Texas CTE

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; sol ma 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

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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

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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

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

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

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

G. demonstrate appropriate use of videography equipment and techniques to: DDM.6.G

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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

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