# Media Design & Production Course No. 30151 Credit: 1.0

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

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

Course Description: **Application Level:** Media Design and Production provides students with a simulated workplace experience allowing students the opportunity to apply fundamental skills learned from graphic design and production to create multi-media projects for public presentation. Topics include developing a production schedule, working as a team, utilizing composition principles, and embedding audio, video, and interactive media into presentation medias.

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: Demonstrate technical skills related to careers in the Media Arts fields.

### Competencies

| **#** | **DESCRIPTION** | **RATING** |
| --- | --- | --- |
| 1.1 | Create digital media project(s) for public presentation using industry standard software. |  |
| 1.2 | Create multimedia projects across a variety of delivery methods (web, streaming, etc.). |  |
| 1.3 | Apply design principles to convergent media using software applications currently in use by industry. |  |
| 1.4 | Capture, edit and/or manipulate photos, audio and/or video for digital media applications. |  |
| 1.5 | Demonstrate a proficiency in the use of graphic design, video production, animation or motion graphics concepts and tools/software's used in media production. |  |
| 1.6 | Apply design concepts like layout, color theory, typography into projects to create visually appealing graphics, logos, and other visual elements. |  |
| 1.7 | Utilize composition principles when designing visual elements (i.e. images, text, video) in projects. |  |
| 1.8 | Create a portfolio of digital media projects - add class artifacts to the (IPS) Individual Plan of Study electronic portfolio. |  |

## Benchmark 2: Click or tap here to enter text.

### Competencies

| **#** | **DESCRIPTION** | **RATING** |
| --- | --- | --- |
| 2.1 | Demonstrate the proper use of terminology as they relate to digital assets and content creation (rather than, desktop publishing, graphic design, photojournalism, journalistic writing and/or editing). |  |
| 2.2 | Demonstrate an understanding to the process for pre-production, production and post-production of media projects. |  |
| 2.3 | Demonstrate an understanding of the various roles necessary to produce media production team and how those roles work together to produce a finished project. |  |
| 2.4 | Design and follow a production schedule for a multi-media project(s) (including contracts, budgeting concerns, costs preparation, production and legal issues). |  |
| 2.5 | Demonstrate leadership skills necessary to lead a team in the successful completion of a media production project. |  |
| 2.6 | Demonstrate the ability to collaborate and work as a team to see a project through to completion, including engaging in problem solving and conflict resolution as needed. |  |
| 2.7 | Utilize proper digital file management procedures. |  |

## Benchmark 3: Complying to legal and ethical standards

### Competencies

| **#** | **DESCRIPTION** | **RATING** |
| --- | --- | --- |
| 3.1 | Proficiency in obtaining and managing release forms for individuals featured in media projects. |  |
| 3.2 | Demonstrate an understanding of the First Amendment and student press rights as well as the rights and responsibilities of the Kansas Student Publications Act. |  |
| 3.3 | Awareness to the legal responsibilities and laws in media production. (libel, slander, obscenity, fair use, trademark, branding, plagiarism, invasion of privacy and copyright). |  |
| 3.4 | Understand how to utilize sunshine laws, including the Freedom of Information Act, Kansas Open Records Act and Kansas Open Meetings Act. |  |
| 3.5 | Explain ethical requirements in media and follow a relevant ethical code, such as the Society of Professional Journalists Code of Ethics. |  |
| 3.6 | Compliance with regulatory standards, such as broadcasting regulations, advertising regulations, and media distribution laws. |  |

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.