South Carolina CTE

Business Management: Digital Multimedia (2021)

Safety A

Effective professionals know the academic subject matter, including safety as required for proficiency within their area. They will use this knowledge as needed in their role. The following accountability criteria are considered essential for students in any program of study.

1 Review school safety policies and procedures. A1

2 Review classroom safety rules and procedures. A2

3 Review safety procedures for using equipment in the classroom. A3

4 Identify major causes of work-related accidents in office environments. A4

5 Demonstrate safety skills in an office/work environment. A5

Student Organizations B

Effective professionals know the academic subject matter, including professional development, required for proficiency within their area. They will use this knowledge as needed in their role. The following accountability criteria are considered essential for students in any program of study.

1 Identify the purpose and goals of a Career and Technology Student Organization (CTSO). B1

2 Explain how CTSOs are integral parts of specific clusters, majors, and/or courses. B2

3 Explain the benefits and responsibilities of being a member of a CTSO. B3

4 List leadership opportunities that are available to students through participation in CTSO conferences, competitions, community service, philanthropy, and other activities. B4

5 Explain how participation in CTSOs can promote lifelong benefits in other professional and civic organizations. B5

Technology Knowledge C

Effective professionals know the academic subject matter, including the ethical use of technology as needed in their role. The following accountability criteria are considered essential for students in any program of study.

1 Demonstrate proficiency and skills associated with the use of technologies that are common to a specific occupation (e.g., keying speed). C1

2 Identify proper netiquette when using e-mail, social media, and other technologies for communication purposes. C2

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3 Identify potential abuse and unethical uses of laptops, tablets, computers, and/or networks. C3

4 Explain the consequences of social, illegal, and unethical uses of technology (e.g., cyberbullying, piracy; illegal downloading; licensing infringement; inappropriate uses of software, hardware, and mobile devices in the work environment). C4

5 Discuss legal issues and the terms of use related to copyright laws, fair use laws, and ethics pertaining to downloading of images, photographs, documents, video, sounds, music, trademarks, and other elements for personal use. C5

6 Describe ethical and legal practices of safeguarding the confidentiality of business- and personal-related information. C6

7 Describe possible threats to a laptop, tablet, computer, and/or network and methods of avoiding attacks. C7

8 Evaluate various solutions to common hardware and software problems. C8

Personal Qualities and Employability Skills D

Effective professionals know the academic subject matter, including positive work practices and interpersonal skills, as needed in their role. The following accountability criteria are considered essential for students in any program of study.

1 Demonstrate punctuality. D1

2 Demonstrate self-representation. D2

3 Demonstrate work ethic.direction. 16. Demonstrate lifelong learning. D3

4 Demonstrate respect. D4

5 Demonstrate time management. D5

6 Demonstrate integrity. D6

7 Demonstrate leadership. D7

8 Demonstrate teamwork and collaboration. D8

9 Demonstrate conflict resolution. D9

10 Demonstrate perseverance. D10

11 Demonstrate commitment. D11

12 Demonstrate a healthy view of competition. D12

13 Demonstrate a global perspective. D13

14 Demonstrate health and fitness. D14

15 Demonstrate self--direction. D15

16 Demonstrate lifelong learning. D16

Professional Knowledge E

Effective professionals know the academic subject matter, including positive work practices and interpersonal skills, as needed in their role. The following accountability criteria are considered essential for students in any program of study.

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1 Demonstrate effective speaking and listening skills. E1

2 Demonstrate effective reading and writing skills. E2

3 Demonstrate mathematical reasoning. E3

4 Demonstrate job-specific mathematics skills. E4

5 Demonstrate critical-thinking and problem-solving skills. E5

6 Demonstrate creativity and resourcefulness. E6

7 Demonstrate an understanding of business ethics. E7

8 Demonstrate confidentiality. E8

9 Demonstrate an understanding of workplace structures, organizations, systems, and climates. E9

10 Demonstrate diversity awareness. E10

11 Demonstrate job acquisition and advancement skills. E11

12 Demonstrate task management skills. E12

13 Demonstrate customer-service skills E13

Introduction to Multimedia F

Effective Business professionals demonstrate knowledge of data, terminology, hardware, and software used for multimedia purposes, as needed in their role. The following accountability criteria are considered essential for students in any Business program of study.

1 Define terms related to multimedia. F1

2 Identify multimedia hardware and software components. F2

3 Analyze the six formats of multimedia, (i.e., tutorials, website, print media, presentation, simulation, and game.) F3

4 Analyze the five elements used in multimedia formats, (i.e., audio, video, graphics/images, text, and animation (2D and 3D). F4

Multimedia Design Process G

Effective Business professionals demonstrate appropriate project management skills used for developing multimedia projects, as needed in their role. The following accountability criteria are considered essential for students in any Business program of study.

1 Identify the purpose and audience when preparing a multimedia project. G1

2 Describe the process of planning, organizing, and storyboarding a multimedia project. G2

3 Summarize how designers make decisions about the type of content to include in a project, including considerations such as copyright, project fit, permissions, and licensing. G3

4 Explain the design process (identify the problem, brainstorm, design, build, test and evaluate, redesign, share/present solution). G4

Use rubrics to conduct individual and peer-evaluations. G5

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	6 Use effective communication skills to present multimedia projects. G6
Visual Design Practices H	**Effective Business professionals demonstrate knowledge of visual design principles used in multimedia projects, as needed in their role. The following accountability criteria are considered essential for students in any Business program of study.** 1 Demonstrate effective use of color. H1 2 Demonstrate effective use of type fonts, (e.g., face, color, and size). H2 3 Demonstrate effective use of graphics. H3 4 Demonstrate the concept of "effective white space". H4
Images and Graphics I	**Effective Business professionals demonstrate knowledge and usage of images and graphics used in multimedia projects, as needed in their role. The following accountability criteria are considered essential for students in any Business program of study.** 1 Differentiate between raster and vector graphics. I1 2 Compare and contrast image file extensions, (e.g., TIF, JPG, PNG, GIF, etc.). I2 3 Acquire digital image from various sources such as scanner, digital cameras, cell phones, Internet/cloud, etc. I3 4 List factors that affect image quality and size (e.g., image resolution, color mode). I4 5 Demonstrate digital image editing skills based on project requirements. I5 6 Convert various graphic file formats. I6
Audio J	**Effective Business professionals demonstrate knowledge and usage of audio in multimedia projects, as needed in their role. The following accountability criteria are considered essential for students in any Business program of study.** 1 Define various types of audio files, (e.g., wav, avi, mp3, mp4, etc.) J1 2 Create audio files, (e.g., narration/voice-over, audio effects, and music.) J2 3 Convert audio files. J3 4 Insert audio files from various media based on project requirements. J4 5 Insert audio files from various media in a thematic multimedia presentation. J5 6 Demonstrate parameters that affect the quality J6
Video K	**Effective Business professionals demonstrate knowledge and usage of video in multimedia projects, as needed in their role. The following accountability criteria are considered essential for students in any Business program of study.**
	)efine various types of video files, (e.g., mov, avi, wmv, mpg, etc.). K1 Create video files. K2

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3 Edit digital video files. K3

4 Demonstrate understanding of file compression importance and techniques. K4

5 Insert digital video files based on project requirements. K5

2-D Animation L

Effective Business professionals demonstrate knowledge and usage of animation in multimedia projects, as needed in their role. The following accountability criteria are considered essential for students in any Business program of study.

1 Define terms related to animation, (e.g., tweening, frame-by-frame, rollover). L1

2 Differentiate various types of animation files, (e.g., gif, swf, fla, flv, mov, and avi). L2

3 Create animated objects and/or clip art. L3

4 Create examples of 2-D animation. L4

5 Insert animation into a thematic multimedia project. L5

3-D Animation/Game Design M

Effective Business professionals demonstrate knowledge and usage of 3-D animation and game design in multimedia projects, as needed in their role. The following accountability criteria are considered essential for students in any Business program of study.

1 Define terms related to 3-D animation, (e.g., events, methods, properties, parameters, algorithms, etc.). M1

2 Build 3-D objects. M2

3 Demonstrate effective lighting and camera positioning in animation projects. M3

4 Utilize 3-D axis. March, 2018 M4

5 Create 3-D animation. M5

6 Incorporate user interactivity. M6

7 Utilize pair programming to create animation projects. M7

Virtual Reality/Simulations N

Effective Business professionals demonstrate knowledge and usage of virtual reality and simulations in multimedia projects, as needed in their role. The following accountability criteria are considered essential for students in any Business program of study.

1 Define virtual reality. N1

2 Using research skills, locate different uses of virtual reality and simulations. N2

3 Create a virtual reality scene using pair programming and peer evaluations. N3

Web Design O

Effective Business professionals demonstrate knowledge and usage of web design in multimedia projects, as needed in their role. The following accountability criteria are considered essential for students in any Business program of study.

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Discuss considerations for including images, sound, video, and/or animation into a site. O1

2 Create/code a basic webpage incorporating various multimedia elements. O2

Multimedia Project P

Effective Business professionals demonstrate effective multimedia presentation skills, as needed in their role. The following accountability criteria are considered essential for students in any Business program of study.

1 Determine the appropriate type of multimedia project based upon purpose, intended audience, life of the presentation, cost limits, time restraints, and equipment availability. P1

2 Create an outline/storyboard for a presentation. P2

3 Create a thematic presentation using text, charts, tables, graphics, drawing tools, audio and video capabilities, etc. P3

4 Deliver a multimedia presentation using appropriate media based upon audience, room size, room setup, and environment using professional standards and techniques. P4

5 Use rubrics to evaluate your own presentations and the presentations of others P5

Web Resources Q

Effective Business professionals demonstrate knowledge of various web resources used for networking and communications, as needed in their role. The following March, 2018 7 accountability criteria are considered essential for students in any Business program of study.

1 Participate in current Web resources such as blogs, wikis, podcasts, vokis, etc. Q1

2 Explore current voice over IP and video chat programs (e.g., Skype, iChat, Facetime). Q2

3 Explore current real-time online meeting programs (e.g., GoToMeeting, Blackboard Collaborate, and WebEx). Q3

Careers R

Effective Business professionals demonstrate appropriate career-ready skills as needed in their role. The following accountability criteria are considered essential for students in any Business program of study.

1 Research careers in the multimedia creation and publishing industry. R1

2 Research education and training requirements for a particular career in multimedia creation and publishing industry. R2

3 Explain the role of portfolios in the design industry. R3

4 Create a resumé or biographical narrative to include in the e-portfolio. R4

5 Assemble and present an e-portfolio including a variety of multimedia projects produced in the course. R5