

# 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
- 6 Identify project management tasks and responsibilities. 19.06

**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

**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**

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**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**
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**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**
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