

# Digital Media/Multimedia Design: Digital Media/Multimedia Web Production (2026)

Build knowledge on planning a website. The student will be able to: 13.0

- 1 Determine the objectives and the audience for webpages. 13.01
- 2 Identify design strategies to reach and keep an audience. 13.02
- 3 Compare and contrast options for website design between Integrated Development Environments (Dreamweaver, Visual Code Studio, etc.) versus Content Management Systems (WordPress, Wix, etc.) 13.03
- 4 Understand Search Engine Optimization (SEO) concepts. 13.04
- 5 Understand web security concepts such as passwords, MFA, CAPTCHA, DDoS attacks, FTP/HTTP vs FPTS/HTTPS, etc. 13.05
- 6 Understand how websites are published online (remote server, local site, check-in/check-out, domain registration, URLs, etc.). 13.06
- 7 Use storyboarding and templates to plan a website. 13.07
- 8 Identify styles and other design elements (e.g., backgrounds, colors, fonts, and buttons). 13.08
- 9 Incorporate appropriate UX/UI elements into designs. 13.09

Build knowledge of HTML and CSS. The student will be able to: 14.0

- 1 Interpret HTML coding to identify the structure of an existing webpage. 14.01
- 2 Develop basic HTML coding skills to create a webpage. 14.02
- 3 Demonstrate understanding of Cascading Style Sheets (CSS) on an existing webpage. 14.03
- 4 Demonstrate compliance with ADA recommendations for all websites created. 14.04

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**5 Utilize markup validity to ensure compliance with the W3C for all websites created.** 14.05

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**Demonstrate proficiency in authoring software for webpage design. The student will be able to:** 15.0

**1 Demonstrate understanding of graphic compression factors such as transmission speed, color reduction, and browser support.** 15.01

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**2 Save and export a graphic to the web in the best format for image quality and file size.** 15.02

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**3 Identify parts of the software interface.** 15.03

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**4 Demonstrate the ability to customize and navigate the workspace.** 15.04

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**5 Create responsive webpages for publication that adjust for sizes of multiple devices.** 15.05

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**6 Apply style sheets for consistent website design.** 15.06

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**7 Format text for webpages (e.g., font families, sizes).** 15.07

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**8 Create tables and semantic elements.** 15.08

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**9 Create and insert buttons into a webpage and test for accuracy.** 15.09

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**10 Create navigational links.** 15.10

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**11 Insert audio files into a webpage.** 15.11

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**12 Create, edit and integrate video files into a webpage.** 15.12

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**13 Create, edit and integrate animation files into a webpage.** 15.13

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**14 Create meta-commands and keywords for search engines.** 15.14

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**15 Optimize page size for effective downloading to browsers.** 15.15

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**16 Create and incorporate a form into a webpage.** 15.16

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**17 Edit and test links for accuracy and validity.** 15.17

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**18 Develop an awareness of Generative AI's usage in website creation and layout software.** 15.18

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**Build knowledge of animation principles. The student will be able to:** 16.0

**1 Demonstrate an understanding of key terminology related animation including the 12 Principles of Animation, rotoscoping and stop motion.** 16.01

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**2 Demonstrate use of graph editor to demonstrate animation principles.** 16.02

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**3 Demonstrate use of speed graph editor to demonstrate animation principles.** 16.03

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**Demonstrate proficiency when designing using animation software. The student will be able to:** 17.0

**1 Determine the graphic requirements.** 17.01

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**2 Demonstrate knowledge of interactive media terminology and principles.** 17.02

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**3 Identify parts of the software interface.** 17.03

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**4 Import and manage assets into a timeline.** 17.04

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**5 Demonstrate the ability to customize and navigate the workspace.** 17.05

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**6 Demonstrate an ability to use type, color, composition, and graphic elements.** 17.06

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**7 Produce graphics using software with appropriate titling and graphic transitions.** 17.07

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**8 Edit graphics in the software.** 17.08

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**9 Demonstrate use of motion, shape and keyframe tweens for interactive purposes.** 17.09

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**10 Demonstrate basic use of programming code to create interactivity in a website.** 17.10

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**11 Export and publish documents in multiple formats for intended uses (video, animated graphics, interactive websites).** 17.11

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**12 Develop an awareness of Generative AI's usage in animation creation and software.** 17.12