Alabama CTE

Digital Publications Design (2021)

Foundational Standards F

1 **Incorporate safety procedures in handling, operating, and maintaining tools and machinery; handling materials; utilizing personal protective equipment; maintaining a safe work area; and handling hazardous materials and forces.** F.1

2 **Demonstrate effective workplace and employability skills, including communication, awareness of diversity, positive work ethic, problem-solving, time management, and teamwork.** F.2

3 **Explore the range of careers available in the field and investigate their educational requirements, and demonstrate job-seeking skills including resume-writing and interviewing.** F.3

4 **Advocate and practice safe, legal, responsible, and ethical use of information and technology tools specific to the industry pathway.** F.4

5 **Participate in a Career and Technical Student Organization (CTSO) to increase knowledge and skills and to enhance leadership and teamwork.** F.5

6 **Discuss and demonstrate ways to value diversity.** F.6

Multimedia Components

1 **Research award-winning magazines, newspapers, and other print and digital publications and list exemplary practices to be used as guidelines for creating a publication.** 1

- a Describe processes involved in producing digital publications, presentations, videos, and websites, including creation of content, layout, graphic design, editing, and publishing. 1.A

2 **Design and create enhanced, interactive multimedia projects that utilize various computer software and hardware components.** 2

3 **Explain the features of various digital file formats.** 3

- a Determine the applicable file format for use in a variety of digital publications. 3.A
- b Use file conversion software to convert multiple types of files. 3.B

4 **Demonstrate methods of organizing and backing up files using file system folders and online file management services.** 4

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Digital Photography

5 **Utilize a variety of equipment to create and import digital images. Examples: digital cameras, scanners** 5

6 **Demonstrate the basic techniques of digital photography.** 6

- a Utilize the rules of composition when creating photographs for publication. 6.A
- b Demonstrate proper use of digital-imaging software and equipment to edit photographs. 6.B
- c Compare and contrast similar or related photographs to determine which would be most effective on a published page. 6.C

Publishing

7 **Explain the importance of setting design goals for publications.** 7

8 **Select design elements and content based upon the purpose, message, and audience for a publication.** 8

9 **Produce original, creative, professional, and appealing publication layouts.** 9

10 **Design page layouts with appropriate proportions, balance, and typography.** 10

- a Demonstrate techniques for text wrapping, creating sidebars and borders, and inserting drop caps. 10.A

11 **Demonstrate effective writing skills in the development of publications.** 11

- a Take complete, concise, and accurate notes during meetings and interviews. 11.A
- b Write and edit stories and cutlines according to the style selected by a particular publication. 11.B

12 **Analyze images for visual, spatial, and functional differences. Examples: photographs, artwork, shapes, icons** 12

13 **Create publication grids for effective layout of various types of pages.** 13

14 **Explain the concepts of copyright, libel, trademark, and fair use as they apply to print and digital publications.** 14

15 **Explain the concepts of censorship as they apply to creating a publication.** 15

16 **Proofread and correct finished publications.** 16

17 **Meet deadlines, multitask, and prioritize as needed to produce a publication in an efficient and timely manner.** 17

18 **Produce a finished, edited publication for a particular audience or purpose.** 18

- a Distribute a publication in electronic and/or printed versions. 18.A

Vic

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Demonstrate the ability to execute the steps in the digital video pre-production process. 19

a Identify segment type, audience, and genre. 19.A

b Create a script and storyboard appropriate to the needs of the production. 19.B

20 Demonstrate the ability to successfully complete the digital video production process. 20

a Identify and utilize commonly used angles and shots. 20.A

b Control camera movement to obtain the required effects. 20.B

21 Demonstrate the ability to complete the digital video post-production process. 21

a Operate editing hardware and software to produce videos. 21.A