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

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| **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:

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