

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**

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
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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
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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
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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
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Video Production

19 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
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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
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21 Demonstrate the ability to complete the digital video post-production process. 21

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