

Digital Design 3 (2025)

Identify relevant career/college opportunities and produce required documents. The student will be able to: 41.0

- 1 Reinforce competence in job interview skills and techniques. 41.01
- 2 Create a professional résumé and letter of introduction. 41.02
- 3 Procure letters of recommendation; list awards, certifications and recognition received. 41.03

Demonstrate the ability to independently set, design and evaluate project requirements, project planning, model project planning and utilize the design process. The student will be able to: 42.0

- 1 Demonstrate knowledge of project management tasks and responsibilities. 42.01
- 2 Evaluate solutions to ensure the sustainability and effectiveness of a digital design product (e.g., visual appeal, audience, media, and market research). 42.02
- 3 Practice basic usability, readability, and accessibility standards. 42.03
- 4 Recommend final design based on the relationship between design criteria and design constraints. 42.04
- 5 Utilize a variety of approaches to solve digital design problems. 42.05

Demonstrate understanding in creating a simple webpage. The student will be able to: 43.0

- 1 Convert publications for viewing on the Internet. 43.01
- 2 Optimize images and files for the web. 43.02
- 3 Create a simple webpage and use hyperlinks. 43.03
- 4 Develop awareness of acceptable website design. 43.04
- 5 Demonstrate an understanding of WYSIWYG editors. 43.05

Demonstrate an advanced understanding in digital publishing operations. The student will be able to: 44.0

- 1 Produce multiple projects using a variety of software programs. 44.01
- 2 Demonstrate the ability to prepare output files. 44.02
- 3 Demonstrate proficiency in the use of a raster-based illustration program. 44.03
- 4 Demonstrate proficiency in the use of a vector-based illustration program. 44.04

Demonstrate the ability to create a multimedia presentation. The

- 1 Create and incorporate multimedia files; add audio, links, images/photos, and video. 45.01

student will be able to: 45.0

- 2 the ability to create a multimedia PDF. 45.02
- 3 Demonstrate proficiency in the use of 2D and 3D animation effects. 45.03
- 4 Create links in webpages, PDF files, and other documents. 45.04
- 5 Optimize images for Internet publication. 45.05
- 6 Incorporate multimedia elements into digitally delivered documents/products. 45.06
- 7 Generate presentation following accessibility guidelines. 45.07
- 8 Generate presentations with embedded content. 45.08

Demonstrate advanced knowledge and skills relative to the design process. The student will be able to: 46.0

- 1 Demonstrate the ability to represent a concept. 46.01
- 2 Determine the most effective software applications for the digital design problem. 46.02
- 3 Use communication, analysis, and design skills to define project specifications that meet the client's needs/desires; include purpose, mood, and audience. 46.03
- 4 Demonstrate increased proficiency in the use of tools and techniques in desktop/digital publishing software applications (e.g., layout, text, graphics, color and transparency, and output). 46.04
- 5 Define, design, and complete digital design projects; account for time and resources. 46.05
- 6 Create a project plan to account for the time and resources to complete the project. 46.06
- 7 Facilitate project completion based on a documented plan related to the design process. 46.07

Demonstrate proficiency in digital photography. The student will be able to: 47.0

- 1 Demonstrate proficiency in adjusting the hardware features (e.g., manual settings, shutter speed, and f-stops) of a basic digital single-lens reflex camera (DSLR or digital SLR). 47.01
- 2 Demonstrate knowledge of editing processes on smartphone devices; recognize the availability of apps related to photograph editing. 47.02
- 3 Demonstrate understanding of white balance and ISO. 47.03
- 4 Understand the role of lighting in photographic composition; develop an awareness of and use the three-point lighting concept. 47.04

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- 5 Use imaging techniques (e.g., High Dynamic Range, panoramic, long exposure, stop motion, and time lapse) to achieve different artistic effects. 47.05
 - 6 Demonstrate the use of various photography techniques (e.g., black and white photography, macro photography). 47.06
 - 7 Demonstrate knowledge of photography by creating a variety of photos that include appropriate composition, framing, and point-of-view (POV). 47.07
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Plan, organize, and carry out collaborative digital design projects. The student will be able to: 48.0

- 1 Apply the design process to determine the scope of a project. 48.01
 - 2 Identify the resources required for the project. 48.02
 - 3 Organize a team and assign specific tasks according to individual strengths. 48.03
 - 4 Develop a project plan (conduct research, design, development, and evaluation activities) for the project. 48.04
 - 5 Determine project priorities and the timeline for completion. 48.05
 - 6 Carry out the project plan to successful completion. 48.06
 - 7 Create a presentation to articulate the problem, the solution, the selected process, conclusions, and lessons learned (self-reflection). 48.07
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Demonstrate proficiency in the creation of a digital design product using mobile communication devices. The student will be able to: 49.0

- 1 Design and create digital design products suitable for delivery via multiple media options (e.g., smartphones, tablets, and laptops). 49.01
 - 2 Examine the design implications of products intended for delivery via mobile devices. 49.02
 - 3 Compare and contrast the security and privacy issues associated with different delivery media, particularly in regard to social media. 49.03
 - 4 Reinforce the implications of copyright and compare various licensing practices. 49.04
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Create a portfolio (print and/or digital). The student will be able to: 50.0

- 1 Assess personal interests and create an individual career plan that reflects the transition from school to work, lifelong learning, and personal and professional goals. 50.01
- 2 Prepare a traditional (hard copy) portfolio. 50.02
- 3 Prepare a digital portfolio. 50.03
- 4 Identify opportunities to present the portfolio to an audience. 50.04
- 5 Refine and implement a plan to facilitate personal growth and skill development related to career opportunities in digital design. 50.05

