of Art

These are the basic elements that are used by Artists in creating Art; they are what you use to create an aesthetically pleasing work. When we make Art, we need to understand and apply these seven Elements of Art.



Line

A mark made by a pointed tool such as a brush, pen or stick; a moving point.



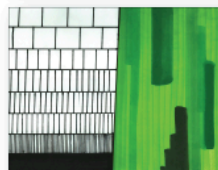
Shape

A flat, enclosed area that has two dimensions, length and width. Artists use both geometric and organic shapes.



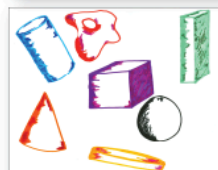
Color

Is one of the most dominant elements. It is created by light. There are three properties of color; Hue (name,) Value (shades and tints,) and Intensity (brightness.)



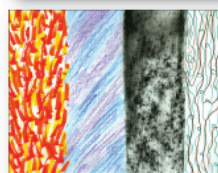
Value

Degrees of lightness or darkness. The difference between values is called value contrast.



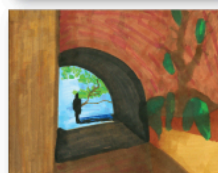
Form

Objects that are three-dimensional having length, width and height. They can be viewed from many sides. Forms take up space and volume.



Texture

Describes the feel of an actual surface. The surface quality of an object; can be real or implied.



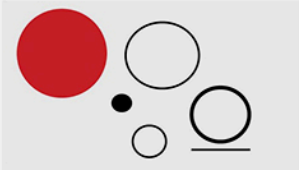
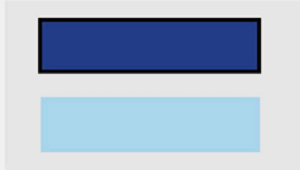
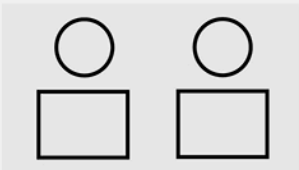
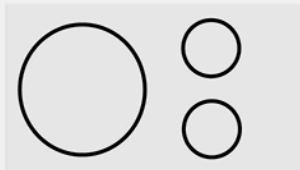



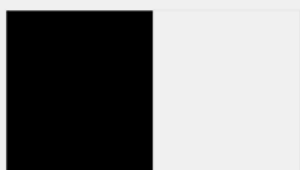
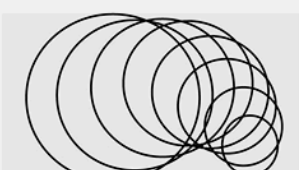
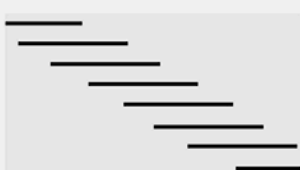
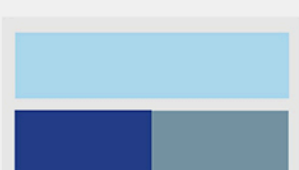

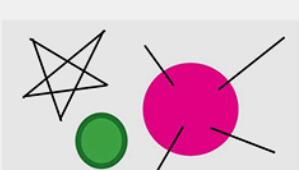
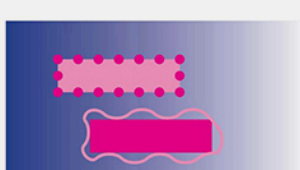
Space

Is used to create the illusion of depth. Space can be two-dimensional, three-dimensional, negative and/or positive.



the principles of design

“ways to use the building blocks”

| | | |
|---|---|--|
| EMPHASIS Creating a Hierarchy or focal point to guide the eye to a specific element first. Utilising colour, contrast, proportion and rhythm. |  |  |
| BALANCE Weighting or arranging the elements within the image to create visual, even distribution of shape and space. |  |  |
| UNITY Aligning all separate elements to work together in Harmony through pattern, balance and rhythm. |  |  |
| CONTRAST Contrast can highlight differences or add a focal point by using opposing colour, shade or textures. |  |  |
| RHYTHM Direct the eye through form with the use of repetition of shape, lines or colour and helps create mood. |  |  |
| PROPORTION Or Scale, to use a base for the viewer to compare single elements to through size, dimension and space. |  |  |
| VARIETY Utilising different shapes, colours and textures to keep overall image interesting. Also aids with creating a focal point. |  |  |



Photography: Composition (from <https://tfsphotography.weebly.com/composition.html>)



Advertisement: Layout and Design

Using the information above and at the resource below, work to understand what makes an aesthetically pleasing and effective visual advertisement such as what you'd see on social media. Understand font choice, image choice, and layout.

Helpful Resource: <https://tinyurl.com/5hyn8ttb>



Storyboard Template



Film & Video Production Storyboard / Shot List

Render each scene, label the scene number, shot number, shot type, camera action, actor action and include a sample of scene dialogue

Storyboard
Page No.

| Scene # | Shot # | Shot Type: | Scene # | Shot # | Shot Type: |
|----------------|--------|------------|----------------|--------|------------|
| | | | | | |
| | | | | | |
| | | | | | |
| | | | | | |
| Camera action: | | | Camera action: | | |
| Actor action: | | | Actor action: | | |
| Dialogue: | | | Dialogue: | | |
| Scene # | Shot # | Shot Type: | Scene # | Shot # | Shot Type: |
| | | | | | |
| | | | | | |
| | | | | | |
| | | | | | |
| Camera action: | | | Camera action: | | |
| Actor action: | | | Actor action: | | |
| Dialogue: | | | Dialogue: | | |
| Scene # | Shot # | Shot Type: | Scene # | Shot # | Shot Type: |
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| | | | | | |
| | | | | | |
| Camera action: | | | Camera action: | | |
| Actor action: | | | Actor action: | | |
| Dialogue: | | | Dialogue: | | |



Practice Audition

Promotion of an Event, News, or Product Launch Communication for a Client in Multimedia

| Audition Roadmap | | |
|------------------|---|---|
| Component | Action | Guidance |
| Client | Understand the client and their needs. | Carefully read the BRIEF the client has provided. It details what the message is, the format for the message, and who the targeted audience is. Keep all components on brand and the message consistent. |
| Design | Create graphics and select topography to visualize the message. | Graphic design elements and principles in the logo communicate the message of the client to attract the target audience. Brand or project colors, fonts, and imagery will be implemented throughout the final deliverable as a guidebook to set your client apart from the competition and gain the attention they require. |
| Multimedia | Using video and/or photography, communicate the final message. | Via the storyboard, combine all the prior steps into a final form of multimedia communication to get your client's message across. Select carefully the graphic elements, treatment, shots, actors, and sound effects to portray the message carefully and accurately, whether for news, advertising, or awareness. |



Client: The Brief

A client brief is a simple document that generally stretches one to two pages and provides you and your team with everything required to meet their needs.

- A brief summarizes the service you are to perform.
- A brief examines the customer's problems.
- A brief explains the goals and, sometimes, solutions.
- A brief explains the customer's expectations and responsibilities.
- A brief outlines the parameters of the project.

The Brief:

| Area 51 Pizzeria | |
|---|--|
| Purpose: Design a logo and complete a detailed script for a commercial for a new business called Area 51 Pizzeria. | |
| Client Information: Name: Johnny Pepperoni E: info@area51pizzeria.com P: 702-555-1212 W: www.area51pizzeria.com Address: 51 Saturn Circle, Las Vegas, NV 89101 | Project Due: 4 weeks after deposit Proposal Date: Today |

Area 51 Pizzeria is a new pizza place in Las Vegas that wants to advertise its pizza to attract families as new customers. Their specialties include homemade flying saucer crusts that they toss in the air while making their pizzas fresh, alien wings, and out-of-this-world salads that are both healthy and tasty. They want Nevada and space themes to be woven in with the good food.

1. Design a logo for the business using the text "Area 51 Pizzeria" and a symbol for the business that unites the ideas of pizza and the alien/space theme. The symbol can be a character icon or something uniting space aliens and pizza (with a hint of Nevada). Color is optional.
Recommended time: 15 minutes.
2. Deliver a presentation in which you share your audition portfolio, discuss your logo design, and discuss your marketing ideas for the company in the client brief. You will also be asked about your goals with the Media Arts and Communications program. *Time: 5 minutes.*



Logo:

Draft your design here. Color is optional. If you have multiple drafts, please mark the one you want the examiners to score.

