

Digital Design 2 (2026)

Perform critical thinking activities. The student will be able to: 24.0

- 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.** 24.01
- 2 Use critical thinking skills to evaluate information and select relevant material.** 24.02

Demonstrate the ability to set project requirements, engage in project planning, and utilize the design process. The student will be able to: 25.0

- 1 Demonstrate knowledge of project management tasks and responsibilities.** 25.01
- 2 Conduct a brainstorming exercise (e.g., concept mapping and graphic organizers).** 25.02
- 3 Convert thumbnail sketches and rough designs into final designs.** 25.03
- 4 Produce final designs and make decisions based on project specifications.** 25.04
- 5 Explain the relationship between design criteria and design constraints.** 25.05
- 6 Determine whether a digital design problem should be addressed or resolved.** 25.06

Demonstrate a basic understanding of typography. The student will be able to: 26.0

- 1 Demonstrate basic use of typography in digital design projects.** 26.01
- 2 Identify the characteristics and psychology of type, type families, type series, and type styles.** 26.02
- 3 Describe the principles of typographic design as they relate to digital design.** 26.03
- 4 Understand the installation and application of fonts.** 26.04

Demonstrate basic skills in digital photography. The student will be able to: 27.0

- 1 Demonstrate the operation of a digital camera (typical features/modes).** 27.01
- 2 Apply effective design principles in digital photography compositions (e.g., rule of thirds).** 27.02

Demonstrate skills in the use of vector software applications. The

- 1 Demonstrate skill in vector image manipulation, color correction, and special effects.** 28.01
- 2 Demonstrate ability to convert vector files to raster files.** 28.02

student will be able

to: 28.0

Demonstrate an intermediate understanding in digital publishing operations. The student will be able to: 29.0

- 1 Produce a variety of color designs using different color techniques; include process color and spot color. 29.01
- 2 Prepare output files using prepress operations (e.g., color separation, font management, and file management). 29.02
- 3 Read work orders and prepare electronic files that meet all specifications. 29.03
- 4 Understand how to prepare interactive components (hyperlinks, buttons, etc.). 29.04

Demonstrate skills in promotional design and application. The student will be able to: 30.0

- 1 Identify the types of promotional designs used in various industries. 30.01
- 2 Write a promotional message that appeals to a specified target market. 30.02
- 3 Use design principles to prepare promotional messages (e.g., slogans and taglines). 30.03
- 4 Produce designs for the appropriate advertising medium. 30.04
- 5 Use advertising guidelines to design appropriate sample ads (print, television, and the Internet, etc.) 30.05

Demonstrate proficiency in digital imaging. The student will be able to: 31.0

- 1 Demonstrate understanding of and proficiency in the use of formats and modes. 31.01
- 2 Demonstrate proficiency with image editing software. 31.02
- 3 Complete projects using appropriate resolution and screen values (e.g., DPI, LPI, and PPI). 31.03
- 4 Retouch digital photographs utilize tones, hues, values, etc. 31.04
- 5 Demonstrate proficiency in digital image manipulation (e.g., compositing, destructive vs. non-destructive editing, masks, and color-correction). 31.05

Demonstrate understanding in the creation of digital design solutions involving motion or special effects. The student will be able to: 32.0

- 1 Demonstrate an understanding of kinetic typography. 32.01
- 2 Design a communication solution that employs animation or motion (e.g., graphics, text, and video) to achieve or enhance the intended message. 32.02
- 3 Describe the design constraints associated with devices (e.g., tablet, kiosk, and smartphone) used to deliver digital design products. 32.03

Demonstrate an understanding of the

- 1 Discuss trends in digital and printed mediums. 33.01

use of emerging technologies in digital design industries. The student will be able to: 33.0

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- 2 Explain the various technologies associated with digital design, advertising, and associated industries. 33.02
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- 3 Understand what responsive design is and how it affects digital design. 33.03
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- 4 Compare and contrast printing processes. 33.04
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Demonstrate an ability to translate data into a well-designed project. The student will be able to: 34.0

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- 1 Demonstrate comprehension of consumer data through selecting and designing appropriate visual tools. 34.01
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- 2 Demonstrate the ability to visualize data through a planning process that will help communicate the information clearly, visually, and engagingly. 34.02
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- 3 Select and design appropriate visual tools to represent data accurately. 34.03
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- 4 Design a presentation that communicates the data's message effectively and without distraction. 34.04
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