Florida CTE

Digital Media/Multimedia Design: Digital Media/Multimedia Web Production (2026)

Build knowledge on planning a website. The student will be able to: 13.0

1. **Determine the objectives and the audience for webpages.** 13.01
2. **Identify design strategies to reach and keep an audience.** 13.02
3. **Compare and contrast options for website design between Integrated Develop Environments (Dreamweaver, Visual Code Studio, etc.) versus Content Management Systems (WordPress, Wix, etc.)** 13.03
4. **Understand Search Engine Optimization (SEO) concepts.** 13.04
5. **Understand web security concepts such as passwords, MFA, CAPTCHA, DDoS attacks, FTP/HTTP vs FPTS/HTTPS, etc.** 13.05
6. **Understand how websites are published online (remote server, local site, check-in/check-out, domain registration, URLs, etc.).** 13.06
7. **Use storyboarding and templates to plan a website.** 13.07
8. **Identify styles and other design elements (e.g., backgrounds, colors, fonts, and buttons).** 13.08
9. **Incorporate appropriate UX/UI elements into designs.** 13.09

Build knowledge of HTML and CSS. The student will be able to: 14.0

1. **Interpret HTML coding to identify the structure of an existing webpage.** 14.01
2. **Develop basic HTML coding skills to create a webpage.** 14.02
3. **Demonstrate understanding of Cascading Style Sheets (CSS) on an existing webpage.** 14.03
4. **Demonstrate compliance with ADA recommendations for all websites created.** 14.04

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	5 Utilize markup validity to ensure compliance with the W3C for all websites created. 14.05
Demonstrate proficiency in authoring software for webpage design. The student will be able to: 15.0	1 Demonstrate understanding of graphic compression factors such as transmission speed, color reduction, and browser support. 15.01
	2 Save and export a graphic to the web in the best format for image quality and file size. 15.02
	3 Identify parts of the software interface. 15.03
	4 Demonstrate the ability to customize and navigate the workspace. 15.04
	5 Create responsive webpages for publication that adjust for sizes of multiple devices. 15.05
	6 Apply style sheets for consistent website design. 15.06
	7 Format text for webpages (e.g., font families, sizes). 15.07
	8 Create tables and semantic elements. 15.08
	9 Create and insert buttons into a webpage and test for accuracy. 15.09
	10 Create navigational links. 15.10
	11 Insert audio files into a webpage. 15.11
	12 Create, edit and integrate video files into a webpage. 15.12
	13 Create, edit and integrate animation files into a webpage. 15.13
	14 Create meta-commands and keywords for search engines. 15.14
	15 Optimize page size for effective downloading to browsers. 15.15
	16 Create and incorporate a form into a webpage. 15.16
	17 Edit and test links for accuracy and validity. 15.17
	18 Develop an awareness of Generative AI's usage in website creation and layout software. 15.18
Build knowledge of animation principles. The student will be able to: 16.0	1 Demonstrate an understanding of key terminology related animation including the 12 Principles of Animation, rotoscoping and stop motion. 16.01
	2 Demonstrate use of graph editor to demonstrate animation principles. 16.02

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	3 **Demonstrate use of speed graph editor to demonstrate animation principles.** 16.03
Demonstrate proficiency when designing using animation software. The student will be able to: 17.0	1 **Determine the graphic requirements.** 17.01
	2 **Demonstrate knowledge of interactive media terminology and principles.** 17.02
	3 **Identify parts of the software interface.** 17.03
	4 **Import and manage assets into a timeline.** 17.04
	5 **Demonstrate the ability to customize and navigate the workspace.** 17.05
	6 **Demonstrate an ability to use type, color, composition, and graphic elements.** 17.06
	7 **Produce graphics using software with appropriate titling and graphic transitions.** 17.07
	8 **Edit graphics in the software.** 17.08
	9 **Demonstrate use of motion, shape and keyframe tweens for interactive purposes.** 17.09
	10 **Demonstrate basic use of programming code to create interactivity in a website.** 17.10
	11 **Export and publish documents in multiple formats for intended uses (video, animated graphics, interactive websites).** 17.11
	12 **Develop an awareness of Generative AI's usage in animation creation and software.** 17.12