# Digital Media Technology Course No. 30104 Credit: 0.5

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| **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



900 S.W. Jackson Street, Suite 102

Topeka, Kansas 66612-1212

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

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