# Digital Media Design & Production Course No. 30151 Credit: 1.0

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| **Student name:** |  | **Graduation Date:** |  |

Pathways and CIP Codes:Digital Media (09.0702)

Course Description: **Application Level:** Digital Media Design and Production will provide students with the opportunity to apply the fundamental techniques learned in Digital Media Technology course through the production of a multi-media project for public presentation. Topics include developing a production schedule, working as a team, utilizing composition principles and embedding audio, video or other content in digital formats.

Directions:The following competencies are required for full approval of this course. Check the appropriate number to indicate the level of competency reached for learner evaluation.

**RATING SCALE:**

4. Exemplary Achievement: Student possesses outstanding knowledge, skills or professional attitude.

3. Proficient Achievement:Student demonstrates good knowledge, skills or professional attitude. Requires limited supervision.

2. Limited Achievement:Student demonstrates fragmented knowledge, skills or professional attitude. Requires close supervision.

1. Inadequate Achievement:Student lacks knowledge, skills or professional attitude.

0. No Instruction/Training:Student has not received instruction or training in this area.

## Benchmark 1: Demonstrate technical skills related to careers in the communications field.

### Competencies

| **#** | **DESCRIPTION** | **RATING** |
| --- | --- | --- |
| 1.1 | Apply design principles to convergent media using software applications currently in use by industry. |  |
| 1.2 | Capture, edit and/or manipulate photos, audio and/or video for digital media applications. |  |
| 1.3 | Create a digital media project for public presentation using relevant software |  |
| 1.4 | Understand ethical requirements of the work and adhere to a relevant ethical code, such as the Society of Professional Journalists Code of Ethics. |  |
| 1.5 | Practice digital file management procedures |  |
| 1.6 | Design and follow a production schedule for a digital media project |  |
| 1.7 | Demonstrate the proper use of terminology as they relate to desktop publishing, graphic design, photojournalism, journalistic writing and/or editing. |  |
| 1.8 | Collaborate with team members on a digital media project. |  |
| 1.9 | Perform tasks assigned as part of a project development team. |  |
| 1.10 | Demonstrate the ability to work as part of a team to see a project through to completion, including engaging in problem solving and conflict resolution as needed. |  |
| 1.11 | Apply design concepts in projects |  |
| 1.12 | Utilize composition principles when designing visual elements (i.e. images, text) in projects. |  |
| 1.13 | Demonstrate an understanding of the First Amendment and student press rights as well as the rights and responsibilities of the Kansas Student Publications Act. |  |
| 1.14 | Understand and adhere to rules and laws regarding libel, slander, obscenity, fair use, plagiarism, invasion of privacy and copyright. |  |
| 1.15 | Demonstrate an understanding of the pre-production, production and post-production of media projects. |  |
| 1.16 | Develop a plan for a multi-media project (including contracts, budgeting concerns, costs, preparation, production and legal issues) |  |
| 1.17 | Understand how to utilize sunshine laws, including the Freedom of Information Act, Kansas Open Records Act and Kansas Open Meetings Act. |  |
| 1.18 | Embed audio, video or other appropriate content in digital formats (i.e. webpage). |  |
| 1.19 | Create a portfolio of digital media projects |  |

I certify that the student has received training in the areas indicated.

Instructor Signature:

For more information, contact:

CTE Pathways Help Desk

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