Florida CTE

Digital Design 1 (2025)

Demonstrate knowledge of digital publishing concepts. The student will be able to: 16.0	1 **Define the terms commonly used in digital publishing.** 16.01
	2 **Identify the characteristics of paper (e.g., weight and point).** 16.02
	3 **Apply different types of color (e.g., RGB, CMYK, Pantone Color Matching System, and HEX).** 16.03
	4 **Identify software used in digital publishing.** 16.04
	5 **Differentiate between raster (bitmap) and vector graphic images.** 16.05
	6 **Compare and contrast image formats (e.g., BMP, EPS, GIF, JPEG, PDF, PNG, RAW, and TIF).** 16.06
Demonstrate knowledge of basic digital imaging. The student will be able to: 17.0	1 **Demonstrate proper use of scanners, digital cameras, and various input devices.** 17.01
	2 **Identify the attributes of line art, grayscale, duotone, spot color and the four-color process.** 17.02
Demonstrate proficiency in the safe and ethical use of the Internet to locate information. The student will be able to: 18.0	1 **Understand the principles of copyright.** 18.01
	2 **Identify and apply Copyright Fair Use guidelines.** 18.02
	3 **Demonstrate an understanding of safe and ethical Internet usage.** 18.03
Identify project requirements, define project planning, and understand the design process. The student will be able to: 19.0	1 **Identify the purpose, audience, and the needs of the audience for the preparation of design projects.** 19.01
	2 **Research and describe the implications of audience, purpose/message, and time constraints relative to a design project.** 19.02
	3 **Determine project specifications.** 19.03
	4 **Define design criteria and design constraints.** 19.04
	5 **Produce basic thumbnail sketches and rough designs.** 19.05
	dentify project management tasks and responsibilities. 19.06

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Perform page layout and measurement activities. The student will be able to: 20.0	1	**Determine the appropriate type of basic layout for a specified problem (e.g., audience and purpose).** 20.01
	2	**Identify distinct components in a layout (e.g., headlines, subheads, and body copy).** 20.02
	3	**Demonstrate basic use of typography (e.g., visual hierarchy, proximity, alignment, contrast, and repetition).** 20.03
	4	**Compare and contrast units of measurement (e.g., inches, centimeters, millimeters, points, picas, and pixels).** 20.04
	5	**Produce a variety of design layouts (e.g., flyers, postcards, brochures, business cards, and letterhead).** 20.05
	6	**Incorporate clip art, images, borders, and other special effects into a layout.** 20.06
	7	**Select the appropriate color format and resolution for a variety of purposes (e.g., web, print).** 20.07
Demonstrate an understanding of color and its role in digital design. The student will be able to: 21.0	1	**Understand the color wheel and its uses.** 21.01
	2	**Describe the spectral colors in the visible light spectrum.** 21.02
	3	**Define and explain the terminology related to color (e.g., Chroma, lightness, saturation, hue, intensity, luminance/value, shade, and tint).** 21.03
	4	**Describe the difference between additive and subtractive color mixing.** 21.04
	5	**Compare and contrast RGB and CYMK color models as used in digital design.** 21.05
	6	**Demonstrate the application of color theory to design practices.** 21.06
Demonstrate a basic understanding of typography. The student will be able to: 22.0	1	**Define and describe the terminology related to character and line spacing (e.g., leading, kerning, tracking, baseline shift, and ligature).** 22.01
	2	**Identify the characteristics and psychology of type, type families, type series, and type styles.** 22.02
	3	**Understand the installation and application of fonts.** 22.03
Demonstrate an understanding of elements and principles of design. The student will be able to: 23.0	1	**Identify the elements of design (line, shape, mass, color, texture, etc.).** 23.01
	2	**Identify the principles of design (variety, movement, emphasis, balance, space, etc.).** 23.02

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Demonstrate basic skill in digital photography. The student will be able to: 24.0	1 **Demonstrate knowledge of ethics related to digital images/imaging; examine legal and content-related issues.** 24.01
	2 **Demonstrate the operation of a digital camera (typical features/modes).** 24.02
	3 **Apply effective design principles in digital photography compositions (e.g., rule of thirds).** 24.03
	4 **Develop an understanding of metadata and the digital photography workflow.** 24.04
Demonstrate skills in the use of raster software applications. The student will be able to: 25.0	1 **Demonstrate basic knowledge of the tools and techniques for using a raster-based software application.** 25.01
	2 **Demonstrate skill in importing, transforming and cropping images.** 25.02
	3 **Create and edit images/photographs using digital imaging software (e.g., layers, image editing, adjustments, filters, and selections).** 25.03
	4 **Demonstrate skill in raster image manipulation, color correction, and special effects.** 25.04
	5 **Demonstrate an understanding of image resolution and compression factors such as transmission speed, color reduction, and delivery media parameters.** 25.05
Demonstrate basic skills in the use of vector software applications. The student will be able to: 26.0	1 **Demonstrate basic knowledge of the tools and techniques for using vector software applications.** 26.01
	2 **Create and edit various illustrations using vector software (e.g., line art, drawing basics, transforming/applying effects to objects, painting, type and type effects, and layers).** 26.02
Demonstrate basic technical skills using a desktop publishing application. The student will be able to: 27.0	1 **Determine the activities and implications of content preparation and proofreading.** 27.01
	2 **Incorporate scanned and digital photographs into documents comprising a specified design (e.g., poster, brochure, card, and advertisement).** 27.02
	3 **Proofread manually and digitally.** 27.03
Develop an awareness of the emerging technologies associated with digital design. The student will be able to: 28.0	1 **Compare and contrast emerging technologies relative to their role in digital design (e.g., wireless, cloud-based, mobile, portable devices, and kiosks).** 28.01
	2 **Describe social media as a form of digital design.** 28.02
	3 **Describe the emergent and evolving nature of software applications used in interactive design.** 28.03

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	4 **Explain how the use of advanced image sensing devices have altered the manner in which communication takes place, especially those utilizing Quick Response (QR) Codes and other forms of two-dimensional bar coding techniques.** 28.04
Demonstrate understanding in page layout using desktop publishing applications. The student will be able to: 29.0	1 **Design a document using grids and formats.** 29.01 2 **Produce documents integrating the Elements and Principles of Art and Design.** 29.02
Demonstrate an understanding of career opportunities and requirements in the field of digital design. The student will be able to: 30.0	1 **Discuss individual interests related to a career in digital design.** 30.01 2 **Identify the skills required of a digital designer.** 30.02 3 **Explore career opportunities in the field of digital design.** 30.03 4 **Explore secondary and post-secondary educational opportunities related to digital design.** 30.04 5 **Identify job search platforms.** 30.05