

Digital Design 2 (2025)

Perform critical thinking activities. The student will be able to: 31.0

- 1 Research a digital design problem and determine the most appropriate problem-solving method to enhance the functional, economic, and ethical viability of a project.** 31.01
- 2 Use critical thinking skills to evaluate information and select relevant material.** 31.02

Demonstrate the ability to set project requirements, engage in project planning, and utilize the design process. The student will be able to: 32.0

- 1 Produce final designs based on specifications.** 32.01
- 2 Make decisions based on specifications.** 32.02
- 3 Explain the relationship between design criteria and design constraints.** 32.03

Demonstrate an intermediate understanding of typography. The student will be able to: 33.0

- 1 Demonstrate an understanding of the history of typography.** 33.01
- 2 Describe the principles of typographic design as they relate to digital design.** 33.02
- 3 Compare and contrast the techniques of typographic communication relative to appropriateness and effectiveness.** 33.03
- 4 Demonstrate proficiency in incorporating typographic techniques into a communication design.** 33.04

Demonstrate skills in the use of vector software applications. The student will be able to: 34.0

- 1 Demonstrate skill in vector image manipulation, color correction, and special effects.** 34.01
- 2 Demonstrate ability to convert vector files to raster files.** 34.02

Demonstrate an intermediate understanding in digital publishing operations. The student will be able to: 35.0

- 1 Produce a variety of color designs using different color techniques; include process color and spot color.** 35.01
- 2 Prepare output files using prepress operations (e.g., color separation, font management, and file management).** 35.02
- 3 Read work orders and prepare electronic files that meet all specifications.** 35.03

4 Understand how to prepare interactive components (hyperlinks, buttons, etc.). 35.04

Demonstrate skills in promotional design and application. The student will be able to: 36.0

1 Identify the types of promotional designs used in various industries. 36.01

2 Write a promotional message that appeals to a specified target market. 36.02

3 Use design principles to prepare promotional messages (e.g., slogans and taglines). 36.03

4 Produce designs for the appropriate advertising medium. 36.04

5 Use advertising guidelines to design appropriate sample ads (print, television, and the Internet, etc.) 36.05

Demonstrate proficiency in digital imaging. The student will be able to: 37.0

1 Demonstrate understanding of and proficiency in the use of formats and modes. 37.01

2 Demonstrate proficiency with image editing software. 37.02

3 Complete projects using appropriate resolution and screen values (e.g., DPI, LPI, and PPI). 37.03

4 Retouch digital photographs utilize tones, hues, values, etc. 37.04

5 Demonstrate proficiency in digital image manipulation (e.g., compositing, destructive vs. non-destructive editing, masks, and color-correction). 37.05

Demonstrate the ability to apply the design process. The student will be able to: 38.0

1 Determine whether a digital design problem should be addressed or resolved. 38.01

2 Conduct a brainstorming exercise (e.g., concept mapping and graphic organizers). 38.02

3 Develop a digital design solution using the design process. 38.03

4 Evaluate an existing design using conceptual, physical, or mathematical models; note aspects for improvement; determine whether the design meets criteria and constraints. 38.04

5 Identify the criteria and constraints associated with a digital design problem and select the most appropriate solution based on these factors. 38.05

6 Evaluate the quality, efficiency, and productivity of an existing or proposed design; refine the design accordingly. 38.06

Demonstrate understanding in the

1 Demonstrate an understanding of kinetic typography. 39.01

creation of digital design solutions involving motion or special effects. The student will be able to: 39.0

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- 2 Design a communication solution that employs animation or motion (e.g., graphics, text, and video) to achieve or enhance the intended message.** 39.02
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- 3 Describe the design constraints associated with devices (e.g., tablet, kiosk, and smartphone) used to deliver digital design products.** 39.03
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Demonstrate an understanding of the use of emerging technologies in digital design industries. The student will be able to: 40.0

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- 1 Discuss trends in digital and printed mediums.** 40.01
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- 2 Explain the various technologies associated with digital design, advertising, and associated industries.** 40.02
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- 3 Compare and contrast printing processes.** 40.03
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