Idaho CTE

Digital Communications Program (2016)

Elements and Principals of Design and Visual Communication 1.0

1.1 Elements of Design 1.1

1.1.1 Identify, analyze, and implement the application of color, line, shape, texture, size, and value in design. 1.1.1

1.2 Principles of Design 1.2

1.2.1 Analyze and incorporate the principles of design (i.e. balance, contrast, alignment, rhythm, repetition, proximity, movement, harmony, emphasis, unity, etc.) in graphic works. 1.2.1

1.2.2 Demonstrate the principles of design through various design techniques. 1.2.2

1.3 Principles of Typography 1.3

1.3.1 Identify the anatomical components and qualities of type (i.e., x-height, ascenders, descenders, counters, etc.) 1.3.1

1.3.2 Apply and adjust formatting to type. 1.3.2

1.3.3 Demonstrate the relationship of typography and design through the construction of graphic works utilizing and manipulating type. 1.3.3

1.4 Principles and Elements of Design to Layout 1.4

1.4.1 Apply effective use of negative space, composition, message structure, graphics, etc., to graphic works. 1.4.1

1.4.2 Create graphic works utilizing grids and templates. 1.4.2

1.4.3 Utilize rule of thirds, simplicity, and/or complexity, etc. in layout. 1.4.3

1.4.4 Demonstrate layout skills for print (i.e. magazines, yearbooks) and digital media (i.e. mobile devices, tablets). 1.4.4

1.4.5 Explain the importance of consistency of design. 1.4.5

1.4.6 Explain the importance of usability. 1.4.6

1.4.7 Describe visual hierarchy and how it is used in design to control the viewer's eyes. 1.4.7

1.4.8 Explain the methods used to control visual hierarchy. 1.4.8

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Professional Communication 2.0

2.1 Basic Communication Skills 2.1

- 2.1.1 Demonstrate effective business communication skills in a clear, courteous, concise, and correct manner on personal and professional levels. 2.1.1
- 2.1.2 Demonstrate through vocal expression and listening skills in a clear, courteous, concise, and correct manner on personal and professional levels. 2.1.2
- 2.1.3 Demonstrate ability to give and receive constructive feedback, i.e. debrief a project not defend a project. 2.1.3
- 2.1.4 Demonstrate appropriate communication skills i.e. telephone, texting, social media. 2.1.4
- 2.1.5 Converse appropriately in a business, social, and media situations. 2.1.5
- 2.1.6 Explain the importance of developing a message for a specific audience. 2.1.6
- 2.1.7 Synthesize information collected from communications with various stakeholders. 2.1.7

Editing and Proofreading Skills 3.0

3.1 Proofreading Skills 3.1

- 3.1.1 Demonstrate ability to proofread and edit various forms of copy for different audiences. 3.1.1
- 3.1.2 Demonstrate knowledge of electronic proofreading skills. 3.1.2
- 3.1.3 Demonstrate knowledge of digital copy proofing, editing and correcting. 3.1.3
- 3.1.4 Understand how to use software to track changes. 3.1.4

Ethical and Legal Issues Relating to Digital Communications 4.0

4.1 Copyright and Intellectual Property Law 4.1

- 4.1.1 Understand copyright law, fair use, and intellectual property. 4.1.1
- 4.1.2 Understand the use of Creative Commons, (including font usage, photography, illustration, audio, and video rights). 4.1.2
- 4.1.3 Understand laws governing copyright, intellectual property (including font usage, photography, illustration, audio and video rights), and software licensing. 4.1.3
- 4.1.4 Understand laws governing brand issues, trademark, and other proprietary rights. 4.1.4
- 4.1.5 Discuss consequences of violating copyright, privacy, and data security laws. 4.1.5
- 4.1.6 Define and debate fair use including authorships, rights of use for work and likeness, and credit lines. 4.1.6
- 4.1.7 Model fair use in production of visual communication products. 4.1.7
- 4.1.8 Understand creative commons, the concept of usage rights versus ownership rights, and the importance of using a release form. 4.1.8

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Portfolio Development 5.1

5.1.1 Develop portfolio that include various types of media, i.e. video, print, web, or graphic design. 5.1.1

5.1.2 Recognize that portfolios are dynamic and require variety and frequent updates. 5.1.2

5.2 Evaluating Portfolios 5.2

5.2.1 Use a self-evaluation rubric. 5.2.1

5.2.2 Understand the elements of the critique process, including a respect for peer work and the ability to give and receive dispassionate and constructive criticism. 5.2.2

Content Strategy 6.0

6.1 Content 6.1

6.1.1 Develop and use project plans e.g. goal, concept development, calendar, timelines, final deadlines. 6.1.1

6.1.2 Understanding the appropriate distribution method for content. 6.1.2

6.1.3 Understand your audience and their needs. 6.1.3

6.1.4 Understand how to develop consistent voice, e.g. creative content feels the same across mediums. 6.1.4

6.2 Branding and Corporate Identity 6.2

6.2.1 Analyze branding and corporate identity, its purpose and constituents. 6.2.1

6.2.2 Create a visual that appropriately represents the brand's identity in multiple media formats. 6.2.2

Graphic Communication Production 7.0

7.1 History of Graphic Design 7.1

7.1.1 Identify art movements of the past and current societal trends, and describe how they impact graphic design. 7.1.1

7.1.2 Describe the presence of graphic design in our culture. 7.1.2

7.1.3 Knowledge of the terminology used in the graphic design industry. 7.1.3

7.2 Image Creation and Manipulation 7.2

7.2.1 Demonstrate the use of appropriate applications of vector-based and bitmap images. 7.2.1

7.2.2 Use a variety of devices and media to import/download photos, images, and other digital media content. 7.2.2

7.2.3 Incorporate the use of image manipulation and illustration software into final products. 7.2.3

7.2.4 Apply nondestructive image editing techniques such as layering and masking. 7.2.4

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7.2.5 Practice using different selection tools and techniques to manipulate images. 7.2.5

7.2.6 Practice image composition, cropping, and the use of vector paths and raster channels in saving and creating complex masks. 7.2.6

7.2.7 Practice composition and cropping. 7.2.7

7.2.8 Analyze differences and appropriate applications of vector-based and bitmap images. 7.2.8

7.2.9 Use a variety of devices and media to import/download photos, images, and other digital media content. 7.2.9

7.3 Media Outputs 7.3

7.3.1 Use appropriate resolution, compression, and file formats for various media outputs including web, video, audio, and print. 7.3.1

7.3.2 Incorporate appropriate current industry standard color modes in graphic works (e.g., RGB, HEX, LAB, CMYK and Pantone), and explain how they relate to HSB. 7.3.2

7.3.3 Understand the difference between gray scale, spot color, and process colors. 7.3.3

Video Editing 8.0

8.1 Industry Terminology and Roles 8.1

8.1.1 Knowledge of the terminology used in the video industry. 8.1.1

8.1.2 Understand the roles and responsibilities of the digital video industry. 8.1.2

8.2 History of the Video Industry 8.2

8.2.1 Research the history of technologies that advanced the video, web and graphic industry. 8.2.1

8.2.2 Describe past and present styles, and how they will affect future styles in the graphic design industry. 8.2.2

8.2.3 Identify art movements of the past and current societal trends, and describe how they impact graphic design. 8.2.3

8.2.4 Describe the importance of graphic design's influence on society. 8.2.4

8.3 Pre-Production and Planning 8.3

8.3.1 Demonstrate consistent and logical naming conventions and document filing skills. 8.3.1

8.3.2 Demonstrate storyboard design and implementation. 8.3.2

8.3.3 Identify of the goal of the video. 8.3.3

8.3.4 Develop, read, write, and understand a script 8.3.4

8.3.5 Determining the right format for the content e.g. promo, PSA, documentary. 8.3.5

8.3.6 Coordinate and communicate with an on-air talent. 8.3.6

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8.4 Preparing and scouting a location. 8.4

8.4.1 Preparing and scouting a location. 8.4.1

8.4.2 Identify how to implement film theory i.e. knowing the type of shots and why you need those kind of shots. 8.4.2

8.4.3 Understand how and when to use lighting. 8.4.3

8.4.4 Understand how to produce quality audio. 8.4.4

8.5 Post Production 8.5

8.5.1 Produce video: import video, edit video, sound, music, visual effects, and motion graphics. 8.5.1

8.5.2 Export video: choose appropriate file format for display medium. 8.5.2

8.5.3 Demonstrate editing techniques that present continuity, emphasis and pace. 8.5.3

Understand Web Page Development 9.0

9.1 Use Standards-Compliant HTML to Create Basic Web Pages 9.1

9.1.1 Describe how the Internet and the World Wide Web work. 9.1.1

9.1.2 Understand the Web site development process. 9.1.2

9.1.3 Investigate Accessibility Standards. 9.1.3

9.1.4 Investigate roles and responsibilities behind the development of a Web site. 9.1.4

9.1.5 Understanding the Web design environment. 9.1.5

9.1.6 Create conventions for filenames and URLs and directory structure. 9.1.6

9.1.7 Identify and use tags on a Web page. 9.1.7

9.1.8 Document HTML code using comments. 9.1.8

9.1.9 Save a text document as an HTML file. 9.1.9

9.1.10 Specify Headings. 9.1.10

9.1.11 Format Web page text. 9.1.11

9.1.12 Insert HTML entities, superscripts, and subscripts. 9.1.12

9.1.13 Create a horizontal rule. 9.1.13

9.1.14 Create ordered and unordered lists. 9.1.14

9.1.15 Create tables. 9.1.15

9.1.16 Learn where to place anchors on a web page. 9.1.16

9.1.17 Create links. 9.1.17

9.1.18 Create links to e-mail. 9.1.18

9.1.19 Embed Widgets on a Web page. 9.1.19

9.1.20 Use the element. 9.1.20

9.1.21 Use and image as a link. 9.1.21

9.1.22 Organize files in your web directory. 9.1.22

9.2.23 Understand paths and their application to links. 9.1.23

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9.1.24 Demonstrate an understanding traffic and analytics. 9.1.24

9.2 Use Styles to Format Web Pages 9.2

9.2.1 Identify the differences between HTML and CSS. 9.2.1

9.2.2 Write CSS Styles. 9.2.2

9.2.3 Create an embedded style. 9.2.3

9.2.4 Understand and use the font property. 9.2.4

9.2.5 Control line spacing and white space. 9.2.5

9.2.6 Change foreground and background colors on a Web page with and without CSS. 9.2.6

9.2.7 Create and apply inline styles. 9.2.7

9.2.8 Use classes to style several tags. 9.2.8

9.3 Demonstrate an Understanding of Advanced CSS Selectors and Properties 9.3

9.3.1 Identify and create dependent and independent classes. 9.3.1

9.3.2 Use external style sheets to format several Web pages. 9.3.2

9.3.3 Understand how to position text on a Web page. 9.3.3

9.3.4 Use the span tag. 9.3.4

9.3.5 Use the div tag. 9.3.5

9.3.6 Investigate the box model. 9.3.6

9.3.7 Explore the padding, margin, and border properties. 9.3.7

9.3.8 Group links on a page. 9.3.8

9.3.9 Use CSS to style links. 9.3.9

9.3.10 Create a stylized navigation. 9.3.10

Understanding Web Page Design and Layout 10.0

10.1 Demonstrate understanding of Color Theory as it Applies to Web Design and Development 10.1

10.1.1 Explore Web Design Fundamentals and design theory. 10.1.1

10.1.2 Understand graphics file formats (vector versus raster). 10.1.2

10.1.3 Utilize graphics editors. 10.1.3

10.1.4 Understand computer color basics. 10.1.4

Understand Integration of Web Page Controls 11.0

11.1 Demonstrate the Ability to Use Design and Layout Web Forms 11.1

11.1.1 Create an HTML form. 11.1.1

11.1.2 Create fields for text. 11.1.2

11.1.3 Create text boxes. 11.1.3

11.1.4 Understand how to choose appropriate form controls. 11.1.4

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11.1.5 Create radio buttons, check boxes, and list boxes. 11.1.5

11.1.6 Create selection lists. 11.1.6

11.1.7 Talk about HTML Form validation (but don't use). 11.1.7

Understand Web Related Planning and Organizational Standards 12.0

12.1 Demonstrate Understanding of Site Organization and Navigation Principles 12.1

12.1.1 Create usable navigation. 12.1.1

12.1.2 Build text-based navigation. 12.1.2

12.1.3 Use graphics for navigation and linking. 12.1.3

12.1.4 Use lists for navigation. 12.1.4

12.1.5 Build horizontal navigation bars. 12.1.5

12.1.6 Build vertical navigation bars. 12.1.6

12.1.7 Use background color and graphics to enhance navigation. 12.1.7

12.1.8 Create hover rollovers. 12.1.8