

# Digital Design 1 (2026)

Demonstrate knowledge of digital publishing concepts. The student will be able to: 10.0

- 1 Define the terms commonly used in digital publishing. 10.01
- 2 Identify the characteristics of paper (e.g., weight and point). 10.02
- 3 Apply different types of color (e.g., RGB, CMYK, Pantone Color Matching System, and HEX). 10.03
- 4 Identify software used in digital publishing. 10.04
- 5 Differentiate between raster (bitmap) and vector graphic images. 10.05
- 6 Compare and contrast image formats (e.g., BMP, EPS, GIF, JPEG, PDF, PNG, RAW, and TIF). 10.06

Demonstrate knowledge of basic digital imaging. The student will be able to: 11.0

- 1 Demonstrate proper use of scanners, digital cameras, and various input devices. 11.01
- 2 Identify the attributes of line art, grayscale, duotone, spot color and the four-color process. 11.02

Demonstrate proficiency in the safe and ethical use of the Internet to locate information. The student will be able to: 12.0

- 1 Understand the principles of copyright. 12.01
- 2 Identify and apply Copyright Fair Use guidelines. 12.02
- 3 Demonstrate an understanding of safe and ethical Internet usage. 12.03
- 4 Demonstrate an understanding of safeguarding work and protecting private client information. 12.04

Identify project requirements, define project planning, and understand the design process. The student will be able to: 13.0

- 1 Identify the purpose, audience, and the needs of the audience for the preparation of design projects. 13.01
- 2 Research and describe the implications of audience, purpose/message, and time constraints relative to a design project. 13.02
- 3 Determine and define project specifications, design criteria, and design constraints. 13.03
- 4 Produce basic thumbnail sketches and rough designs. 13.04

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**5 Identify project management tasks and responsibilities. 13.05**

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**Perform page layout and measurement activities. The student will be able to: 14.0**

- 1 Determine the appropriate type of basic layout for a specified problem (e.g., audience and purpose). 14.01**
  - 2 Identify distinct components in a layout (e.g., headlines, subheads, and body copy). 14.02**
  - 3 Compare and contrast units of measurement (e.g., inches, centimeters, millimeters, points, picas, and pixels). 14.03**
  - 4 Produce a variety of design layouts (e.g., flyers, postcards, brochures, business cards, and letterhead). 14.04**
  - 5 Incorporate clip art, images, borders, and other special effects into a layout. 14.05**
  - 6 Select the appropriate color format and resolution for a variety of purposes (e.g., web, print). 14.06**
  - 7 Design a document using grids and formats. 14.07**
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**Demonstrate an understanding of color and its role in digital design. The student will be able to: 15.0**

- 1 Understand the color wheel and its uses. 15.01**
  - 2 Describe the spectral colors in the visible light spectrum. 15.02**
  - 3 Define and explain the terminology related to color (e.g., Chroma, lightness, saturation, hue, intensity, luminance/value, shade, and tint). 15.03**
  - 4 Describe the difference between additive and subtractive color mixing. 15.04**
  - 5 Compare and contrast RGB and CYMK color models as used in digital design. 15.05**
  - 6 Demonstrate the application of color theory to design practices. 15.06**
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**Identify basic typography terminology. The student will be able to: 16.0**

- 1 Label and define the anatomy of typography (e.g., baseline, sans serif, loop, ascender, etc.). 16.01**
  - 2 Define and describe the terminology related to character and line spacing (e.g., leading, kerning, tracking, baseline shift, and ligature). 16.02**
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**Demonstrate an understanding of elements and principles of design. The student will be able to: 17.0**

- 1 Identify the elements of design (line, shape, mass, color, texture, etc.). 17.01**
  - 2 Identify the principles of design (variety, movement, emphasis, balance, space, etc.). 17.02**
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**Demonstrate basic understanding of digital**

- 1 Compare and contrast various types of digital cameras. 18.01**

**photography. The student will be able to:** 18.0

**2 Label and describe the anatomy of a digital camera.** 18.02

**3 Demonstrate knowledge of ethics related to digital images/imaging; examine legal and content-related issues.** 18.03

**4 Develop an understanding of metadata and the digital photography workflow.** 18.04

**Demonstrate skills in the use of raster software applications. The student will be able to:** 19.0

**1 Demonstrate basic knowledge of the tools and techniques for using a raster-based software application.** 19.01

**2 Demonstrate skill in importing, transforming and cropping images.** 19.02

**3 Create and edit images/photographs using digital imaging software (e.g., layers, image editing, adjustments, filters, and selections).** 19.03

**4 Demonstrate skill in raster image manipulation, color correction, and special effects.** 19.04

**5 Demonstrate an understanding of image resolution and compression factors such as transmission speed, color reduction, and delivery media parameters.** 19.05

**Demonstrate basic skills in the use of vector software applications. The student will be able to:** 20.0

**1 Demonstrate basic knowledge of the tools and techniques for using vector software applications.** 20.01

**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).** 20.02

**Demonstrate basic technical skills using a desktop publishing application. The student will be able to:** 21.0

**1 Determine the activities and implications of content preparation and proofreading.** 21.01

**2 Incorporate scanned and digital photographs into documents comprising a specified design (e.g., poster, brochure, card, and advertisement).** 21.02

**3 Proofread manually and digitally.** 21.03

**4 Produce documents integrating the Elements and Principles of Art and Design.** 21.04

**Develop an awareness of the emerging technologies associated with digital design. The student will be able to:** 22.0

**1 Compare and contrast emerging technologies relative to their role in digital design (e.g., wireless, cloud-based, mobile, portable devices, and kiosks).** 22.01

**2 Describe social media as a form of digital design.** 22.02

**3 Describe the emergent and evolving nature of software applications used in interactive design.** 22.03

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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. 22.04**

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**Demonstrate an understanding of career opportunities and requirements in the field of digital design. The student will be able to: 23.0**

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**1 Discuss individual interests related to a career in digital design. 23.01**

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**2 Identify the skills required of a digital designer. 23.02**

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**3 Explore career opportunities in the field of digital design. 23.03**

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**4 Explore secondary and post-secondary educational opportunities related to digital design. 23.04**

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**5 Identify job search platforms. 23.05**

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