



# Digital Media II

## EXAM INFORMATION

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**Items**

42

**Points**

57

**Prerequisites**

DIGITAL MEDIA I

**Grade Level**

10-12

**Course Length**

ONE YEAR

**Career Cluster**ARTS, A/V TECHNOLOGY, AND  
COMMUNICATION  
INFORMATION TECHNOLOGY**Performance Standards**

INCLUDED

**Certificate Available**

YES

## DESCRIPTION

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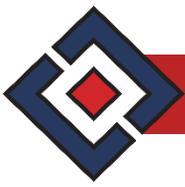
Digital Media II is a course designed to teach the process of planning, instructional design, development, and publishing of digital media and interactive media projects. Digital Media II is the second-year course with media pathway where students will focus on developing advanced skills to plan, design, 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.

## EXAM BLUEPRINT

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**STANDARD****PERCENTAGE OF EXAM**

1- Digital Media Design	39%
2- 3D Graphics and Animation	16%
3- Interactive Digital Media	17%
4- Team and Individual Interactive Media	21%
5- Team Activities	7%
6- Work Based Learning Experience (Optional)	



## STANDARD 1

STUDENTS WILL ENHANCE SKILLS LEARNED IN DIGITAL MEDIA DESIGN

- Objective 1 Apply skills learned in Digital Media I and new advanced techniques.
1. Create and manipulate 2-D graphics using a variety of advanced techniques.
  2. Create and manipulate 2-D animations using a variety of advanced techniques.
  3. Create and manipulate digital video using a variety of advanced techniques.
  4. Create and manipulate digital audio using a variety of advanced techniques.
- Objective 2 Review and apply principles and elements of visual design.
1. Utilize visual design elements in all interactive projects.
  2. Apply concepts of color theory in designing and building interactive media projects.
  3. Utilize image composition in digital media projects.
- Objective 3 Follow AUP, Fair Use guidelines, and copyright law.
1. Follow and adhere to the school's Acceptable Use Policy.
  2. Understand when copyrighted material can be used under Fair Use guidelines.
  3. Understand and adhere to all applicable copyright laws.

Standard 1 Performance Evaluation included below (Optional)

## STANDARD 2

STUDENTS WILL CREATE A 3-D GRAPHIC AND BE INTRODUCED TO ANIMATION

- Objective 1 Create a 3-D model.
1. Create a 3-D wire frame model.
  2. Understand and create 3-D composites.
  3. Render a model using appropriate visual effects (background, textures, lighting, etc.).
- Objective 2 Animate 3-D objects.
1. Animate a 3-D object using the key frame method.
  2. Animate a 3-D object using the path method.

## STANDARD 3

STUDENTS WILL LEARN AND FOLLOW THE PROCESS OF PLANNING, DESIGNING, CREATING DIGITAL ASSETS, EVALUATING, REVISING, AND PUBLISHING OF INTERACTIVE DIGITAL MEDIA PROJECTS

- Objective 1 Pre-planning for an interactive media project.
1. Conceptualize ideas and do the initial planning for a project.
  2. Write a project proposal, including objectives, goals, overview of the projects, costs, timeline, etc.
  3. Define the specs for project (target users, technology needed, sign-offs needed, etc.).
  4. Explore the content needed, development schedule, team member assignments, voice, and review options for the project.



5. Create an outline/storyboard for the project flow, directories, naming conventions, navigation, and relationships between segments.
6. Create your script and asset list.
7. Get approval for any copyright material that will be used.
8. Plan your user interface and screen shots along with design standards.
9. Make any revisions needed and get approval for the project.

Objective 2 Create and develop the content for the project.

1. Create a project prototype and make any needed revisions.
2. Create and organize the digital media objects needed for the project with appropriate naming conventions.
3. Assemble the project using the storyboard, script, and flowchart to drive the project.
4. Add any scripting or programming needed.
5. Develop internal documentation for the project.
6. Follow copyright and fair use guidelines.
7. Monitor time and cost progress of the project.
8. Test the project, check for quality assurance, and make any revisions needed.
9. Get client approval and check-off.

Objective 3 Package and publish the project.

1. Design packaging and other materials needed for publishing and distribution.
2. Write needed documentation for the use of the project.
3. Set a launch date.
4. Provide plan for continued maintenance of the project.
5. Publish/launch the interactive project.

Standard 3 Performance Evaluation included below (Optional)

#### **STANDARD 4**

STUDENTS WILL DEVELOP INTERACTIVE MEDIA PROJECTS WORKING ON A TEAM OR AS AN INDIVIDUAL (ONE PROJECT WILL BE IN A COMPUTER-BASED [CB] OR WEB-BASED [WB] FORMAT. THE OTHER THREE PROJECTS WILL BE STUDENT-DESIGNED PROJECTS)

Objective 1 Understand the different roles for those who work as members of a Digital Media project team.

1. Explore personal interests and abilities related to working in the interactive media industry.
2. Identify technical talents (i.e. programming, problem solving, algorithmic thinking, etc.).
3. Identify organizational leadership skills.
4. Explore aptitude for innovation and creativity.
5. Work and collaborate as an interactive project team member.
6. 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.
7. Explore courses needed for a Digital Media Pathway.



8. Explore careers and training opportunities, trends, and requirements for different roles in interactive media.

Objective 2

(CB Option) Author a computer-based (CB) project that includes the following elements and skills:

1. Use the planning and design process for interactive projects.
2. Use appropriate texts and fonts.
3. Use digital images when needed.
4. Utilize animation and digital video.
5. Include audio.
6. Make the project interactive.
7. Provide analysis and feedback.
8. Use of appropriate pieces of software beyond “authoring” software.
9. Publish the interactive project.

Objective 3

(WB Option) Create a web-based (WB) project with the following components and skills:

1. Use the planning and design process for interactive projects.
2. Use appropriate texts and fonts.
3. Include animation from *rollovers*, animated GIFs, and/or Flash, etc.
4. Optimized audio for Web delivery.
5. Create and optimize digital images for Web delivery.
6. Use digital video that is optimized for Web delivery.
7. Make it interactive using links, buttons, and/or image maps.
8. Provide analysis and feedback.
9. Use two or more pieces of software beyond the web authoring software.
10. Publish the finished interactive web project.

Objective 4

(Other Interactive Project Options) Create three other interactive projects.

1. Plan, develop, and publish an interactive video project.
2. Plan, develop, and publish a comprehensive digital audio project.
3. Plan, develop, and publish a 2-D graphics project.
4. Plan, develop, and publish an interactive 2-D animation project.
5. Plan, develop, and publish an interactive software game.
6. Plan, develop, and publish an interactive device specific application.
7. Plan, develop, and publish an interactive 3-D project.
8. Plan, develop, and publish a teacher-approved interactive media project.

Standard 4 Performance Evaluation included below (Optional)

**STANDARD 5**

STUDENTS WILL CREATE AN INTERACTIVE DIGITAL MEDIA PORTFOLIO FOR DIGITAL DELIVERY WHICH SHOWCASES A STUDENT’S WORK, PROJECTS, AND SKILLS. PROJECTS INCLUDED CAN BE CREATED INDIVIDUALLY OR AS A TEAM MEMBER



- Objective 1 Plan an interactive portfolio of completed interactive media projects completed.
1. Use the process for planning and designing interactive projects.
  2. Include examples of the whole planning, design, creation, and publishing process.

- Objective 2 Create a menu-driven digital portfolio, including the following elements with strict adherence to copyright and fair use guidelines:
1. Add: Project Designs (storyboards and *concept drawings*)
  2. Include: Animations, Audio, 2-D, Graphics, 3-D, Video
  3. Include: finished projects (individual and/or group)
  4. Add other award, contest projects, etc. (optional)
  5. Include your resume.

- Objective 3 Publish the project to CD, DVD, as a PDF Portfolio, or on the web.
1. Make CD and DVD projects self-starting with menus and interaction.
  2. Make web portfolios interactive with menus and navigation.

Standard 5 Performance Evaluation included below (Optional)

### **STANDARD 6 (Optional)**

STUDENTS WILL PARTICIPATE IN A WORK-BASED LEARNING EXPERIENCE AND/OR STUDENT COMPETITION

- Objective 1 Participate in a work-based learning experience (optional).
1. Take a field trip to a software or interactive design business.
  2. Do a job shadow for someone in a digital media career.
  3. Intern at a digital media business.
  4. Listen to an industry or post-secondary guest speaker.
  5. Work for a digital media company or as an independent digital media producer.

- Objective 2 Participate in a digital media student competition (optional).
1. Enter a school digital media contest.
  2. Prepare an entry in a company or organizational digital media contest.
  3. Prepare and submit an entry for the Digital Multimedia Arts Festival.
  4. Enter and compete in a CTSO competition in a digital media area.

Standard 6 Performance Evaluation included below (Optional)



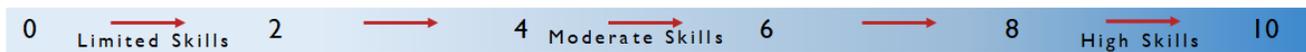
## Digital Media II Performance Standards (Optional)

Performance assessments may be completed and evaluated at any time during the course. The following performance skills are to be used in connection with the associated standards and exam. To pass the performance standard the student must attain a performance standard average of **8 or higher** on the rating scale. Students may be encouraged to repeat the objectives until they average **8 or higher**.

Students Name \_\_\_\_\_

Class \_\_\_\_\_

### PERFORMANCE RATING SCALE



#### STANDARD 1 Digital Media Design

Score:

- Demonstrate basic operation system functions
- Demonstrate basic file commands
- Convert and/or compress files to various formats when needed
- Demonstrate the ability to manage files on a PC and Network
- Use appropriate documentation and help features when needed
- Utilize shortcut keys and quick-stroke commands when needed
- Adhere to the school's acceptable use policy
- Understand the process of producing a finished multimedia product
- Create a keyframe and path animation
- Capture and edit digital video demonstrating proper filming techniques
- Capture and edit digital audio
- Demonstrate selecting the appropriate medium to develop and deliver multimedia projects
- Demonstrate knowledge of multimedia terminology and presentation modes
- Obtain permission to use copyrighted materials where required and cited sources
- Demonstrate an understanding of fair-use guidelines

#### STANDARD 3 Interactive Digital Media Projects

Score:

- Utilize interaction and navigational tools including menus, buttons, timer events and user-driven event where needed
- Demonstrate the ability to work individually in the completion of multimedia projects applying communication and problem-solving skills.
- Create original media and interfaces for the project

#### STANDARD 4 Interactive Media Projects

Score:

- Create, scan, and manipulate 2D bitmap (raster) graphics
- Create, manipulate 2D vector graphics



- Demonstrate the ability to work as a contributing member of a team in the completion of multimedia projects applying communication, management, organizational leadership, and compromise skills to meet team objectives
- Conduct an Alpha and Beta test of the project
- Complete the project within the predetermined deadline meeting the client's specifications.

**STANDARD 5 Interactive Digital Media Portfolio**

**Score:**

- Create a personal archive of work/projects

**STANDARD 6 Work-Based Learning Experience**

**Score:**

- Understand career opportunities in the multimedia industry
- Demonstrate employability skills such as responsibility, dependability, ethics, respect, and cooperation
- Perform with a positive work ethic and attitude

**PERFORMANCE STANDARD AVERAGE SCORE:**