**Course Description:**

### Students will apply principles of image creation, management procedures, and multimedia techniques as they create, revise, optimize, and export graphics for video, print, and web publishing. The course will address issues related to web based publishing, social media, and security. Students will utilize current commercial and open source languages, programs, and applications.

### Strand 2. IT Fundamentals

###### Learners apply fundamental principles of IT, including the history of IT and its impact on society, common industry terms, systems theory, information storage and retrieval, database management, and computer hardware, software, and peripheral device configuration and installation. This base of knowledge and skills may be applied across the career field.

**Outcome 2.4. Emerging Technologies**

Identify trending technologies, their fundamental architecture, and their value in the marketplace.

**Competencies**

2.4.1. Investigate the scope and the impact of mobile computing environments on society.

2.4.2. Describe the differences, advantages, and limitations of cloud computing (e.g., public cloud, private cloud, hybrid cloud) and on premises computing.

2.4.3. Utilize cloud computing applications (e.g., services, applications, virtual environments).

**Outcome: 2.7 Web Architecture**

Explain the fundamentals of delivering information and applications using web architecture.

**Competencies**

2.7.1. Describe methods of securely transmitting data.

2.7.2. Describe ways to present data (e.g., responsive web design, mobile applications, desktop applications, web applications).

2.7.3. Differentiate between a client and a server.

2.7.4. Identify how the use of different browsers and devices effects the look of a webpage (e.g., Americans with Disabilities Act [ADA]).

2.7.5. Explain the relationship between data transmission volumes, bandwidth, and latency.

2.7.6. Describe the characteristics and use of browser plug-ins.

2.7.7. Compare the advantages and disadvantages of running an in-house server or using a service provider.

2.7.8. Describe the difference between static and dynamic sites and the reasons for using each.

**Outcome: 2.9. Project Concept Proposal**

Develop a project concept proposal.

**Competencies**

2.9.1. Identify and incorporate branding strategies.

2.9.2. Determine the scope and purpose of the project.

2.9.3. Determine the target audience, client needs, expected outcomes, objectives, and budget.

2.9.4. Develop a conceptual model and design brief for the project.

2.9.5. Develop a timeline, a communication plan, a task breakdown, costs (e.g., equipment, labor), deliverables, and responsibilities for completion.

2.9.6. Develop and present a comprehensive proposal to stakeholders.

**Outcome: 2.10. Equipment**

Select, operate, and maintain equipment.

**Competencies**

2.10.1. Identify hardware platforms, configurations, and support models.

2.10.2. Identify processor, memory, storage, power and environmental requirements.

2.10.3. Identify architecture requirements.

2.10.4. Identify software application requirements.

2.10.5. Prepare and operate equipment per project design specifications.

2.10.6. Monitor equipment operation and troubleshoot issues and problems.

2.10.7. Backup, restore, test, archive, and manage data.

2.10.8. Prepare equipment for storage or decommissioning.

2.10.9. Perform routine maintenance per manufacturer specifications.

**Outcome: 2.11. Troubleshooting**

Select and apply troubleshooting methodologies for problem solving.

**Competencies**

2.11.1. Identify the problem.

2.11.2. Select troubleshooting methodology (e.g., top down, bottom up, follow the path, spot the differences).

2.11.3. Investigate symptoms based on the selected methodology.

2.11.4. Gather and analyze data about the problem.

2.11.5. Design a solution.

2.11.6. Test a solution.

2.11.7. Implement a solution.

2.11.8. Document the problem and the verified solution.

**Outcome: 2.12. Performance Tests and Acceptance Plans**

Develop performance tests and acceptance plans.

**Competencies**

2.12.1. Create a written procedure agreed by the stakeholders and project team for determining the acceptability of the project deliverables.

2.12.2. Develop a test system that accurately mimics external interfaces.

2.12.3. Develop test cases that are realistic, compare with expected performance, and include targeted platforms and device types.

2.12.4. Develop, perform, and document usability and testing integration.

2.12.5. Make corrections indicated by test results.

2.12.6. Seek stakeholder acceptance upon successful completion of the test plan.

**Outcome: 2.13. Rollout and Handoff**

Plan rollout and facilitate handoff to customer.

**Competencies**

2.13.1. Include overall project goals and timelines in the rollout plan.

2.13.2. Communicate rollout plans to key stakeholders in a timely manner.

2.12.3. Conduct final review and approvals according to company standards.

2.13.4. Identify support staff, training needs, and contingency plans in the rollout plan.

2.13.5. Test delivered application to assure that it is fully functional for the customer or user and meets all requirements.

2.13.6. Deliver support and training materials.

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**Strand 7. Digital Media**

Learners apply principles of digital media to produce interactive media; develop and produce multimedia applications; integrate typography into media; create 3D models and 2D and 3D animation; and create digital video, audio, and photographs.

**Outcome: 7.1. Interactive Media**

Describe and explain interactive media and interactive media production.

**Competencies**

7.1.1. Identify the types and uses of interactive media environments (e.g., web-based, kiosks, games, mobile devices, video, print).

7.1.2. Describe the components of interactive media.

7.1.3. Identify the major characteristics of interactive media presentations.

7.1.4. Identify important historical developments and future trends in interactive media.

7.1.5. Identify the major interactive media genres.

7.1.6. Perform critical review of interactive media products in different genres.

7.1.7. Identify the intellectual property rights, responsibilities, and controls related to interactive media.

7.1.8. Analyze the social and cultural implications of interactive media.

7.1.9. Identify major applications for interactive media (e.g., sales and marketing, interactive advertising, education, corporate training, corporate communications, distance learning, news, entertainment).

7.1.10. Identify specific uses for interactive media in each potential market.

**Outcome: 7.2. Multimedia Tools**

Develop navigational structures, scripts, storyboards, and flowcharts for multimedia applications.

**Competencies**

7.2.1. Choose a navigational menu structure (e.g., rollovers, dropdowns, disjointed).

7.2.2. Construct and place navigational units.

7.2.3. Build in interactive elements.

7.2.4. Determine uses and needs for site maps, multimedia scripts, storyboards, and flowcharts.

7.2.5. Make preliminary sketches showing placement of images and text on screen.

7.2.6. Place buttons and navigational graphics.

7.2.7. Select colors based on color theory and psychology.

7.2.8. Describe music, video, and special effects to be used.

7.2.9. Provide a sample layout to stakeholders for review.

7.2.10. Select and create visual design elements appropriate for the intended audience and use.

7.2.11. Develop characters and narrative to support intended outcomes.

**Outcome: 7.3. Production**

Produce interactive media.

**Competencies**

7.3.1. Select the media elements to be used (e.g., sound, video, graphics, text, animation).

7.3.2. Generate text for multi-image presentations (e.g., title graphics, charts, graphs).

7.3.3. Incorporate graphics (e.g., digital, hand-drawn, photographic).

7.3.4. Incorporate computer animation.

7.3.5. Prepare and integrate photographic images and special effects with graphic images.

7.3.6. Incorporate video footage.

7.3.7. Edit video footage.

7.3.8. Record and/or acquire sound tracks (e.g., narrative, voiceover, sound effects, music).

7.3.9. Integrate sound with visuals.

7.3.10. Produce, test, debug, and archive a final product.

**Outcome: 7.4. Graphics**

Construct and manipulate digital graphics.

**Competencies**

7.4.1. Identify the purpose and intended audience of graphics

7.4.2. Select color, shape, size, and texture of objects.

7.4.3. Create or acquire graphics.

7.4.4. Manipulate and layer objects.

7.4.5. Differentiate between vector and raster graphics.

7.4.6. Select an appropriate graphic file format and resolution.

7.4.7. Optimize and export graphics files for intended use.

7.4.8. Select graphic software applications.

7.4.9. Manipulate graphic objects.

7.4.10. Compress and decompress graphic files.

7.4.11. Describe and select color profiles (e.g., Red Green Blue [RGB], Cyan Magenta Yellow Key [CMYK], Pantone).

**Outcome: 7.5. Typography**

Integrate typography in media.

**Competencies**

7.5.1. Identify typographic measurements (e.g., picas, points, pixels, ems).

7.5.2. Mix families of type within a project.

7.5.3. Select appropriate kerning, leading, tracking, and other related formatting.

7.5.4. Identify appropriate typefaces (e.g., serif, sans serif, Web Safe, screen, print).

7.5.5. Prepare a type style guide.

**Outcome: 7.6. Animation**

Create 2D and 3D and virtual animation.

**Competencies**

7.6.1. Develop a plan and storyboard for an animation.

7.6.2. Import 2D, 3D, and virtual assets.

7.6.3. Create key frames and apply tweens and paths.

7.6.4. Create special effects and virtual navigation.

7.6.5. Create 2D, 3D, and virtual environments.

7.6.6. Render and export animations.

**Outcome: 7.7. Video**

###### Create a video production.

**Competencies**

7.7.1. Identify equipment and other production needs (e.g. drone, stop action, Digital Single Lens Reflex (DSLR) , and 360 cameras).

7.7.2. Analyze the script and storyboard to develop a production schedule.

7.7.3. Set up audio, lighting, and scenery for a shoot

7.7.4. Select a video recording format and shoot a video.

7.7.5. Select a linear or nonlinear editing system and edit a video

7.7.6. Add transitions (e.g., dissolves, wipes, cuts), titles, special effects, and digital effects.

7.7.7. Add a sound track, narration, and/or voiceover.

7.7.8. Export a video to desired medium.

**Outcome: 7.8. Audio**

###### Create an audio production.

**Competencies**

7.8.1. Evaluate performance needs and technical resources.

7.8.2. Identify sound requirements based on script analysis.

7.8.3. Design score appropriate to production and post-production needs.

7.8.4. Determine microphone and speaker placement.

7.8.5. Select and incorporate Foley mechanical and electrical sound effects.

7.8.6. Set up and operate audio-for-video recording devices.

7.8.7. Set up and operate a time code system for audio/video synchronization.

7.8.8. Perform audio mixing.

**Outcome: 7.9. Photographs**

Create photographs.

**Competencies**

7.9.1. Select and set up lighting needed (e.g., electronic flash units, reflectors, bounce, spot, daylight).

7.9.2. Select a digital file format or film format and camera.

7.9.3. Select and attach lenses (e.g., wide-angle, telephoto, zoom) and filters (e.g., color-compensating, polarizing, special effects).

7.9.4. Determine composition, formal qualities, scale, and use of space.

7.9.5. Use International Standards Organization (ISO), shutter speed, aperture, and white balance settings to shoot manual photographs.

7.9.6. Edit photographs (e.g., color corrections, cropping, enhancements).