South Dakota CTE

Arts, A/V Technology and Communications: 10203 Multimedia Design

Explain career opportunities in Multimedia	1	Summarize multimedia career opportunities Examples: ⊠ List multimedia projects ⊠ Research careers in multimedia ⊠ Recognize the components of multimedia ⊠ Describe necessary skills for multimedia creation MD 1.1
	2	Explain the professional behaviors, skills and abilities for multimedia Examples: ⊠ Understand copyright laws concerning multimedia ⊠ Differentiate between educational and commercial guidelines for copyright ⊠ Compare multimedia tools used by professionals ⊠ Research skills needed in multimedia professions MD 1.2
	3	Exemplify quality in multimedia Examples: ⊠ Define criteria needed to create quality multimedia projects ⊠ Recommend how the quality of a product can be improved ⊠ Illustrate the client factors that affect the quality of products MD 1.3
Apply the interactive fundamentals of multimedia	1	Interpret the use of multimedia in everyday life Examples: ⊠ Recognize the audio, visual & interactive components of multimedia ⊠ Gather examples of multimedia embedded in websites. ⊠ Explore the many uses of multimedia in advertising MD 2.1
	2	Interpret design layout for customer situations Examples: ⊠ Apply the basic graphics, design and multimedia terminology ⊠ Compare multimedia to meet specific needs ⊠ Recognize areas where quality can be designed into multimedia communication and animation products, services, and systems MD 2.2
	3	Use multimedia tools Examples: ⊠ Identify multimedia creation tools ⊠ Practice recording sound and voice ⊠ Locate recorded audio file in computer storage ⊠ Manipulate an image or sound ⊠ Use graphics, transitions and titles MD 2.3
	4	Apply proper maintenance procedure for all equipment Examples: ⊠ Handle and store tools, equipment, and materials properly ⊠ Locate and perform manufacturers' maintenance procedures on selected tools, equipment, and machines ⊠ Follow safety manuals, instructions, and requirements MD 2.4
Organize multimedia pr	1	Outline customer requirements Examples: ⊠ Research ways businesses use multimedia in marketing ⊠ Brainstorm new ideas for a multimedia advertisement ⊠ Write a paper identifying a product for a target audience, target audience needs,

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		and how to meet those needs Observe an existing multimedia presentation and then brainstorm concept alternatives MD 3.1
	2	Organize project plans Examples: Create a basic script and storyboard with an effective message Develop three or more ideas for multimedia projects Evaluate/revise scripts and storyboards Present script/storyboard to the class for feedback Analyze edited projects for quality Develop time line for completion Apply a budget for pre and post production Determine the most effective strategies to minimize costs MD. 3.2
	3	Organize project content into using tools, techniques, and personnel Examples: Examine production roles to be filled Collaborate with design layout team Develop cast, props, locations, and sets Explore the role of the project leader in a project Explore software selections an d equipment needed MD 3.3
Create a Multimedia project	1	Construct multimedia projects based on plans Examples: Produce a multimedia web advertisement for a client Produce an informational tutorial Create an interactive newsletter Proofread content in a multimedia project Publish a multimedia project to external media MD 4.1
	2	Analyze multimedia presentation Examples: Review multimedia presentations Present final multimedia in class for peer review Present multimedia school assembly for audience review MD 4.2