Kansas CTE

Digital Media Design and Production (2011): Grades 9, 10, 11, 12

Adopted 2011

Essential Knowledge and Skills

0.1 Achieve additional academic knowledge and skills required to pursue the full range of career and postsecondary education opportunities within a career cluster.

1. Adapt language for audience, purpose, situation (i.e. diction/structure, style). 0.1.1
2. Compose focused copy for a variety of written documents (i.e. documents, notes, oral presentations reports). 0.1.2
3. Demonstrate knowledge of basic arithmetic operations such as addition, subtraction, multiplication and division. 0.1.3
4. Analyze data when interpreting operational documents. 0.1.4

0.2 Use oral and written communication skills in creating, expressing and interpreting information and ideas including technical terminology and information.

1. Interpret information, data and observations to apply information learned from reading to actual practice. 0.2.1
2. Communicate effectively with others to foster positive relationships. 0.2.2
3. Reference the sources of information. 0.2.3
4. Compose multi-paragraph documents clearly, succinctly, and accurately (i.e. correct grammar, spelling, punctuation and capitalization). 0.2.4
5. Deliver an oral presentation to provide information for specific purposes and audiences. 0.2.5

0.3 Solve problems using creativity, innovation and critical thinking skills (analyze, synthesize, and evaluate) independently and in teams.

1. Analyze elements of a problem to determine solutions (including how to think creatively). 0.3.1

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Understand the importance of health, safety, and environmental management systems and follow organizational policies and procedures and contribute to continuous improvement in performance and compliance.

1. Follow operation manuals for all equipment and tools to maintain safe workplace for self and others. 0.4.1
2. Demonstrate safe work habits and procedures (i.e. personal habits, around electricity, storage of equipment). 0.4.2

0.5 Use leadership and teamwork skills in collaborating with others to accomplish organizational goals and objectives.

1. Exhibit leadership skills (i.e. management of resources, listening to others, respect, supporting others). 0.5.1
2. Work with others to achieve objectives in a timely manner (i.e. follow direction, take responsibility, respect for others and cooperation). 0.5.2

0.6 Know and understand the importance of professional ethics and legal responsibilities.

1. Follow code of ethics for the Arts, AV and Communications field in all projects, decisions and actions. 0.6.1

0.7 Know and understand the importance of employability skills, effectively manage careers and the importance of entrepreneurship skills.

1. Model behaviors of a good employee (i.e. reliability, dependability, professionalism). 0.7.1
2. Create a record of work experiences, certifications and products. 0.7.2

Technical Skills

1.0 Use the technical knowledge and skills required to pursue the targeted careers for all pathways in the career cluster, including knowledge of design, operation, and maintenance of technological systems critical to the career cluster.

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1.2 Demonstrate technical skills related to careers in the communications field.

1. Apply design principles to convergent media using various software applications currently in use by industry. 1.2.1
2. Capture, edit and/or manipulate photos and/or video for digital media applications. 1.2.2
3. Create a digital media project for public presentation. 1.2.3
4. Capture, edit and/or manipulate and use audio in a digital media project. 1.2.4
5. Practice digital file management procedures. 1.2.5
6. Design and follow a production schedule for a digital media project. 1.2.6
7. Demonstrate the proper use of terminology. 1.2.7
8. Collaborate with team members on a digital media project. 1.2.8
9. Perform tasks assigned as part of a project development team. 1.2.9
10. Demonstrate creativity (e.g. project development, problem solving and conflict resolution). 1.2.10
11. Apply design concepts in all projects. 1.2.11
12. Utilize composition principles when designing visual elements (i.e. images, text) in projects. 1.2.12
13. Follow local acceptable use policy. 1.2.13
14. Understand and adhere to all applicable fair use and copyright laws (including Creative Commons). 1.2.14
15. Demonstrate an understanding of the pre-production, production and post-production of media projects. 1.2.15
16. Develop a plan for a multi-media project (including contracts, budgeting concerns, costs, preparation, production and legal issues). 1.2.16
17. Demonstrate an understanding of the First Amendment, student press rights and Freedom of Information Act. 1.2.17
18. Demonstrate an understanding of what constitutes libel, slander, obscenity, acceptable use, plagiarism and invasion of privacy. 1.2.18
19. Demonstrate knowledge of digital video hardware and software resources (i.e. digital compression, audio/video digital editing). 1.2.19
20. Embed audio, video or other appropriate content in digital formats (i.e. PDF document, webpage). 1.2.20
21. Demonstrate use of video conferencing and broadcasting applications. 1.2.21
22. Create a portfolio of digital media projects. 1.2.22