

e Dynamic Learning Course Title: Digital Media Fundamentals 1a / 1b

State: TX

State Course Title: Digital Media

State Course Code: 130.307

State Standards: Digital Media

Date of Standards: 2015

TEKS	Course Title. (a or b), if applicable, e.g. Game Design 1a	Unit Name(s)	Lesson(s) Numbers
(1) The student demonstrates professional standards/ employability skills as required by business and industry.			
(A) identify and demonstrate work behaviors and qualities that enhance employability and job advancement such as regular attendance, attention to proper attire, maintenance of a clean and safe work environment, pride in work, flexibility, and initiative;	Digital Media 1a	Unit 1: Digital Media: Current Issues and Careers	Lesson 5
(B) employ effective verbal and nonverbal communication skills;	Digital Media 1a	Unit 1: Digital Media: Current Issues and Careers	Lesson 5
(C) employ effective reading and writing skills;	Digital Media 1b	Unit 2: Connecting with your Web Audience	Lesson 2
(D) solve problems and think critically;	Digital Media 1a	Unit 2: A Picture's Worth a Thousand Words: Introduction to Digital Images	Lessons 1-5
(E) demonstrate leadership skills and function effectively as a team member;	Digital Media 1a	Unit 6: Digital Video--Pre-Production	Lesson 4
(F) demonstrate an understanding of legal and ethical responsibilities in relation to the field of information technology;	Digital Media 1b	Unit 3: Digital Rights, Ethics and Security	Lesson 1
(G) demonstrate planning and time-management skills such as storyboarding and project management, including initiating, planning, executing, monitoring and controlling, and closing a project.	Digital Media 1a	Unit 7: Digital Video: Production and Post-Production	Activity

(2) The student identifies employment opportunities in the IT field with a focus in the area of digital media.

(A) identify job opportunities and accompanying job duties and tasks;	Digital Media 1a	Unit 1: Digital Media: Current Issues and Careers	Lesson 5
(B) research careers of personal interest along with the education, job skills, and experience required to achieve personal career goals;	Digital Media 1a	Unit 1: Digital Media: Current Issues and Careers	Lesson 5
(C) demonstrate an understanding of the functions of resumes and portfolios; and	Digital Media 1b	Unit 8: Putting it all Together: Multimedia Presentations	Lesson 4
(D) create a digital portfolio	Digital Media 1b	Unit 8: Putting it all Together: Multimedia Presentations	Lesson 4

(3) The student uses emerging technologies to exchange and gather information and resources.

(A) collaborate using various electronic technologies such as email, blogs, chat rooms, discussion threads, social media, podcasting, and wikis;	Digital Media 1a	Unit 1: Digital Media: Current Issues and Careers	Lesson 5
(B) demonstrate appropriate search strategies for finding resources or assets on the Internet;	Digital Media 1b	Unit 1: The Net and the Web	Lesson 2
(C) discuss recent digital media technologies; and	Digital Media 1a	Unit 1: Digital Media: Current Issues and Careers	Lesson 3
(D) evaluate and select appropriate software for the development of projects.	Digital Media 1a	Unit 2: A Picture's Worth a Thousand Words: Introduction to Digital Images	Lesson 2

(4) The student complies with standard practices and behaviors that meet legal and ethical responsibilities.

(A) explain and demonstrate ethical use of technology and online resources;	Digital Media 1b	Unit 3: Digital Rights, Ethics and Security	Lesson 2
(B) compare and contrast fair use, open source, and creative commons;	Digital Media 1b	Unit 3: Digital Rights, Ethics and Security	Lesson 1
(C) adhere to intellectual property laws and regulations;	Digital Media 1b	Unit 3: Digital Rights, Ethics and Security	Lesson 1
(D) differentiate between copyright and trademarks;	Digital Media 1b	Unit 3: Digital Rights, Ethics and Security	Lesson 1
(E) explain the concept of intellectual property laws, including copyright, trademarks, and patents and consequences of violating each type of law;	Digital Media 1b	Unit 3: Digital Rights, Ethics and Security	Lesson 1
(F) define and identify unethical practices such as hacking, online piracy, and data vandalism;	Digital Media 1b	Unit 3: Digital Rights, Ethics and Security	Lesson 2
(G) demonstrate ethical use of Internet and online resources, including citation of source; and	Digital Media 1b	Unit 3: Digital Rights, Ethics and Security	Lesson 2
(H) describe the function of a non-disclosure agreement and intellectual property agreement.	Digital Media 1b	Unit 3: Digital Rights, Ethics and Security	Lesson 1

(5) The student analyzes and applies design and layout principles in digital media.			
(A) compare and contrast printed and digital communications products that demonstrate appropriate and inappropriate use of design and layout principles;	Digital Media 1a	Unit 2: A Picture's Worth a Thousand Words: Introduction to Digital Images	Lessons 1-5
(B) identify and apply perspective such as backgrounds, light, shades, shadows, and scale to capture a focal point and create depth;	Digital Media 1a	Unit 2:A Picture's Worth a Thousand Words: Introduction to Digital Images	Lesson 5
(C) identify and apply principles of proportion, balance, variety, emphasis, harmony, symmetry, unity, and repetition in type, color, size, line thickness, shape, and space;	Digital Media 1a	Unit 2: A Picture's Worth a Thousand Words: Introduction to Digital Images	Lessons 1-5
(D) identify and apply three-dimensional effects such as foreground, middle distance, and background images;	Digital Media 1a	Unit 3: Creating Digital Images: Photographs and Graphic Images	Lesson 2
(E) identify and apply concepts of typography;	Digital Media 1a	Unit 2: A Picture's Worth a Thousand Words: Introduction to Digital Images	Lesson 3
(F) identify and apply color theory; and	Digital Media 1a	Unit 2: A Picture's Worth a Thousand Words: Introduction to Digital Images	Lesson 4
(G) create and improve digital products by applying the appropriate design and layout principles.	Digital Media 1a	Unit 2: A Picture's Worth a Thousand Words: Introduction to Digital Images	Lesson 5
(6) The student designs and creates digital graphics.			
(A) compare and contrast the characteristics of raster-based bitmap graphics and vector-based graphics;	Digital Media 1a	Unit 4: Editing and Distributing Digital Images	Lesson 1
(B) create and modify digital graphics using appropriate vector-based and raster-based software following standard design principles;	Digital Media 1a	Unit 4: Editing and Distributing Digital Images	Lab, Activity
(C) export and set graphics to be used in both print and digital formats;	Digital Media 1a	Unit 4: Editing and Distributing Digital Images	Lesson 4
(D) demonstrate knowledge of graphic resolution, file size, file formats, and file management;	Digital Media 1a	Unit 4: Editing and Distributing Digital Images	Lesson 4

(E) determine the type of data stored in a file based on its file extension and select appropriate software to modify, create, and view the file; and	Digital Media 1b	Unit 4: Creating and Editing Digital Audio	Lesson 4
(F) differentiate between the color mode selections in determining product output.	Digital Media 1a	Unit 4: Editing and Distributing Digital Images	Lesson 2
(7) The student demonstrates appropriate use of digital photography equipment and techniques.			
(A) demonstrate proper use of safety procedures while using digital photography equipment;	Digital Media 1a	Unit 3: Creating Digital Images: Photographs and Graphic Images	Lesson 3
(B) capture still shot images using digital photography equipment incorporating various photo composition techniques such as lighting, perspective, candid versus posed, rule of thirds, and level of horizon;	Digital Media 1a	Unit 3: Creating Digital Images: Photographs and Graphic Images	Lesson 2
(C) transfer still shot images from equipment to the computer; and	Digital Media 1a	Unit 4: Editing and Distributing Digital Images	Lesson 2
(D) demonstrate photographic enhancement techniques such as feathering, layering, masking, and color enhancement using appropriate photo editing software.	Digital Media 1a	Unit 4: Editing and Distributing Digital Images	Lesson 2
(8) The student demonstrates appropriate use of video equipment and techniques.			
(A) demonstrate proper use of safety procedures while using digital video equipment;	Digital Media 1a	Unit 7: Digital Video: Production and Post-Production	Lesson 1
(B) demonstrate proper use of terminology in relation to video technology;	Digital Media 1a	Unit 6: Digital Video--Pre-Production	Lesson 2
(C) demonstrate proper ethics in the use of digital video photography equipment to capture video images;	Digital Media 1b	Unit 3: Digital Rights, Ethics and Security	Lesson 2
(D) transfer video images from equipment to the computer;	Digital Media 1a	Unit 7: Digital Video: Production and Post-Production	Lesson 4
(E) apply video graphic enhancement and editing techniques such as panning, transitioning, zooming, content editing, and synchronizing audio and video using appropriate digital manipulation software; and	Digital Media 1a	Unit 7: Digital Video: Production and Post-Production	Lesson 3
(F) export video files in digital formats to be used in various delivery systems such as podcasts, downloadable media, social media, and streaming video.	Digital Media 1a	Unit 7: Digital Video: Production and Post-Production	Lesson 4

(9) The student demonstrates appropriate use of audio equipment and techniques.			
(A) demonstrate proper use of safety procedures while using digital audio equipment;	Digital Media 1b	Unit 4: Creating and Editing Digital Audio	Lessons 1-4
(B) demonstrate proper use of terminology and concepts in relation to audio technology;	Digital Media 1b	Unit 4: Creating and Editing Digital Audio	Lessons 1-4
(C) demonstrate proper use of digital audio equipment to capture audio files;	Digital Media 1b	Unit 4: Creating and Editing Digital Audio	Lessons 1, 2
(D) transfer audio files from equipment to the computer;	Digital Media 1b	Unit 4: Creating and Editing Digital Audio	Lesson 4
(E) demonstrate proper use of audio editing software such as adding effects, fading, volume control, and manipulation of waveforms using appropriate digital manipulation software; and	Digital Media 1b	Unit 4: Creating and Editing Digital Audio	Lesson 3
(F) export audio files to be used in digital formats in various delivery systems such as podcasts, downloadable files, social media, and streaming video.	Digital Media 1b	Unit 4: Creating and Editing Digital Audio	Lesson 4
(10) The student demonstrates appropriate use of animation.			
(A) plan and create a linear and non-linear animation using accepted standards such as design principles, frames and key frames, integration of audio into an animation, and user interactive controls;	Digital Media 1a	Unit 5: Creating Animations	Lesson 1
(B) deploy animation to be used in various digital formats and on various video animation players; and	Digital Media 1a	Unit 5: Creating Animations	Lessons 1-4
(C) create an interactive animation.	Digital Media 1a	Unit 5: Creating Animations	Lessons 1-4
(11) The student demonstrates appropriate project management in the creation of digital media projects.			
(A) initiate a project, including identifying the purpose, audience, and audience needs for design plans;	Digital Media 1b	Unit 8: Putting it Into Practice: Create a Microsite	Lesson 1
(B) develop a plan for a media project such as a storyboard and stage development and identify equipment and resources;	Digital Media 1b	Unit 7: Planning and Designing a Website	Lesson 1
(C) execute and monitor and control a project along its timeline and make suggested revisions until completion of the project; and	Digital Media 1b	Unit 8: Putting it Into Practice: Create a Microsite	Lesson 1
(D) close a project, including identifying lessons learned.	Digital Media 1b	Unit 8: Putting it Into Practice: Create a Microsite	Lesson 3
(12) The student deploys digital media into print, web-based, and video products.			
(A) incorporate video, audio, text, graphics, and animations into a web page;	Digital Media 1b	Unit 7: Planning and Designing a Website	Lesson 1
(B) incorporate various digital media products into an electronic document such as a newsletter, social media outlet, poster, or report; and	Digital Media 1b	Unit 7: Planning and Designing a Website	Lab

(C) incorporate various digital media products into an interactive product such as an animation, computer program, simulation, interactive website, or application.	Digital Media 1b	Unit 7: Planning and Designing a Website	Lab
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