# Digital Media Technology Course No. 30104 Credit: 0.5

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

Pathways and CIP Codes:Digital Media (09.0702)

Course Description: **Technical Level:** Digital Media Technology teaches the technical skills needed to work with electronic media. Topics include exploring the use of digital media and video today and in the future, a study of the relationship of workflow to project planning and completion and the software, equipment and tools used in the industry.

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: Analyze career paths in the communications field.

### Competencies

| **#** | **DESCRIPTION** | **RATING** |
| --- | --- | --- |
| 1.1 | Explore career/entrepreneurial opportunities in digital media. |  |

## Benchmark 2: Demonstrate technical skills related to careers in the communications field.

### Competencies

| **#** | **DESCRIPTION** | **RATING** |
| --- | --- | --- |
| 2.1 | Explore the role and uses of audio and video in digital media (e.g. podcasts, streaming audio). |  |
| 2.2 | Identify and use common terminology of the industry. |  |
| 2.3 | Investigate software, equipment and other tools used in digital media technology. |  |
| 2.4 | Identify use of color and color theory in media applications. |  |
| 2.5 | Describe the fundamental design principles with digital media applications. |  |
| 2.6 | Analyze the ongoing technological changes in digital media. |  |
| 2.7 | Predict how technological advancements affect the Arts, AV and Communications career cluster. |  |
| 2.8 | Analyze copyright laws affecting the use of digital media for public and educational audiences. |  |
| 2.9 | Understand the planning involved in developing multimedia projects (including contracts, costs, preparation and production legal issues). |  |
| 2.10 | Understand how work flow relates to project planning and completion (i.e. pre-production, production, post-production). |  |
| 2.11 | Analyze the role and responsibilities of individual team members to the success of the digital media project. |  |
| 2.12 | Identify specific requirements necessary for embedding content (e.g. video, photos) in various digital delivery formats (including PDF and webpages). |  |
| 2.13 | Evaluate current laws and regulations dealing with digital media (e.g. cyber ethics). |  |
| 2.14 | Compare and contrast uses of electronic media outlets (e.g. newsgroups, social networking, blogs, electronic publications). |  |
| 2.15 | Identify uses of metadata. |  |
| 2.16 | Understand and demonstrate quality presentation skills. |  |

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

Instructor Signature:

For more information, contact:

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