Florida CTE

# Digital Media/Multimedia Design: Digital Media/Multimedia Foundations 1 (2026)

**Build knowledge of digital media terminology. The student will be able to:** 01.0

1. **Identify characteristics of design for digital media (e.g., pictures, graphics, web, animation, video, and audio).** 01.01
2. **Identify marketing mediums (e.g., social media, print media, newspaper, billboards, posters, magazines, television, movies, computer presentations, web banners, advertisements and webpages).** 01.02
3. **Identify design characteristics (e.g., fonts, size, color modes, backgrounds) that are suited for each type of design format and material.** 01.03
4. **Demonstrate knowledge of artistic design such as hierarchy, design composition, color theory, typography, balance, repetition, etc.** 01.04
5. **Demonstrate knowledge of copyright laws and concepts (e.g., copyright statutes, Creative Commons, Public Domain, Fair Use, Stock images, etc.).** 01.05
6. **Research and identify job titles and skills needed for career positions in multimedia design using information from the U.S. Bureau of Labor Statistics (www.bls.gov) and job-hunting websites.** 01.06
7. **Demonstrate understanding of current multimedia file formats native to different software applications and their uses.** 01.07
8. **Demonstrate knowledge of digital media vocabulary and terms.** 01.08
9. **Demonstrate an understanding that graphic design must be adjusted to meet the needs of people with disabilities in accordance with federal and state laws.** 01.09
10. **Identify text and image Generative Artificial Intelligence workflows, and describe how it is integrated into digital media technology.** 01.10
11. **Identify emerging technologies in the digital media field.** 01.11

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| **Demonstrate basic computer knowledge. The student will be able to:** 02.0 | **1** Identify basic computer components (e.g., CPU, RAM, hard drive, monitor, keyboard, drawing tablet). 02.01 |
| | **2** Demonstrate understanding of computer specifications, including free hard drive space and monitor resolution. 02.02 |
| | **3** Demonstrate best practices of computer safety and ergonomics. 02.03 |
| | **4** Demonstrate knowledge of computer operating systems and platforms. 02.04 |
| | **5** Demonstrate use of internal, and external drives, cloud storage and data backup. 02.05 |
| | **6** Identify possible software and hardware malfunctions and perform basic troubleshooting operations. 02.06 |
| | **7** Identify characteristics of software for print, photography, web, animation, video and audio. 02.07 |
| **Build knowledge of project planning. The student will be able to:** 03.0 | **1** Demonstrate knowledge of the roles and responsibilities of a multimedia production team (e.g., project manager, creative or design director, content experts, writers, graphic designers, animators, sound designers, videographers, interface designers/programmers). 03.01 |
| | **2** Identify design strategies to reach the target audience. 03.02 |
| | **3** Use rough draft techniques used in digital media, such as sketches, storyboard, wireframes, and mood boards. 03.03 |
| | **4** Create formal or informal design layouts using guidelines, colors, fonts, graphics and logos. 03.04 |
| | **5** Demonstrate knowledge of terms used when dealing with clients, such as scope, collaboration, iterations, change orders, and feedback. 03.05 |
| | **6** Identifying requirements, such as file format, size and resolution, must be adjusted based on the required deliverables for the client. 03.06 |
| | **7** Define collaboration and how it is used in a business environment. 03.07 |
| | **8** Collaborate with team members to plan, edit, evaluate, and present a multimedia presentation or product. 03.08 |
| | **9** Describe a professional pipeline and software used to keep a team up to date on a project's progress. 03.09 |
| **Build knowledge of dig us** | **1** Identify commonly used business software, such as word processors, preadsheets, presentations, databases, email, and collaboration software such as nternal video or text chats. 04.01 |

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| **marketing. The student will be able to:** 04.0 | 2 **Identify characteristics of software for print, photography, web, animation, video and audio.** 04.02 |
| | 3 **Describe important marketing concepts, such as the 4 P's, demographics, mass marketing, segmentation, customer/client, branding, SEO, etc.** 04.03 |
| | 4 **Describe how different software is used to meet different aspects of marketing, such as building customer relationships and expanding a digital footprint.** 04.04 |
| | 5 **Describe how content strategy and branding are implemented into multiple platforms within content creation in digital media.** 04.05 |
| **Demonstrate proficiency when designing with business document software. The student will be able to:** 05.0 | 1 **Describe how business document software, such as Adobe Acrobat, is used to collaborate within a business.** 05.01 |
| | 2 **Describe how business document software is used to communicate externally with clients.** 05.02 |
| | 3 **Create a PDF various ways from pre-existing content, including adjusting settings and organizing pages.** 05.03 |
| | 4 **Create a PDF from scratch, including adding text, images, media, objects, and links Demonstrate the ability to transform selections and images (crop, scale).** 05.04 |
| | 5 **Create a PDF Form with multiple forms of input, including e-signatures and form validation.** 05.05 |
| | 6 **Demonstrate how to review, share, protect and export a PDF document.** 05.06 |
| | 7 **Export documents into a PDF from within common business software, such as word processing or presentation software.** 05.07 |
| | 8 **Export a portfolio into an interactive PDF to demonstrate career ready skills.** 05.08 |
| **Demonstrate understanding of color modes. The student will be able to:** 06.0 | 1 **Demonstrate knowledge of the color process for printing purposes.** 06.01 |
| | 2 **Demonstrate knowledge of color conversion from display to print.** 06.02 |
| | 3 **Demonstrate knowledge of spot colors.** 06.03 |
| | 4 **Demonstrate knowledge of web-safe colors.** 06.04 |
| | 5 **Explain color mode differences (e.g., RGB, CMYK, and HSB).** 06.05 |
| | 6 **Understand accessing color modes from authoring software.** 06.06 |
| **De in** Skip to main content | **dentify fonts by their characteristics, including serif/sans-serif, styles, and ize.** 07.01 |

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| **advanced design. The student will be able to:** 07.0 | **2** Describe paragraph styles by alignment, justification, kerning, leading, and tracking. 07.02 |
| | **3** Understand the proprietary copyrights of fonts. 07.03 |
| | **4** Demonstrate knowledge of standard font formats (e.g., TrueType, PostScript, OpenType). 07.04 |
| **Demonstrate proficiency when designing using basic graphic design software. The student will be able to:** 08.0 | **1** Demonstrate knowledge online basic design software, such as Canva or Adobe Express. 08.01 |
| | **2** Create basic graphics, including the use of design assets, shapes, layers, and effects. 08.02 |
| | **3** Create basic print media, including posters and brochures using text and color. 08.03 |
| | **4** Create basic video with audio and animations, including adjusting timings and effects. 08.04 |
| | **5** Create basic web pages from templates, including multimedia and interactivity. 08.05 |
| | **6** Manage assets in an online environment, including organization of files and concepts of branding. 08.06 |
| | **7** Export assets to create a digital portfolio of work. 08.07 |