2010/2011 Digital Media Creation
PTI405 - 18 weeks
DoDEA Course Description and Competencies

About the Program
Digital Media Creation prepares students for careers in the IT industry. The course sequence focuses on duties and tasks performed by professionals developing interactive multimedia as well as pre-employment and employment skills.

Major Concepts/Content: Digital Media Creation (DMC) provides students with the opportunity to develop professional-level skills in multimedia using Adobe Flash. This product-oriented course introduces the student to interactive multimedia presentations. Hands-on activities are used as students develop skills, master techniques, and prepare products for a client-based environment. Students learn to create professional digital media creations using animation, sound, and videos. The course also introduces students to document construction for publishing on the World Wide Web using authoring software. Units of instruction include design and layout, font selection, image editing, and digital cameras and images. Internet research and copyright laws are emphasized.

Major Instructional Activities: Individualized instruction and online resources will be provided in a lab environment. Students successfully completing this course may be eligible to take the Adobe associate level certification exam.

Major Evaluative Techniques: Assessment will include checking on-going student work to ensure students adhere to course timelines and assignment completion. In addition, assessment may include tests, projects or other means deemed appropriate.

Essential Software: The focus of this course will be the use of Adobe Flash to produce a variety of projects. Dreamweaver, Photoshop, Acrobat Pro, Bridge, Fireworks, Soundbooth, Illustrator, Premier Pro/Elements, Device Central and Version Cue will be introduced for integration purposes. Adobe Captivate may also be introduced.

The table below is a competency list for the Digital Media Creation course. The competencies are considered essential and are required of all students.

PTI405 18 weeks	Digital Media Creation TASKS/COMPETENCIES
Implementing DoDEA's CTE Course Requirements	
• 001	Demonstrate DoDEA 's Workplace Readiness Skills in course activities.
• 002	Identify issues related to the field of study that affect the environment and impact local and global communities.
• 003	Identify Internet safety issues and procedures for complying with acceptable use standards.
Demonstrating Knowledge of Hardware, Software, and Operating System Requirements	
• 004	Identify operating system and hardware requirements (e.g., monitor size and resolution, input devices, output devices, display devices including those used for large audiences) for digital media creation software.
• 005	Obtain assistance via electronic and hard copy references and documentation.

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• 006	Back up files, using either the server or on removable media.
Applying Principles of Layout and Design	
• 007	Identify rich media content.
• 008	Apply principles of design, layout, and typography.
• 009	Demonstrate the basic operations of the software user interface demonstrating various toolbox, panel, and menu features.
Planning, Composing, and Producing Digital Media for Electronic Distribution	
• 010	Incorporate audio and/or visual elements using scanned images, digital photographs, or images imported from the World Wide Web.
• 011	Convert a document to electronic format (e.g., PDF files).
• 012	Critique project to determine if the appropriate software and other materials were selected based on the purpose of the publication, intended audience, output format, and time and cost constraints.
Producing Digital Media Using Presentation/Authoring Software	
• 013	Identify the components of an effective digital media project.
• 014	Describe various output options for digital media.
• 015	Plan and create a digital media project.
• 016	Proofread and edit a digital media project.
• 017	Draw and edit objects incorporating features such as fills, borders, and lines.
• 018	Enhance a digital media with features (e.g., color, transitions, and backgrounds).
• 019	Incorporate drawn objects into a digital media project.
• 020	Incorporate visual elements using scanned images, digital photography, graphics, and video images.
• 021	Incorporate digital audio elements, such as music and voice/sound clips.
• 022	Incorporate audio and visual elements from the Internet.
• 023	Incorporate animation techniques into a digital media project.
• 024	Integrate a variety of software applications to create a digital media project.
• 025	Develop a digital media project with interactive components.
• 026	Critique the clarity and effectiveness of digital media projects.
Designing and Creating Advanced Rich Media Content	
• 027	Incorporate prerecorded and live audio elements, such as music, voice sounds, and digital audio, into a digital media projects.
• 028	Convert an electronic publication to digital media project.
• 029	Research the different types of digital media available.
Designing and Producing Web Pages	
• 030	Use programming language (e.g., HTML, JAVA) or web page creation software to create a website.
• 031	Apply web page design features (e.g., ruled lines, lists, headings, graphics, backgrounds, frames, tables).
• 032	Proofread, edit, and test a web site on multiple browsers and platforms.
• 033	Place interactive elements in a web page.

PTI405 18 weeks	**Digital Media Creation** **TASKS/COMPETENCIES**
• 034	Critique a web site according to accepted web design principles.
Exploring Legal and Ethical Issues	
• 035	Identify and comply with copyright and patent laws pertaining to scanned images and documents, electronic clip art, recorded sounds, recorded and scanned photography, video clips, trademarks, and other elements adapted for use in digital media and web documents.
• 036	Identify situations where scanned/digitized audiovisual elements, documents, and electronic graphics may be used legally but are ethically questionable.
• 037	Identify and comply with licensing agreements associated with digital media and web creation software.
Preparing for Industry Certification	
• 038	Describe the process and requirements for obtaining industry certifications related to the digital media course.
• 039	Identify testing skills/strategies for a certification examination.
Developing Employability Skills	
• 040	Explore careers in the digital media field.
• 041	Create or update a portfolio.
• 042	Investigate new and emerging trends in digital media.