**Course Description**

Digital Media is the process of planning, instructional design, and development. Digital Media I is the first-year digital media course where students will create and learn using elements of text, graphics, animation, sound, video, and digital imaging to create digital computer applications to be delivered on CD-ROM, Internet or other media. These skills will prepare students for entry-level multimedia positions and will provide fundamental digital media understandings and skills beneficial for other occupational/educational endeavors.

Standard Projections

**Standard 1 September 25, 2015**
Career Opportunities: Students will develop an awareness of digital media career opportunities.

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**Objective 1**
Develop career awareness related to working in the digital media industry.

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1. Identify occupations related to digital media careers (graphic/commercial artist, project manager, technical writer, application programmer, video and sound specialist, and subject matter expert, instructional designers, art director, copy-writer, etc.)
2. Develop a realistic Student Education Occupation Plan (SEOP) using Career Pathways as a guide
3. Develop employability competencies/characteristics: responsibility, dependability, ethics, respect, and cooperation
4. Exhibit high standards of personal performance with a positive work ethic and attitude

**Standard 2 October 29, 2015**
Digital Media Computer Functions: Students will demonstrate the ability to perform common computer functions on a standard platform (*PC, Mac, Linux*) as they apply to digital media.

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**Objective 1**
Perform basic computer functions.

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1. Utilize the *Clipboard*
2. Utilize shortcut keys and quick-stroke commands where applicable in software applications and OS to improve performance.
3. Convert and compress files using appropriate codec
4. Create back up files
5. Monitor file size and disk space
6. Utilize asset management using folders, naming conventions, etc.

**Objective 2**
Implement problem solving skills

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1. Consult with Teammates
2. Search software help menus
3. Utilize Internet searches
4. Utilize other appropriate sources

**Objective 3**
Understand and discuss the components of a basic digital media computer system and peripherals.

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1. Identify, describe and use various input devices
2. Identify, describe and use various output devices

**Objective 4**
Follow and adhere to the school's acceptable use policy (AUP).

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1. Read and discuss the school's acceptable use policy
2. Follow and adhere to the school's acceptable use policy.

**Objective 5**
Fair Use Guidelines and Copyright Law

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1. Understand Fair Use Guidlines as it applies to classroom use
2. Explain and justify appropriate application of Fair Use Guidlines
3. Understand ideas taken to create a tangible product have a copyright linked to the creator, or company, and the property
4. Understand the process of registering a copyright on intellectual property
5. Create a project using all original content, public domain, or licensed media, thereby adhering to all copyright laws and not involving Fair Use Guidlines

**Standard 3 December 10, 2015**
Visual Design Concepts: Students will recognize and apply effective visual design concepts

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**Objective 1**
Visual Design Elements — recognize and apply the following elements and principles:

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1. Recognize and apply Shape (Shape is 2D) as it applies to: (line, value (contrast), texture, sizes, pace (positive and negative), color,emphasis, balance/alignment, unity, rhythm)
2. Recognize and apply Form (Form is 3D) as it applies to: (line, value (contrast), texture, sizes, pace (positive and negative), color,emphasis, balance/alignment, unity, rhythm)

**Objective 2**
Color Theory — recognize and apply the following concepts:

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1. Recognize and apply Color Properties (Hue, saturation, value)
2. Recognize and apply Color Schemes (complimentary, analogous, triadic, monochromatic)
3. Recognize and apply Symbolism/Emotion (warm, cool colors. What do different colors mean in different cultures?)
4. Recognize and apply Color depth/palettes (dithering)
5. Recognize and apply Color modes (RGB, CMYK, Grayscale)

**Objective 3**
Image Composition— recognize and use the following concepts:

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1. Recognize and use mergers, simplicity, leading lines, rule-of-thirds, point-of-view, field-of-view, and framing in image composition
2. Understand and apply resolution, anti-aliasing, lighting in image composition

**Standard 4 January 6, 2016**
Text: Students will effectively use text in digital media.

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**Objective 1**
Typography — recognize and apply the following concepts:

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1. Apply Font decisions (typeface/families, style/attributes, size)
2. Apply Typeface Design (serif, sans-serif, decorative, script)
3. Apply Text Layout Techniques (leading, kerning, tracking, alignment symmetric and asymmetric)

**Objective 2**
Communication - demonstrate and use skills

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1. Demonstrate oral communication skills
2. Demonstrate written communication skills

**Objective 3**
Readability — Use text format to effectively communicate content

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1. Utilize correct spelling and grammar
2. Utilize proper organization (Headings, indents, bullets, interface, navigation, etc.)

**Standard 5 January 15, 2016**
2D Graphics: Students will produce bitmap and vector 2D graphics.

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**Objective 1**
Raster Graphics — Students will create, manipulate and appropriately use *bitmap (raster)* graphics

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1. Identify graphic formats and their appropriate use (e.g., JPG, GIF, TIF, BMP, PSD, PNG, PDF, EPS, etc.)
2. Acquire image assets (scanning, digital camera, internet search, stock sources, etc)
3. Create images using a digital camera using appropriate settings
4. Utilize appropriate visual design and image composition techniques
5. Export/import images for project requirements (compression, resolution)
6. Crop, Resize, Straighten Image, Transform an image
7. Utilize techniques to effectively edit an image
8. Use Layers, Mask, and Selections
9. Apply Filters and Effects
10. Adjust color, contrast
11. Create Gradient
12. Apply Transparency
13. Restore Images
14. Utilize Color selection techniques
15. Use Painting and drawing tools
16. Use others – editing tools and techniques

**Objective 2**
Vector Graphics — create, manipulate and appropriately use vector graphics

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1. Identify graphic formats and their appropriate use (e.g., PDF, AI, SWF, PNG, EPS, etc.)
2. Convert images from bitmap to vector and vice versa
3. Export/import images for project requirements (compression, resolution)
4. Utilize drawing tools to create and manipulate Paths (lines and Bezier Curves) using Anchor points, direction handles
5. Apply Stroke and Fill (solid and gradient)
6. Utilize appropriate selection tools
7. Perform grouping and ungrouping of objects
8. Apply Styles and Effects
9. Transform objects
10. Create Layers
11. Apply transparency
12. Utilize Text Tools
13. Others – This is not a comprehensive list