

# Digital Media Design (2021)

## Hardware and Software

- 1 Compare and contrast types of multimedia design, including desktop publishing, graphic design, web page design, digital photography, animation, and digital video. 1**
  - a Describe components of digital design, including text, images, animation, audio, and video. 1.A
  - b Explain how creativity and technical skills can be utilized to create multimedia projects. 1.B

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- 2 Use a variety of hardware to digitize information in various formats, including digital camera, video camera, scanner, and mobile devices. 2**

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- 3 Utilize a variety of software and equipment to create, modify, and enhance multimedia projects. 3**

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- 4 Perform basic computer functions as they apply to the multimedia design industry. 4**
  - a Explain how the file storage capacity of media storage devices is affected by the resolution of photographs and other factors. 4.A
  - b Utilize file system folders, online file management services, and naming conventions to organize and back up files. 4.B

## Digital Photography

- 5 Demonstrate appropriate use of digital photography equipment and techniques. 5**
  - a Utilize various photo composition techniques. Examples: lighting, perspective, candid vs. posed, rule of thirds 5.A
  - b Transfer still shot images from equipment to the computer. 5.B

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- 6 Utilize photo editing software to edit and enhance digital photographs. Examples: cropping, scaling, brightness/contrast, saturation, levels, hue/color balance, feathering, masking, layering 6**

## Graphic Design

- 7 Demonstrate design techniques using graphic design software. Examples: selecting, resizing, and manipulating images; changing resolutions; rastering; correcting color; creating images 7**

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**8 Apply the design process to digital media. 8**

- a Demonstrate the process of planning a digital document. 8.A
  - b Utilize the elements of design (line, shape, form, texture, pattern, color, value, and space) when creating digital media products. 8.B
  - c Demonstrate the principles of design (contrast, repetition, balance, movement, emphasis, harmony, proportion, and unity) when creating digital media projects. 8.C
  - d Demonstrate the effective use of color in digital media. 8.D
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**9 Identify and apply the principles of typography. 9**

- a Describe typeface classifications and their uses, including serif, sans-serif, script, and decorative. 9.A
  - b Identify the anatomy of typography including serif, ascender, descender, x height, counter, baseline, and cap height. 9.B
  - c Identify and apply typography elements including typeface, style, contrast, color, font size, leading, kerning, tracking, alignment, and white space. 9.C
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**10 Use precision software tools to manipulate images. Examples: deleting, moving, rotating, setting custom alignment guides, extracting, applying filters 10**

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**11 Apply integration principles to import scanned, digitized graphics and text, tables, charts, and pictures into a publication. 11**

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**Video Production**

**12 Demonstrate the process of pre-production when creating videos. 12**

- a Utilize basic storytelling principles. 12.A
  - b Create a storyboard. 12.B
  - c Organize and plan a production including shot list, shoot schedule, and crew and cast responsibilities. 12.C
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**13 Identify and demonstrate effective use of a variety of shots, movements, and angles. Examples: wide/long, medium, close up, extreme close up, cutaway, over the shoulder, arc, point of view, pan, tilt, zoom, eye level, bird's eye, worm's eye 13**

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**14 Apply proper transitions, edits, titles, effects, and media to create videos for various purposes. Examples: promotional videos, documentaries, product videos, training videos, social media videos 14**

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**Web Design**

**15 Compare and contrast elements and purposes of websites, web pages, and web browsers. Examples: web elements, including hypertext markup language (HTML) tags, headings, and body 15**

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**16** Develop interactive web pages and sites using a variety of component formats, including HTML, HTML editors, and web authoring programs. Examples: guest book, forms, hit counter, marquees, hover button, transition, banner advertisements, navigational schemes 16

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**17** Determine and apply the appropriate format for digital files for different needs. Examples: Joint Photographic Experts Group (JPEG), Graphics Interchange Format (GIF), Portable Network Graphics (PNG), Music Player 3 (MP3), Tagged Image File Format (TIFF) 17

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**18** Manipulate digital image file sizing. Example: Optimize the resolution for web and print publications. 18

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## Ethics/Copyright

**19** Summarize laws governing copyright, intellectual property, and software licensing as they relate to multimedia design. Examples: font usage, photography, illustration, audio and video rights 19

a Describe the process of obtaining permission to use copyrighted materials. 19.A