

Digital Design (11.45100) (2021)

Adopted 2021

Demonstrate employability skills required by business and industry. IT-DD-1

- 1. Communicate effectively through writing, speaking, listening, reading, and interpersonal abilities.** IT-DD-1.1
- 2. Demonstrate creativity by asking challenging questions and applying innovative procedures and methods.** IT-DD-1.2
- 3. Exhibit critical thinking and problem-solving skills to locate, analyze and apply information in career planning and employment situations.** IT-DD-1.3
- 4. Model work readiness traits required for success in the workplace including integrity, honesty, accountability, punctuality, time management, and respect for diversity.** IT-DD-1.4
- 5. Apply the appropriate skill sets to be productive in a changing, technological, diverse workplace to be able to work independently and apply teamwork skills.** IT-DD-1.5
- 6. Present a professional image through appearance, behavior and language.** IT-DD-1.6

Organize personal online career portfolio for specific career interests. IT-DD-2

- 1. Review and update résumé to reflect new knowledge and skills master and additional work experience.** IT-DD-2.1
- 2. Organize folders within the portfolio to reflect specific careers of interest, including résumé, targeted cover letter, and artifacts relevant to the specific career.** IT-DD-2.2
- 3. Update all current items in the portfolio.** IT-DD-2.3
- 4. Identify and upload additional industry-appropriate artifacts reflective of mastered skills throughout this course. Write and include a reflective entry for each artifact discussing steps taken, problems encountered and how they were overcome, and other pertinent information about the learning.** IT-DD-2.4
- 5. Polish all entries in the online career portfolio to ensure accuracy and professionalism as expected from employers.** IT-DD-2.5

6. Conduct a job search and share the appropriate folder with the potential employer. IT-DD-2.6

Research, explain, and summarize current state of the web, functions of the web, and future trends emerging on the web. IT-DD-3

1. Compare and contrast web browsers use, function, and purpose for target audience. IT-DD-3.1

2. Describe the impact of mobile technology on the web and in our daily lives. IT-DD-3.2

3. Define Web 2.0 and describe how Web 2.0 technologies, browser plug-ins, and other web-based utilities can enhance the user's experience. IT-DD-3.3

4. Describe the impact of web/internet technologies in daily life. IT-DD-3.4

Identify logistical, ethical, and legal issues related to digital media and apply concepts to use of text, graphics, animation, sound, video, and digital images in digital products. IT-DD-4

1. Research privacy, legal and ethical issues of digital media ensuring to meet the W3C standards and web accessibility requirements for completed digital products including but not limited to copyright, digital rights management, piracy, trademark, open source, plagiarism, fair use, permission, creative commons license, etc. IT-DD-4.1

2. Discuss the legal and ethical implications of using social media. IT-DD-4.2

Develop a plan to create, design, and market a web site with digital content to a specific target market. IT-DD-5

1. Demonstrate an understanding of the phases of web site or digital product development. IT-DD-5.1

a. Explain the agile, scrum, waterfall, and prototype models. IT-DD-5.1.A

2. Identify concepts in usability for components of web site or digital product. IT-DD-5.2

3. Construct a product development plan for a digital product to meet customer expectations. IT-DD-5.3

4. Identify common marketing strategies for web sites for target market, including internet marketing and search engine optimization. IT-DD-5.4

5. Demonstrate ability to format text using proper tags set by the W3C (strong, emphasize). IT-DD-5.5

6. Demonstrate ability to use tables to control the layout and appearance of data. IT-DD-5.6

7. Demonstrate ability to create forms that accepts user inputs. IT-DD-5.7

Explore and write using the various writing styles used on web sites

1. Compare and contrast chunking versus paragraph writing styles noting the benefits of using each style within a website or presentation. IT-DD-6.1

and in digital content to get the intended message across. IT-DD-6

2. Demonstrate ability to write using inverted pyramid style of writing. IT-DD-6.2

3. Research and debate the type of writing style that reaches different target audiences. IT-DD-6.3

Identify and develop model digital products that reveal a professional layout and look by applying design principles to produce professional quality digital products. IT-DD-

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1. Describe and identify graphical elements and the appropriate use of elements on a web site. IT-DD-7.1

2. Explore and apply color principles to digital products. IT-DD-7.2

3. Critique work samples for professional quality in look and layout based on design principles. IT-DD-7.3

4. Explain the difference between graphic elements used in print media and online media. IT-DD-7.4

5. Apply the concept of how graphics and text help establish a brand or product identity and explain meaning in presentation of graphic. Upload to online career portfolio. IT-DD-7.5

6. Analyze the look and layout of a website based on the first impression of content and page elements and describe. IT-DD-7.6

Create and edit images and graphics. IT-DD-8

1. Demonstrate appropriate image capturing techniques and sources. IT-DD-8.1

2. Apply photographic composition techniques (e.g., rule of thirds, point-of-view, and framing) to taking pictures for use in media project. IT-DD-8.2

3. Select proper and ethical image-capturing techniques (e.g., royalty-free images, fair-use guidelines). IT-DD-8.3

4. Apply appropriate image and graphic editing techniques. IT-DD-8.4

5. Use graphic-editing software to create and edit images for publications and presentations. Upload to online career portfolio. IT-DD-8.5

6. Understand and apply image composition techniques (e.g., resolution, anti-aliasing, and lighting). IT-DD-8.6

7. Apply appropriate use of photo editing techniques (e.g., cropping, red eye, layers). IT-DD-8.7

8. Select appropriate file type and resolution size for digital product use, editing, and storage. IT-DD-8.8

9. Compare and contrast raster and vector graphics and editing programs. IT-DD-8.9

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10. Use a raster edit program to create and edit digital images and graphics. IT-DD-8.10
 11. Edit digital images to fit digital products. IT-DD-8.11
 12. Create digital images to align to marketing strategy and target audience. Upload to online career portfolio. IT-DD-8.12
 13. Work within a vector editing program to create and edit digital images. IT-DD-8.13
 14. Use virtual reality software to create interactive images (e.g., 360° images, hot spots). Upload to online career portfolio. IT-DD-8.14
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Plan, produce, edit, and publish digital audio. IT-DD-9

1. Describe the current uses for audio on the web. IT-DD-9.1
 2. Explore online/offline options available for creating and editing audio files. IT-DD-9.2
 3. Identify differences between the common audio file types and their proper uses. IT-DD-9.3
 4. Explain why conforming to copyright laws is important (cutting down to acceptable length). IT-DD-9.4
 5. Explore options available for converting file types for publication on web sites and presentations. IT-DD-9.5
 6. Demonstrate ability to appropriately include audio in digital product. Upload to online career portfolio. IT-DD-9.6
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Plan, edit, produce, and post a multimedia-rich video project. IT-DD-10

1. Research and reveal how video can be used to enhance the message intended for an audience. IT-DD-10.1
 2. Explain importance and model use of storyboarding a video project. IT-DD-10.2
 3. Develop an equipment list in creating and making videos with novice users for a professional quality product. IT-DD-10.3
 4. Cite available software for creating videos ranging from free software to paid software, and online compared to downloaded software. IT-DD-10.4
 5. Model the use of avatars as digital video creation. IT-DD-10.5
 6. Demonstrate ability to edit videos including adding subtitles, special effects, and transitions. IT-DD-10.6
 7. Insert or embed a video on web site. Upload to online career portfolio. IT-DD-10.7
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Plan, produce, edit, and publish animations. IT-

DD-11

1. Describe the current uses of animation in multimedia and web sites. IT-DD-11.1

2. Explore online, offline, and mobile tools available to create animations. IT-DD-11.2

3. Create animations for use in web sites and multimedia productions, including GIFs, animated SVG design, and others. Upload to online career portfolio. IT-DD-11.3

Explore how related student organizations are integral parts of career and technology education courses through leadership development, school and community service projects, entrepreneurship development, and competitive events. IT-

DD-12

1. Explain the goals, mission, and objectives of Future Business Leaders of America (FBLA) and/or Technology Student Association (TSA) and/or SkillsUSA. IT-DD-12.1

2. Explore the impact and opportunities a student organization (FBLA, TSA, SkillsUSA) can develop to bring business and education together in a positive working relationship through innovative leadership and career development programs. IT-DD-12.2

3. Explore the local, state, and national opportunities available to students through participation in related student organizations (FBLA, TSA, SkillsUSA) including but not limited to conferences, competitions, community service, philanthropy, and other student organization activities. IT-DD-12.3

4. Explain how participation in career and technology education student organizations can promote lifelong responsibility for community service and professional development. IT-DD-12.4

5. Explore the competitive events related to the content of this course and the required competencies, skills, and knowledge for each related event for individual, team, and chapter competitions. IT-DD-12.5