Texas CTE

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

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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

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

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

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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

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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