

STRANDS AND STANDARDS

DIGITAL MEDIA ADVANCED



Course Description

Digital Media Advanced is a course designed to teach the process of planning, instructional design, development, and publishing of digital media and interactive media projects. Digital Media Advanced is the second-year course within the digital media pathway where students will focus on developing advanced skills to plan, design, and create interactive projects using the elements of text, 2-D and 3-D graphics, animation, sound, video, digital imaging, interactive projects, etc.

These skills can prepare students for entry-level positions and other occupational/educational goals.

Intended Grade Level	10-12
Units of Credit	1.0
Core Code	35.02.00.00.011
Concurrent Enrollment Core Code	35.02.00.13.011
Prerequisite	Digital Media 2
Skill Certification Test Number	815
Test Weight	1.0
License Area of Concentration	CTE and/or Secondary Education 6-12
Required Endorsement(s)	
Endorsement 1	Multimedia
Endorsement 2	N/A
Endorsement 3	N/A

STRAND 1

Students will use and enhance skills learned in Digital Media 1 and Digital Media 2.

Standard 1

Apply skills learned in Digital Media 1 and Digital Media 2 and new advanced techniques

- Create and manipulate 2D graphics using a variety of advanced techniques
- Create and manipulate 2D animations using a variety of advanced techniques
- Create and manipulate digital video using a variety of advanced techniques
- Create and manipulate digital audio using a variety of advanced techniques

Standard 2

Review and apply principles and elements of visual design

- Utilize visual design elements in all interactive projects
- Apply concepts of color theory in designing and building interactive media projects
- Utilize image composition in digital media projects

Standard 3

Follow their AUP, Fair Use guidelines, and copyright law

- Follow and adhere to the school's Acceptable Use Policy
- Understand when copyrighted material can be used under Fair Use guidelines
- Understand and adhere to all applicable copyright laws

STRAND 2

Students will create a 3D graphic and be introduced to 3D animation.

Standard 1

Create a 3D model

- Know the process of and create a 3D wire frame model
- Add surface materials (textures)
- Set cameras and lighting (key, fill, and back)
- Render a model
- Modify vertices, faces, and edges

Standard 2

Animate 3D objects

- Animate a 3D object using the key frame method
- Animate a 3D object using the path method on a Cartesian Coordinate System

Performance Skills

Students will create a 3D model with animation.

STRAND 3

Students will learn and follow the process of planning, designing, creating digital assets, evaluating, revising, and publishing interactive digital media projects.

Standard 1

Pre-planning for an interactive media project

- Conceptualize ideas and do the initial planning for a project

- Write a project proposal including objectives, goals, overview of the project, costs, timeline, etc.
- Define the specs for the project (target users, technology needed, signoffs needed, etc.)
- Explore the content needed, development schedule, team member assignments, voice, and review options for the project
- Create an outline/storyboard for the project flow, directories, naming conventions, navigation, and relationships between segments
- Create your script and asset list
- Get approval for any copyright material that will be used
- Plan your user interface and screen shots along with design standards
- Make any revisions needed and get approvals for the project

Standard 2

Create and development of the content for the project

- Create a project prototype (working model) and make any needed revisions
- Create and organize the digital media objects needed for the project with appropriate naming conventions
- Assemble the project using the storyboard, script, and flowchart to drive the project
- Add any scripting or programming needed
- Development internal documentation for the project
- Follow copyright and fair use guidelines
- Monitor time and cost progress of the project
- Test the project, check for quality assurance, and make any revisions need
- Get client approval and check off

Standard 3

Package and publish the project

- Design packaging and other materials needed for publishing and distribution
- Write needed documentation for the use of the project
- Set a launch date
- Provide plan for continued maintenance of the project
- Publish/launch the interactive project

STRAND 4

Students will know how to develop interactive media projects by understanding the team dynamics or as an individual.

Standard 1

Understand different roles for those who work as members of a Digital Media project team

- Explore personal interests and abilities related to working in the interactive media industry
- Identify technical talents (i.e., programming, problem solving, algorithmic thinking, etc.)
- Identify organizational and leadership skills
- Explore aptitude for innovation and creativity
- Work and collaborate as an interactive project team member
- Identify and understand the interactive digital media team roles: Graphic Artist, Designer, Programmer, Digital Media Designer, Digital Media Developer, Subject Matter Expert, Media/Instructional Designer, Web Designer/Specialist, etc.
- Explore courses needed for completion of the Digital Media Pathway
- Explore careers and training opportunities, trends, and requirements for different roles in interactive

media

STRAND 5

Students will create an interactive digital media portfolio for digital delivery which showcases a student's projects, work, and skills. Projects included can be created individually or as a team member.

Standard 1

Plan an interactive portfolio of interactive media projects completed in all digital media courses

- Use the process for planning and designing interactive projects
- Include examples of the whole planning, design, creation, and publishing process

Standard 2

Create a menu-driven digital portfolio including the following elements with strict adherence to copyright and fair use guidelines:

- Add: Project Designs (storyboards and concept drawings)
- Include: Animations, Audio, 2D Graphics, 3D Graphics, and Video
- Include finished projects (individual and/or group)
- Add other awards, contest projects, etc. (optional)
- Include your resume

Standard 3

Plan, Develop, and Publish Projects such as:

- video project
- comprehensive digital audio project
- 2D graphics project
- interactive 2D animation project
- interactive software game
- interactive device specific application
- interactive 3D project
- teacher approved interactive media project

STRAND 6

Students will participate in a work-based learning experience and/or student competition.

Standard 1

Participate in a work-based learning experience (Optional)

- Take a field trip to a software or interactive design business
- Do a job shadow for someone in a digital media career
- Intern at a digital media business
- Listen to an industry or post-secondary guest speaker
- Work for digital media company or as an independent digital media producer

Standard 2

Participate in a digital media student competition (Optional)

- Enter a school, district, or state level digital media contest
- Prepare and submit an entry for the **Digital Media Arts Festival**
- Enter and compete in a CTSO competition in a digital media area

Performance Skills

Overall: Students will use the Strands & Standards in this course to create an interactive project and final portfolio.

Workplace Skills

Workplace Skills taught:

- Communication
- Teamwork
- Dependability
- Legal requirements / expectations

Skill Certification Test Points by Strand

Test Name	Test #	Number of Test Points by Strand										Total Points	Total Questions
		1	2	3	4	5	6	7	8	9	10		