

Digital Design and Media Production

Knowledge and skills. **DDMP**

- 1 Creativity and innovation. The student employs a creative design process to create original projects as they relate to purposes and audiences. The student is expected to:** **DDMP.1**
 - A** create designs for defined projects such as graphics, logos, and page layouts; **DDMP.1A**
 - B** apply design elements and typography standards; and **DDMP.1B**
 - C** use visual composition principles. **DDMP.1C**

- 2 Communication and collaboration. The student understands professional digital media communications strategies. The student is expected to:** **DDMP.2**
 - A** adapt the language and design of a project for audience, purpose, situation, and intent; **DDMP.2A**
 - B** organize oral, written, and graphic information into formal and informal publications; **DDMP.2B**
 - C** interpret and communicate information to multiple audiences; and **DDMP.2C**
 - 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. **DDMP.2D**

- 3 Research and information fluency. The student uses a variety of strategies to plan, obtain, evaluate, and use valid information. The student is expected to:** **DDMP.3**
 - A** obtain print and digital information such as graphics, audio, and video from a variety of resources while citing the sources; **DDMP.3A**
 - B** evaluate information for accuracy and validity; and **DDMP.3B**
 - C** present accurate information using techniques appropriate for the intended audience. **DDMP.3C**

- 4 Critical thinking, problem solving, and decision making. The student implements problem-solving methods using critical-thinking skills to plan, implement, manage, and evaluate projects; solve problems; and make informed decisions using appropriate digital tools and resources. The student is expected to:** **DDMP.4**
 - A** employ critical-thinking and interpersonal skills to solve problems and make decisions through planning and gathering, interpreting, and evaluating data; **DDMP.4A**

- B identify and organize the tasks for completion of a project using the most appropriate digital tools; [DDMP . 4B](#)
 - C distinguish design requirements as they relate to the purposes and audiences of a project and apply appropriate design elements; [DDMP . 4C](#)
 - D seek and respond to input from others, including peers, teachers, and outside collaborators; [DDMP . 4D](#)
 - E evaluate a process and project both independently and collaboratively and make suggested revisions; and [DDMP . 4E](#)
 - F transfer critical-thinking, problem-solving, and decision-making processes when using new technologies. [DDMP . 4F](#)
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5 Digital citizenship. The student complies with standard practices and behaviors and upholds legal and ethical responsibilities. The student is expected to: [DDMP . 5](#)

- A examine copyright and fair use guidelines with regard to print and digital media; [DDMP . 5A](#)
 - B model ethical and legal acquisition and use of digital resources such as licensing and established methods of citing sources; [DDMP . 5B](#)
 - C demonstrate proper digital etiquette, personal security guidelines, use of network resources, and application of the district's acceptable use policy for technology; and [DDMP . 5C](#)
 - 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. [DDMP . 5D](#)
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6 Technology operations and concepts. The student uses technology concepts, systems, and operations as appropriate for a project. The student is expected to: [DDMP . 6](#)

- A define the purpose of a product and identify the specified audience; [DDMP . 6A](#)
- B demonstrate appropriate project management to: [DDMP . 6B](#)
 - i create a plan for a media project such as a storyboard, stage development, and identification of equipment and resources; and [DDMP . 6B . I](#)
 - ii evaluate design, content delivery, purpose, and audience throughout a project's timeline and make suggested revisions until completion of the project; [DDMP . 6B . II](#)

- C use hardware, software, and information appropriate to a project and its audience to: [DDMP.6C](#)
 - i acquire readily available digital information, including text, audio, video, and graphics, citing the sources; [DDMP.6C.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; [DDMP.6C.II](#)
 - iii collaborate via online tools such as blogs, discussion boards, email, and online learning communities; [DDMP.6C.III](#)
 - i make decisions regarding the selection and use of software, taking into consideration operating system platform, quality, appropriateness, effectiveness, and efficiency; [DDMP.6C.IV](#)
 - v delineate and make necessary adjustments regarding compatibility issues, including digital file formats and cross-platform connectivity; and [DDMP.6C.V](#)
 - vi demonstrate the ability to import and export elements from one program to another; [DDMP.6C.VI](#)
- D use digital typography standards such as: [DDMP.6D](#)
 - i one space after punctuation, the use of em- and en-dashes, and smart quotation marks; [DDMP.6D.I](#)
 - ii categories of type, font, size, style, and alignment appropriate for the task; [DDMP.6D.II](#)
 - iii type techniques such as drop cap, decorative letters, or embedded text frames as graphic elements; [DDMP.6D.III](#)
 - iv leading and kerning, automatic text flow into linked columns, widows and orphans, and text wrap; and [DDMP.6D.IV](#)
 - v type measurement for inches and picas; [DDMP.6D.V](#)
- E apply design and layout principles and techniques to: [DDMP.6E](#)
 - i incorporate the principles of design, including balance, contrast, dominant element, white space, consistency, repetition, alignment, and proximity; [DDMP.6E.I](#)
 - ii apply the elements of design, including text, graphics, and white space; [DDMP.6E.II](#)
 - iii apply color principles appropriate to the product in order to communicate the mood for the specific audience; [DDMP.6E.III](#)
 - iv identify the parts of pages, including inside margin, outside margin, and gutter; [DDMP.6E.IV](#)
 - v create a master template, including page specifications and other repetitive elements; and [DDMP.6E.V](#)
 - vi use style sheets, including a variety of type specifications such as typeface, style, size, alignment, indents, and tabs; [DDMP.6E.VI](#)

- F** demonstrate appropriate use of digital photography and editing to: **DDMP.6F**
- 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; **DDMP.6F.I**
 - ii** transfer digital images from equipment to the computer; and **DDMP.6F.II**
 - iii** demonstrate image enhancement techniques such as feathering, layering, color enhancement, and image selection using appropriate digital manipulation software; **DDMP.6F.III**
- G** demonstrate appropriate use of videography equipment and techniques to: **DDMP.6G**
- i** use digital photography equipment to capture video that incorporates video principles such as lighting, zooming, panning, and stabilization; **DDMP.6G.I**
 - ii** transfer video from equipment to the computer; **DDMP.6G.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 **DDMP.6G.III**
 - iv** export video in digital formats to be used in various delivery systems such as podcasting, downloadable media, embedding, and streaming; and **DDMP.6G.IV**
- H** deploy digital media into print, web, and video products to: **DDMP.6H**
- i** produce digital files in various formats such as portable document format (PDF), portable network graphics (PNG), and HyperText Markup Language (HTML); **DDMP.6H.I**
 - ii** publish integrated digital content such as video, audio, text, graphics, and motion graphics following appropriate digital etiquette standards; **DDMP.6H.II**
 - iii** publish and share projects using online methods such as social media and collaborative sites; **DDMP.6H.III**
 - iv** incorporate various digital media into a printed document such as a newsletter, poster, or report; **DDMP.6H.IV**
 - v** use printing options such as tiling, color separations, and collation; and **DDMP.6H.V**
 - vi** collect and organize student-created products to build an individual portfolio. **DDMP.6H.VI**