# Digital Media Technology Course No. 30104 Credit: 0.5

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

Pathways and CIP Codes:Digital Media (09.0702)

Course Description: **Technical Level:** Digital Media Technology teaches the technical skills needed to work with electronic media. Topics include exploring the use of digital media and video today and in the future, a study of the relationship of workflow to project planning and completion and the software, equipment and tools used in the industry.

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 communications field.

### Competencies

| **#** | **DESCRIPTION** | **RATING** |
| --- | --- | --- |
| 1.1 | Explore career/entrepreneurial opportunities in digital media. |  |

## Benchmark 2: Demonstrate technical skills related to careers in the communications field.

### Competencies

| **#** | **DESCRIPTION** | **RATING** |
| --- | --- | --- |
| 2.1 | Explore the role and uses of audio and video in digital media (e.g. podcasts, streaming audio). |  |
| 2.2 | Identify and use common terminology of the industry. |  |
| 2.3 | Investigate software, equipment and other tools used in digital media technology. |  |
| 2.4 | Identify use of color and color theory in media applications. |  |
| 2.5 | Describe the fundamental design principles with digital media applications. |  |
| 2.6 | Analyze the ongoing technological changes in digital media. |  |
| 2.7 | Predict how technological advancements affect the Arts, AV and Communications career cluster. |  |
| 2.8 | Analyze copyright laws affecting the use of digital media for public and educational audiences. |  |
| 2.9 | Understand the planning involved in developing multimedia projects (including contracts, costs, preparation and production legal issues). |  |
| 2.10 | Understand how work flow relates to project planning and completion (i.e. pre-production, production, post-production). |  |
| 2.11 | Analyze the role and responsibilities of individual team members to the success of the digital media project. |  |
| 2.12 | Identify specific requirements necessary for embedding content (e.g. video, photos) in various digital delivery formats (including PDF and webpages). |  |
| 2.13 | Evaluate current laws and regulations dealing with digital media (e.g. cyber ethics). |  |
| 2.14 | Compare and contrast uses of electronic media outlets (e.g. newsgroups, social networking, blogs, electronic publications). |  |
| 2.15 | Identify uses of metadata. |  |
| 2.16 | Understand and demonstrate quality presentation skills. |  |

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/)

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.