Florida CTE

Arts, A/V Technology & Communications (2021): Digital Media/Multimedia Design

Demonstrate knowledge of presentation production issues – the student will be able to:	1	**Identify characteristics of design for digital media (e.g., web, animation, video, audio).** LAFS.910.L.3.6 LAFS.1112.L.3.6
	2	**Identify presentation materials (slides, handouts) and presentation marketing formats (social media, print media, newspaper, billboards, posters, magazines, television, movies, computer presentations, interactive CD-ROM, kiosks, webpages).** LAFS.910.L.3.6 LAFS.1112.L.3.6
	3	**Identify design characteristics (e.g., fonts, size, color modes, backgrounds) that are suited for each type of design format and material.** LAFS.910.L.3.6 LAFS.1112.L.3.6
	4	**Demonstrate knowledge of copyright laws (e.g., copyright statutes, disclaimers, filing procedures).** LAFS.910.L.3.6 LAFS.1112.L.3.6
	5	**Research and identify job titles and skills needed for career positions in multimedia design using information from the U.S. Bureau of Labor Statistics (www.bls.gov).** LAFS.910.RI.4.10 LAFS.1112.RI.4.10
	6	**Demonstrate understanding of multimedia file formats (e.g., EPS, PDF, TIFF, JPEG, PNG, ASCII, MPEG, MIDI, AVI, WAV) and knowledge of image size when scanning and saving files for use in different design types (print, web, computer, television, mobile devices).**
	7	**Demonstrate knowledge of presentation vocabulary and terms.** LAFS.910.L.3.6 LAFS.1112.L.3.6
Demonstrate basic computer knowledge – the student will be able to:	1	**Identify basic computer components (e.g., CPU, monitor, keyboard, resolution).** LAFS.910.L.3.6 LAFS.1112.L.3.6
	2	**Demonstrate understanding of computer specifications.**
		Demonstrate best practices of computer safety and ergonomics.

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	4 Demonstrate knowledge of computer operating systems and platforms.
	5 Demonstrate use of internal and external drives/storage and data backup.
	6 Identify possible software and hardware malfunctions and perform basic troubleshooting operations.
	7 Identify characteristics of software for print, photography, web, animation, video and audio.
Demonstrate knowledge of digital still photography – the student will be able to:	1 Demonstrate knowledge of digital camera types and uses. LAFS.910.L.3.6 LAFS.1112.L.3.6
	2 Demonstrate knowledge of digital photography composition. LAFS.910.L.3.6 LAFS.1112.L.3.6
	3 Demonstrate knowledge of digital camera supports (e.g., tripod, grips, holds). LAFS.910.L.3.6 LAFS.1112.L.3.6
	4 Identify parts of a digital camera (e.g., lens, sensor, battery). LAFS.910.L.3.6 LAFS.1112.L.3.6
	5 Understand digital camera menus and navigation.
	6 Demonstrate knowledge of auto modes and settings (e.g., F-stops, speed, ISO). LAFS.910.L.3.6 LAFS.1112.L.3.6
	7 Demonstrate knowledge of manual modes and settings (e.g., F-stops, speed, ISO). LAFS.910.L.3.6 LAFS.1112.L.3.6
	8 Demonstrate understanding of white balance and lighting.
	9 Demonstrate proper care, use, and storage of digital cameras.
	10 Create both a digital and printed photography portfolio that includes portraits and landscapes in studio and field settings.
Demonstrate knowledge of photo editing software – the student will be able to:	1 Demonstrate understanding of file formats and storage options.
	2 Identify the parts of the software interface. LAFS.910.L.3.6 LAFS.1112.L.3.6
	3 Demonstrate the ability to use each of the basic tool sets.
	4 Demonstrate the ability to import, export and save images.
	5 Demonstrate understanding of layers and channels.
	6 Demonstrate understanding of filters, effects and plug-ins.

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	7 Demonstrate understanding of file presets.
	8 Demonstrate the ability to select portions of an image for manipulation.
	9 Demonstrate the ability to transform selections and images (crop, scale). MAFS.912.G-CO.1.1,2,3
	10 Demonstrate the ability to color-correct images (brightness, hue, contrast). SC.912.P.10.18
	11 Demonstrate the ability to use brushes for image creation and correction.
	12 Understand non-destructive and destructive operations.
	13 Demonstrate the ability to import, paint and export 3-D objects.
	14 Demonstrate the basic uses of video in photo editing software.
Demonstrate proficiency in advanced design – the student will be able to:	1 Demonstrate knowledge of advanced design.
	2 Identify design strategies to reach the intended audience.
	3 Use storyboarding or sketches to plan a design.
	4 Create formal or informal design layouts using guidelines, colors, fonts, graphics and logos. SC.912.P.10.18
	5 Demonstrate use of authoring software integration. MAFS.912.N-VM.1.1,2 MAFS.912.N-VM.2.4,5 SC.912.P.12.1
	6 Identify compatibility formats (extensions) for authoring software integration.
Demonstrate understanding of color modes – the student will be able to:	1 Demonstrate knowledge of the color process for printing purposes. SC.912.P.10.18
	2 Demonstrate knowledge of color conversion from display to print. SC.912.P.10.18
	3 Demonstrate knowledge of spot colors. SC.912.P.10.18
	4 Demonstrate knowledge of web-safe colors. SC.912.P.10.18
	5 Explain color mode differences (e.g., RGB, CMYK, HSB). LAFS.910.SL.2.4 LAFS.1112.SL.2.4 SC.912.P.10.18
	6 Understand accessing color modes from authoring software. SC.912.P.10.18
De... in...	1 Identify serif and sans-serif fonts. LAFS.910.L.3.6 LAFS.1112.L.3.6
	Demonstrate knowledge of conversion of fonts to outlines.

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advanced design – the student will be able to:	3	**Understand the proprietary copyrights of fonts.**
	4	**Demonstrate knowledge of standard font formats (e.g., TrueType, PostScript, OpenType).**
	5	**Design and develop a print and a digital portfolio that includes business cards, posters, billboards, magazines, and brochures.**
Demonstrate proficiency in using illustration software – the student will be able to:	1	**Evaluate industry standard illustration software packages.**
	2	**Identify characteristics of vector and bitmap images.** SC.912.P.12.1
	3	**Demonstrate understanding of the software workspace.**
	4	**Demonstrate software navigation (e.g., views, tabs, zoom).**
	5	**Demonstrate use of drawing tools to create, combine and edit basic shapes.** MAFS.912.G-CO.1.1,2,3,4,5
	6	**Demonstrate the ability to transform content (e.g., scale, rotation, position).** MAFS.912.G-CO.1.1,2,3,4,5
	7	**Demonstrate use of pen and pencil tools to draw/edit straight and curved paths.** MAFS.912.G-CO.1.5
	8	**Demonstrate use of color and painting tools (e.g., patterns, gradients, color palettes).** SC.912.P.10.18
	9	**Demonstrate the ability to work with type (e.g., formatting, font palette, character panels, paths).**
	10	**Demonstrate use of layers by creating, locking, viewing, pasting, merging.**
	11	**Demonstrate use of blending (gradients, objects).** SC.912.P.10.18
	12	**Demonstrate use of brushes; download new brushes.**
	13	**Explore file exporting options and round trip workflows with page layout software.**
	14	**Demonstrate knowledge of bleed for vector and bitmap design software.** SC.912.P.12.1
	15	**Demonstrate knowledge of bleed in regards to vector and image editing software.** SC.912.P.12.1
Demonstrate knowledge of so will be able to:	1	**Demonstrate understanding of file formats and storage options.**
		dentify parts of the software interface. LAFS.910.L.3.6 LAFS.1112.L.3.6

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	3	Demonstrate the ability to customize and navigate the workspace.
	4	Demonstrate understanding of pre-flighting.
	5	Work with styles, graphics and objects in a design.
	6	Set up a document and manage pages within document.
	7	Demonstrate use of layers, text frames and graphic frames.
	8	Demonstrate the ability to align, transform and group objects.
	9	Understand typography and text editing.
	10	Demonstrate understanding of color (e.g., applying, gradients, tint, spot, management). SC.912.P.10.18
	11	Import and modify graphics (e.g., links, vector/bitmap images, quality, alpha channels). SC.912.P.12.1
	12	Understand output and exporting functions (e.g., proofs, separations, prepress).
Demonstrate proficiency in using presentation software and equipment to produce a complex presentation – the student will be able to:	1	Use authoring/editing software to create a multimedia presentation that incorporates graphics, video, animation, music, and narration and that adheres to good design principles. LAFS.910.SL.2.5,6 LAFS.1112.SL.2.5,6
	2	Demonstrate knowledge of the roles and responsibilities of a multimedia production team (e.g., project manager, creative or design director, content experts, writers, graphic designers, animators, sound designers, videographers, interface designers/programmers).
Demonstrate proficiency using video editing software and equipment – the student will be able to:		Demonstrate knowledge of non-linear editing software.
	2	Identify components of non-linear video editing equipment.
	3	Set up non-linear video editing equipment.
	4	Compare offline editing to linear video editing.
	5	Use storyboarding to plan a short non-linear video project that includes existing video footage with a title, transitions, background sound, voice-over, animation, and rolling credits. SC.912.10.21
	6	Use video editing software to create and edit a movie that includes video footage with a title, transitions, background sound, voice-over, and rolling credits and output to video. SC.912.P.10.21

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	7 **Collaborate with team members to plan, edit, and shoot video footage utilizing advanced video editing techniques and output to video.** LAFS.910.SL.1.1 LAFS.1112.SL.1.1
	8 **Discuss the use of batch processing and project trimming.** LAFS.910.SL.1.1 LAFS.1112.SL.1.1
	9 **Plan, create, edit and present a short non-linear movie with title, transitions, sub and virtual clips, sound, background music, voice-over, and credits.** SC.912.P.10.21
Develop proficiency in using authoring software – the student will be able to:	1 **Plan interactive projects for use at a kiosk, CD, DVD, e-merchandising, computer-based presentation, training or corporate presentation.** SC.912.N.1.1
	2 **Use authoring software to create an interactive project for use in a kiosk, CD, DVD, merchandising applications, computer-based training or corporate presentation.** SC.912.N.1.1
	3 **Have the created interactive project evaluated and tested by users and make modifications to improve the project.** SC.912.N.1.1
	4 **Collaborate with team members to plan, edit, evaluate, and present a multimedia interactive presentation or product.** SC.912.N.1.1 LAFS.910.SL.1.1 LAFS.1112.SL.1.1
Demonstrate proficiency using all media to create an advertising campaign – the student will be able to:	1 **Use authoring software to plan and create an advertising campaign that includes collateral materials, digital photography, webpages, animation, video, and audio.**
Participate in work-based learning experiences – the student will be able to:	1 **Participate in work-based learning experiences in a digital media/multimedia environment.**
Apply job readiness, career planning and job seeking skills to meet personal and professional goals – the student will be able to:	1 **Create a digital résumé and print it.**
	2 **Create and publish a digital portfolio.**
	3 **Market digital media/multimedia design skills for employment.**