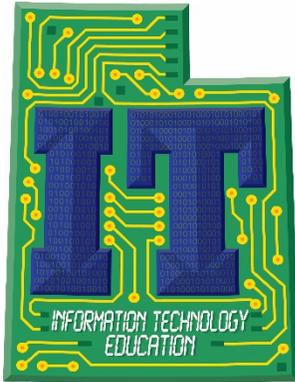


STRANDS AND STANDARDS

DIGITAL MEDIA 1



Course Description

Digital Media is the process of analyzing, designing and developing interactive media. Digital Media 1 is the first-year digital media course where students will create and learn digital media applications while using elements of text, graphics, animation, sound, video, and digital imaging for various formats. These abilities will prepare students for entry-level multimedia positions and provide fundamental 21st Century Learning skills beneficial for other occupational/educational endeavors.

Intended Grade Level	9-12
Units of Credit	0.5
Core Code	35.02.00.00.010
Concurrent Enrollment Core Code	35.02.00.13.010
Prerequisite	Digital Graphic Arts Intro, Digital Literacy, suggested Art/Drawing
Skill Certification Test Number	#811, Adobe Photoshop, Adobe Illustrator, Adobe Animate, Adobe PremierePro
Test Weight	0.5 or 1.0
License Type	CTE and/or Secondary Education 6-12
Required Endorsement(s)	
Endorsement 1	Multimedia

STRAND 1

Planning, Design, & Development: Students will demonstrate proper planning and design by utilizing an instructional design model such as ADDIE, Adobe Professional Design, Rapid Deployment Model, and so forth in the development of digital media projects.

Standard 1

Understand and use the ADDIE Model.

- Analyze -- gather and process contextual information affecting the goals, structure, purpose, content, identify the target audience, and design of a project.
- Design-- plan and sketch the general look and scope of the application and the media it will use, along with the budget, tools, objectives, outline content, storyboard, and schedule.
- Develop – collect & create digital media content and prototypes and testing of the application.
- Implement – publish the finished project and make it available to its Audience.
- Evaluate -- assess the effectiveness of the project with the target audience and make adjustments in future revisions.

STRAND 2

Digital Audio: Students will plan, produce, edit, and publish digital audio.

Standard 1

Plan and create digital audio.

- Prepare a script and record digital audio.
- Capture sound from an original or existing source.
- Recognize and use appropriate types of sound (voice over/narration, music, sound effects, foley).

Standard 2

Understand and edit digital audio.

- Edit sound.
- Apply special effects to audio files.
- Create audio envelopes.
- Understand and manipulate frequency, amplitude, decibel, pitch, sample rate, bit depth, and hertz.

Standard 3

Export and publish digital audio.

- Identify quality differences and use different audio formats and containers (e.g., WAV, MIDI, MP3, AIFF, AAC, MP4, M4A, WMA, FLAC, DSD).
- Add appropriate metadata.
- Import, Export, and convert audio in different formats.
- Publish an audio project

STRAND 3

2D Animation – Students will produce and utilize 2D animation.

Standard 1

Animations -- Create, manipulate and appropriately use animations.

- Perform changes to position, scale, color, and properties of an animated object.
- Utilize Timeline animation (Frame-by-frame, Tween).
- Create Keyframe animation.
- Create Tween Animation (motion, shape, path).
- Utilize Symbol/Instances.
- Utilize internal and external libraries.
- Import/Export assets.
- Publish/Packaging appropriately for delivery medium.

Standard 2

Animation Techniques -- Effectively use animation techniques.

- Create animation script and storyboard.
- Recognize and apply major principles of animation (squash and stretch, anticipation, timing, staging) [see 12 principles of animation].
- Effectively use the basic elements to create a story (setting, sequence and pacing, structure & plot, character & conflict, resolution). What is the correct sequence?

STRAND 4

Digital Video: Students will plan, create, edit, and publish digital video

Standard 1

Pre-Production

- Scripting
- Storyboard
- Shot List
- Equipment List
- Production Schedule
- Define Team Member Roles
- Role of the Producer
- Role of the Director
- Role of the Cinematographer
- Role of the Editor
- Crew Positions and Defined Roles
- Role of the Production Assistant
- Permits and Permissions
- Fair Use Guidelines for Education

Standard 2

Production stage of creating digital videos

- Correctly use video equipment (tripod, microphone, lights, camera)
- Demonstrate proper shooting techniques (camera settings, composition, lighting, POV, FOV, Close-up, Medium, Wide, Extra Wide, Extreme Close-up)
- Follow pre-production planning (production schedule and time management)

Standard 3

Post-Production Stage of Creating Digital Video

- Capture video (Downloading to computer)
- Use appropriate codec, aspect ratio (16:9 and 4:3), and resolution setting
- Define asset management processes (naming conventions, cataloging, storage, compression)
- Edit video (transitions, audio/video effects, titling (safe area), aspect ratio, credits, clips, etc.
- Export in appropriate format for intended use.
- Recognize and use appropriate video settings i.e. resolution, Regional standards such as NTSC or PAL (e.g., frame rates of film, TV, and slow motion, frame size, compression)
- Identify video formats (e.g., SD, HD, AVI, MOV, SWF, WMV, MP4, m4v, FLV, VOB) and export and publish settings/codecs
- Publish a digital video project to appropriate outlets

STRAND 5

Team Activities: Students will participate in individual and team (group) activities.

Standard 1

Demonstrate 21st Century Life and Career Skills in the ability to work individually in the completion of digital media projects.

- Demonstrate oral, written, and/or technological communication skill. Apply management skills in finding solutions to project problems.
- Monitor, define, prioritize and complete tasks without direct supervision. Adapt to varied roles, job responsibilities, schedules and context.
- Work effectively in a climate of ambiguity and changing priorities. Complete projects according to specified deadlines

Standard 2

Demonstrate 21st Century Life and Career Skills in the ability to work as a team member in the completion of digital media projects.

- Demonstrate oral, written, and/or technological communication skills by knowing when it is appropriate to listen and when it is appropriate to speak. Demonstrate the ability to respond open-mindedly to different ideas and values.
- Identify the advantages of working with a team
- Respect input and feedback from others.
- Demonstrate the ability to leverage social and cultural differences to create new ideas and increase both innovation and quality of work.
- Accept and complete tasks that need to be completed.
- Apply management skills in finding solutions to project problems. Utilize organizational skills.
- Demonstrate the ability to use integral and ethical behavior in using influence and power.
- Demonstrate the ability to inspire and leverage strengths of others to accomplish a common goal.
- Demonstrate the ability to conduct themselves in a respectable and professional manner.
- Set goals with tangible and intangible success criteria. Balance tactical (short-term) and strategic (long-term) goals.

STRAND 6

Digital Portfolio: Students will design and develop various projects to add to a digital portfolio.

Standard 1

Create a digital portfolio adhering to copyright and Fair Use Guidelines of the student’s best work.

- Include 2D raster and vector digital graphics. Include Animation sequences.
- Include Digital video. Include Digital audio.
- Include cross-curricular content (optional).

Standard 2

Output portfolio projects to an appropriate delivery medium.

- Determine if appropriate for Computer Based delivery (CB). Determine if appropriate for Web Based delivery (WB).
- Determine if appropriate for deliver using DVD, Blu-Ray, MP3 players, tablets, cell phones, and other portable digital devices.

Performance Objective

Students should produce a digital portfolio that demonstrates the student's’ abilities in 2D raster and vector graphics, Animation, Audio, Video, group work and leadership opportunities, Resume, to help student learn how to best represent themselves and their skills.

Workplace Skills

Workplace Skills taught:

- Communication
- Teamwork
- Dependability

Skill Certificate Test Points by Strand

Test Name	Test #	Number of Test Points by Strand										Total Points	Total Questions
		1	2	3	4	5	6	7	8	9	10		
Digital Media 1	811	10	16	9	7	5						47	29