

Digital Design and Media Production (2020)

Adopted 2020

The student employs a creative design process to create original projects as they relate to purposes and audiences. The student is expected to: **DDM.1**

- A.** create designs for defined projects such as graphics, logos, and page layouts; **DDM.1.A**
- B.** apply design elements and typography standards; and **DDM.1.B**
- C.** use visual composition principles. **DDM.1.C**

The student understands professional digital media communications strategies. The student is expected to: **DDM.2**

- A.** adapt the language and design of a project for audience, purpose, situation, and intent; **DDM.2.A**
- B.** organize oral, written, and graphic information into formal and informal publications; **DDM.2.B**
- C.** interpret and communicate information to multiple audiences; and **DDM.2.C**
- D.** collaborate to create original projects, including seeking and responding to advice from others such as peers or experts in the creation and evaluation process. **DDM.2.D**

The student uses a variety of strategies to plan, obtain, evaluate, and use valid information. The student is expected to: **DDM.3**

- A.** obtain print and digital information such as graphics, audio, and video from a variety of resources while citing the sources; **DDM.3.A**
- B.** evaluate information for accuracy and validity; and **DDM.3.B**
- C.** present accurate information using techniques appropriate for the intended audience. **DDM.3.C**

The student implements problem-solving methods using critical-thinking skills to plan, implement, manage, and evaluate projects; solve problems; and make informed decisions using

- A.** employ critical-thinking and interpersonal skills to solve problems and make decisions through planning and gathering, interpreting, and evaluating data; **DDM.4.A**
- B.** identify and organize the tasks for completion of a project using the most appropriate digital tools; **DDM.4.B**

appropriate digital tools and resources. The student is expected to: **DDM.4**

- C. distinguish design requirements as they relate to the purposes and audiences of a project and apply appropriate design elements; **DDM.4.C****
- D. seek and respond to input from others, including peers, teachers, and outside collaborators; **DDM.4.D****
- E. evaluate a process and project both independently and collaboratively and make suggested revisions; and **DDM.4.E****
- F. transfer critical-thinking, problem-solving, and decision-making processes when using new technologies. **DDM.4.F****

The student complies with standard practices and behaviors and upholds legal and ethical responsibilities. The student is expected to: **DDM.5**

- A. examine copyright and fair use guidelines with regard to print and digital media; **DDM.5.A****
- B. model ethical and legal acquisition and use of digital resources such as licensing and established methods of citing sources; **DDM.5.B****
- C. demonstrate proper digital etiquette, personal security guidelines, use of network resources, and application of the district's acceptable use policy for technology; and **DDM.5.C****
- D. identify and demonstrate positive personal qualities such as flexibility, open-mindedness, initiative, listening attentively to speakers, willingness to learn new knowledge and skills, and pride in quality work. **DDM.5.D****

The student uses technology concepts, systems, and operations as appropriate for a project. The student is expected to: **DDM.6**

- A. define the purpose of a product and identify the specified audience; **DDM.6.A****
- B. demonstrate appropriate project management to: **DDM.6.B****
 - i. create a plan for a media project such as a storyboard, stage development, and identification of equipment and resources; and **DDM.6.B.I**
 - ii. evaluate design, content delivery, purpose, and audience throughout a project's timeline and make suggested revisions until completion of the project; **DDM.6.B.II**
- C. use hardware, software, and information appropriate to a project and its audience to: **DDM.6.C****
 - i. acquire readily available digital information, including text, audio, video, and graphics, citing the sources; **DDM.6.C.I**
 - ii. create digital content through the use of various devices such as video camera, digital camera, scanner, microphone, interactive whiteboard, video capture, and musical instrument; **DDM.6.C.II**
 - iii. collaborate via online tools such as blogs, discussion boards, email, and online learning communities; **DDM.6.C.III**
 - iv. make decisions regarding the selection and use of software, taking into consideration operating system platform, quality, appropriateness, effectiveness, and efficiency; **DDM.6.C.IV**

- v. delineate and make necessary adjustments regarding compatibility issues, including digital file formats and cross-platform connectivity; and **DDM.6.C.V**
 - vi. demonstrate the ability to import and export elements from one program to another; **DDM.6.C.VI**
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D. use digital typography standards such as: **DDM.6.D**

- i. one space after punctuation, the use of em- and en-dashes, and smart quotation marks; **DDM.6.D.I**
 - ii. categories of type, font, size, style, and alignment appropriate for the task; **DDM.6.D.II**
 - iii. type techniques such as drop cap, decorative letters, or embedded text frames as graphic elements; **DDM.6.D.III**
 - iv. leading and kerning, automatic text flow into linked columns, widows and orphans, and text wrap; and **DDM.6.D.IV**
 - v. type measurement for inches and picas; **DDM.6.D.V**
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E. apply design and layout principles and techniques to: **DDM.6.E**

- i. incorporate the principles of design, including balance, contrast, dominant element, white space, consistency, repetition, alignment, and proximity; **DDM.6.E.I**
 - ii. apply the elements of design, including text, graphics, and white space; **DDM.6.E.II**
 - iii. apply color principles appropriate to the product in order to communicate the mood for the specific audience; **DDM.6.E.III**
 - iv. identify the parts of pages, including inside margin, outside margin, and gutter; **DDM.6.E.IV**
 - v. create a master template, including page specifications and other repetitive elements; and **DDM.6.E.V**
 - vi. use style sheets, including a variety of type specifications such as typeface, style, size, alignment, indents, and tabs; **DDM.6.E.VI**
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F. demonstrate appropriate use of digital photography and editing to: **DDM.6.F**

- i. use digital photography equipment to capture still-shot images that incorporate various photo composition techniques, including lighting, perspective, candid versus posed, rule of thirds, and filling the frame; **DDM.6.F.I**
 - ii. transfer digital images from equipment to the computer; and **DDM.6.F.II**
 - iii. demonstrate image enhancement techniques such as feathering, layering, color enhancement, and image selection using appropriate digital manipulation software; **DDM.6.F.III**
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G. demonstrate appropriate use of videography equipment and techniques to: **DDM.6.G**

- i. use digital photography equipment to capture video that incorporates video principles such as lighting, zooming, panning, and stabilization; **DDM.6.G.I**
 - ii. transfer video from equipment to the computer; **DDM.6.G.II**
 - iii. demonstrate videographic enhancement and editing techniques such as transitions, zooming, content editing, and synchronizing audio and video using appropriate digital manipulation software; and **DDM.6.G.III**
 - iv. export video in digital formats to be used in various delivery systems such as podcasting, downloadable media, embedding, and streaming; and **DDM.6.G.IV**
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H. deploy digital media into print, web, and video products to: **DDM.6.H**

- i. produce digital files in various formats such as portable document format (PDF), portable network graphics (PNG), and HyperText Markup Language (HTML); **DDM.6.H.I**
- ii. publish integrated digital content such as video, audio, text, graphics, and motion graphics following appropriate digital etiquette standards; **DDM.6.H.II**
- iii. publish and share projects using online methods such as social media and collaborative sites; **DDM.6.H.III**
- iv. incorporate various digital media into a printed document such as a newsletter, poster, or report; **DDM.6.H.IV**
- v. use printing options such as tiling, color separations, and collation; and **DDM.6.H.V**
- vi. collect and organize student-created products to build an individual portfolio. **DDM.6.H.VI**