Arkansas CTE

Digital Communications I: Grades 10, 11, 12

Adopted 2010

Introduction to Digital Media

1.1 Define terminology

1. Manipulate vocabulary and concepts individually and in groups 1.1.1

1.2 Define digital media and describe various types of publications

1. Collect and identify desktop publishing examples 1.2.1
2. Examine multimedia examples 1.2.2

1.3 Discuss the copyright laws and the applications to desktop publishing

1. Describe appropriate application of copyright laws & trademarks 1.3.1
2. Classify materials as fair use, freeware, royalty-free, public domain, shareware or trademark 1.3.2

1.4 Discuss career opportunities in digital media

1. Investigate careers in digital media 1.4.1

Communication of Color

2.1 Define terminology

1. Manipulate vocabulary and concepts individually and in groups 2.1.1

2.2 Discuss color theory and guidelines for selecting color

1. Explore the use of color to communicate 2.2.1
2. Distinguish between basic color schemes: i.e., complementary, split-complementary, analogous, triadic, monochromatic, etc. 2.2.2
3. Create custom colors 2.2.3
4. Explore color matching systems, i.e., Pantone, Trumatch 2.2.4
5. Analyze appropriate use of spot color in publications 2.2.5
6. Analyze appropriate use of process color in publications 2.2.6
7. Create and print publications using color theory 2.2.7

2.3 Discuss the characteristics of color in digital communications

1. Distinguish between RGB and CMYK 2.3.1

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Layout and Design

3.1 Define terminology

1. Manipulate vocabulary and concepts individually and in groups 3.1.1

3.2 Discuss basic design principles and elements

1. Identify examples of basic design principles: alignment, balance, contrast, flow, focal point, repetition 3.2.1
2. Identify examples of basic design elements: line, shape, mass, color, value, texture, space 3.2.2
3. Critique design layouts 3.2.3
4. Create examples using basic design principles and elements 3.2.4

3.3 Discuss pre-planning activities

1. Describe basic pre-planning activities: target audience, purpose, time frame, layout, delivery 3.3.1
2. Develop a time frame for completing a project 3.3.2
3. Create and print a mock layout 3.3.3

3.4 Discuss specific costs associated with production

1. Identify paper sizes 3.4.1
2. Identify paper stock 3.4.2
3. Demonstrate types of folds 3.4.3
4. Identify types of binding 3.4.4
5. Create and print publications using various sizes of paper 3.4.5

Typography

4.1 Define terminology

1. Prepare a list of terms with definitions 4.1.1

4.2 Identify the basic characteristics and classifications of fonts

1. Label the parts of a character: baseline, x-height, cap height, ascender, descender 4.2.1
2. Describe how type is measured 4.2.2
3. Identify fonts from the basic categories: serif, sans, serif, decorative, script 4.2.3

4.3 Discuss the guidelines for selecting fonts

1. Describe appropriate guidelines for selecting point sizes 4.3.1
2. Identify examples of appropriate and inappropriate use of fonts 4.3.2

4.4 Discuss basic styles and special formats

1. Apply styles: bold, italicize, underline, shadow, small cap, outline, 3-D 4.4.1

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2. Apply special formats: contour, texture, color, drop cap, reverse type, text wrap 4.4.2

4.5 Discuss spacing techniques

1. Apply spacing techniques: leading, kerning, tracking, etc. 4.5.1

4.6 Review font characteristics, styles, and formats

1. Create a project incorporating typography 4.6.1

Publications

5.1 Define terminology

1. Manipulate vocabulary and concepts individually and in groups 5.1.1

5.2 Discuss the basic layout of a newsletter

1. Identify basic components of a multi-column newsletter 5.2.1
2. Create a multi-column newsletter 5.2.2
3. Convert newsletter to PDF file 5.2.3

5.3 Discuss the basic layout of a brochure

1. Identify basic characteristics of a brochure 5.3.1
2. Create a brochure 5.3.2

5.4 Review appropriate uses of layout and design

1. Create an electronic project 5.4.1

5.5 Discuss the basic layout and size

1. Create a business cards 5.5.1