Alabama CTE

Digital Media Design (2021)

Hardware and Software

1 Compare and contrast types of multimedia design, including desktop publishing, graphic design, web page design, digital photography, animation, and digital video. 1

- a Describe components of digital design, including text, images, animation, audio, and video. 1.A
- b Explain how creativity and technical skills can be utilized to create multimedia projects. 1.B

2 Use a variety of hardware to digitize information in various formats, including digital camera, video camera, scanner, and mobile devices. 2

3 Utilize a variety of software and equipment to create, modify, and enhance multimedia projects. 3

4 Perform basic computer functions as they apply to the multimedia design industry. 4

- a Explain how the file storage capacity of media storage devices is affected by the resolution of photographs and other factors. 4.A
- b Utilize file system folders, online file management services, and naming conventions to organize and back up files. 4.B

Digital Photography

5 Demonstrate appropriate use of digital photography equipment and techniques. 5

- a Utilize various photo composition techniques. Examples: lighting, perspective, candid vs. posed, rule of thirds 5.A
- b Transfer still shot images from equipment to the computer. 5.B

6 Utilize photo editing software to edit and enhance digital photographs. Examples: cropping, scaling, brightness/contrast, saturation, levels, hue/color balance, feathering, masking, layering 6

Graphic Design

7 Demonstrate design techniques using graphic design software. Examples: selecting, resizing, and manipulating images; changing resolutions; rastering; correcting color; creating images 7

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ıpply the design process to digital media. 8

Demonstrate the process of planning a digital document. 8.A

b Utilize the elements of design (line, shape, form, texture, pattern, color, value, and space) when creating digital media products. 8.B

c Demonstrate the principles of design (contrast, repetition, balance, movement, emphasis, harmony, proportion, and unity) when creating digital media projects. 8.C

d Demonstrate the effective use of color in digital media. 8.D

9 Identify and apply the principles of typography. 9

a Describe typeface classifications and their uses, including serif, sans-serif, script, and decorative. 9.A

b Identify the anatomy of typography including serif, ascender, descender, x height, counter, baseline, and cap height. 9.B

c Identify and apply typography elements including typeface, style, contrast, color, font size, leading, kerning, tracking, alignment, and white space. 9.C

10 Use precision software tools to manipulate images. Examples: deleting, moving, rotating, setting custom alignment guides, extracting, applying filters 10

11 Apply integration principles to import scanned, digitized graphics and text, tables, charts, and pictures into a publication. 11

Video Production

12 Demonstrate the process of pre-production when creating videos. 12

a Utilize basic storytelling principles. 12.A

b Create a storyboard. 12.B

c Organize and plan a production including shot list, shoot schedule, and crew and cast responsibilities. 12.C

13 Identify and demonstrate effective use of a variety of shots, movements, and angles. Examples: wide/long, medium, close up, extreme close up, cutaway, over the shoulder, arc, point of view, pan, tilt, zoom, eye level, bird's eye, worm's eye 13

14 Apply proper transitions, edits, titles, effects, and media to create videos for various purposes. Examples: promotional videos, documentaries, product videos, training videos, social media videos 14

Web Design

15 Compare and contrast elements and purposes of websites, web pages, and web browsers. Examples: web elements, including hypertext markup language (HTML) tags, headings, and body 15

16 Develop interactive web pages and sites using a variety of component formats, including HTML, HTML editors, and web authoring programs. Examples: guest book, forms, hit counter, marquees, hover button, transition, banner advertisements, navigational schemes 16

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	17 **Determine and apply the appropriate format for digital files for different needs. Examples: Joint Photographic Experts Group (JPEG), Graphics Interchange Format (GIF), Portable Network Graphics (PNG), Music Player 3 (MP3), Tagged Image File Format (TIFF)** 17
	18 **Manipulate digital image file sizing. Example: Optimize the resolution for web and print publications.** 18
Ethics/Copyright	**19** **Summarize laws governing copyright, intellectual property, and software licensing as they relate to multimedia design. Examples: font usage, photography, illustration, audio and video rights** 19
	a Describe the process of obtaining permission to use copyrighted materials. 19.A