# Digital Media Technology Course No. 30104 Credit: 0.5

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

Pathways and CIP Codes:Media Design and Communications (11.0801)

Course Description: **Technical Level:** Digital Media Technology teaches the technical skills necessary to support and enhance learning about digital medial technology Topics include exploring the use of digital media, internet research, copyright laws, web-publishing, use of digital imagery and video, electronic forums, mailing lists, presentation tools, and project planning.

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 digital media field

### Competencies

| **#** | **DESCRIPTION** | **RATING** |
| --- | --- | --- |
| 1.1 | Research and present career/entrepreneurial opportunities in the field of digital media. |  |
| 1.2 | Explore and evaluate emerging technologies in the field of digital media. |  |  |  |  |
| 1.3 | Research, analyze, and evaluate current trends and emerging technologies for digital media creation and consumption. |  |
| 1.4 | Predict and present how technological advancements might affect the industry within Arts, Media, and Entertainment. |  |

## Benchmark 2: Demonstrate technical skills related to the digital media field

### Competencies

| **#** | **DESCRIPTION** | **RATING** |
| --- | --- | --- |
| 2.1 | Identify and use common terminology of the industry. |  |
| 2.2 | Identify common image and video formats and their appropriate uses. |  |
| 2.3 | Demonstrate the ability to select the best platform, software, equipment and other tools used in creating digital assets & content. |  |
| 2.4 | Create various types of content (images, video, and/or interactive media). |  |
| 2.5 | Create various digital assets and content that utilize color theory. |  |
| 2.6 | Describe and evaluate the *principles of design* within various digital assets & content. |  |
| 2.7 | Explain the uses of metadata. |  |

## Benchmark 3: Project planning and production

### Competencies

| **#** | **DESCRIPTION** | **RATING** |
| --- | --- | --- |
| 3.1 | Analyze the roles and responsibilities of individual team members to the success of the digital media project. |  |
| 3.2 | Demonstrate an understanding to the planning involved in developing multimedia projects (including contracts, budgeting, preparation and legal issues). |  |
| 3.3 | Identify and explain how various positions on a digital media team work together to produce a finished product. (i.e. podcasts, streaming video services) |  |
| 3.4 | Exercise proper workflow techniques for project planning to completion during the production of a digital media project. (i.e. pre-production, production, post-production). |  |
| 3.5 | Work collaboratively on a multimedia project, incorporating diverse media elements. |  |
| 3.6 | Reflect on the collaborative process and make improvements for future projects. |  |
| 3.7 | Identify specific requirements necessary for distributing content (e.g. video, photos) in various digital delivery formats (including streaming, PDF and online). |  |
| 3.8 | Understand and demonstrate presentation skill. |  |
| 3.9 | Practice structuring and organizing of media for different audiences and purposes. |  |
| 3.10 | Receive and incorporate constructive feedback for continuous improvement. |  |
| 3.11 | Prepare and curate a portfolio showcasing growth- add appropriate class artifacts to the (IPS) Individual Plan of Study electronic portfolio |  |

## Benchmark 4: Media Ethics and Law

### Competencies

| **#** | **DESCRIPTION** | **RATING** |
| --- | --- | --- |
| 4.1 | Demonstrate an understanding of laws affecting the use of digital media for public and educational audiences (i.e., copyright, trademark, artificial intelligence). |  |
| 4.2 | Analyze the impact of ethics on the production of digital media (e.g. privacy, bullying). |  |
| 4.3 | Demonstrate an understanding to proper ethical conduct within the digital media field. |  |

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

Instructor Signature:

For more information, contact:

CTE Pathways Help Desk

(785) 296-4908

[pathwayshelpdesk@ksde.org](mailto:pathwayshelpdesk@ksde.org)



900 S.W. Jackson Street, Suite 102

Topeka, Kansas 66612-1212

[https://www.ksde.org](https://www.ksde.org/)

The Kansas State Department of Education does not discriminate on the basis of race, color, national origin, sex, disability or age in its programs and activities and provides equal access to any group officially affiliated with the Boy Scouts of America and other designated youth groups. The following person has been designated to handle inquiries regarding the nondiscrimination policies: KSDE General Counsel, Office of General Counsel, KSDE, Landon State Office Building, 900 S.W. Jackson, Suite 102, Topeka, KS 66612, (785) 296-3201.