Kansas CTE

Digital Media Technology (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

0.4 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.

Skip to main content

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.

1.1 Analyze career paths in the communications field.

1. Explore career/entrepreneurial opportunities in digital imaging. 1.1.1

Skip to main content

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

1. Explore the role and uses of audio in digital media (e.g. podcasts, streaming audio). 1.2.1
2. Identify and use common terminology of the industry. 1.2.2
3. Investigate software, equipment and other tools used in digital media technology. 1.2.3
4. Identify use of color and color theory in media applications. 1.2.4
5. Describe the fundamental design principles with digital media applications. 1.2.5
6. Analyze the ongoing technological changes in digital media. 1.2.6
7. Predict how technological advancements affect the Arts, AV and Communications career cluster. 1.2.7
8. Analyze copyright laws affecting the use of digital media for public and educational audiences. 1.2.8
9. Understand the planning involved in developing multimedia projects (including contracts, costing, preparation and production legal issues). 1.2.9
10. Understand how work flow relates to project planning and completion (i.e. pre-production, production, post-production). 1.2.10
11. Analyze the role and responsibilities of individual team members to the success of the digital media project. 1.2.11
12. Identify specific requirements necessary for embedding content (e.g. video, photos) in various digital delivery formats (including PDF and webpages). 1.2.12
13. Evaluate current laws and regulations dealing with digital media (e.g. cyber ethics). 1.2.13
14. Compare and contrast uses of electronic media outlets (e.g. forums, newsgroups, social networking, blogs, micro-blogs. Second Life, mailing lists, electronic publications). 1.2.14
15. Identify uses of geospatial data (e.g. geospatial tagging of photo/video). 1.2.15
16. Understand and demonstrate quality presentation skills. 1.2.16