Program Title: Digital Media/Multimedia Technology
Occupational Area: Industrial Education

PSV
CIP Number 1610010202 (AS) 0610010202 (AAS)
Grade Level College Credits
Length AS/AAS Degree - 64 Credits
Certification

I. **MAJOR CONCEPTS/CONTENT:** The purpose of this program is to prepare students for initial employment as digital media/multimedia programmer, digital media/multimedia project manager, web designer/web developer/web production artist, audio visual technician/audio technician, lighting technician, graphic animator, graphic designer, videographer/editor, video engineer, digital media/multimedia producer, technical director, instructional designer or interface designer, or to provide supplemental training for persons previously or currently employed in these occupations.

The content should include, but not be limited to, the learning of management skills permitting the graduate to oversee the operation of institutional and industrial multiple media operations. Instruction includes: use of multimedia hardware and software, production analysis, the design and production of digital media/multimedia projects, digital media/multimedia management and the application of production skills to solving the problems relating to the integration of multiple media. Also included are skills relating to professionalism, employability, communication, and management.

This program focuses on broad, transferable skills and stresses understanding and demonstration of the following elements of the Digital Media/Multimedia industry: planning, management, finance, technical and product skills, underlying principles of technology, labor issues, community issues and health, safety, and environmental issues.

II. **LABORATORY ACTIVITIES:** Laboratory activities are an integral part of this program with emphasis on the synthesis of disparate digital media/multimedia components into a unified presentation.

III. **SPECIAL NOTE:** The Vocational Industrial Clubs of America, Inc., is the appropriate vocational student organization for providing leadership training and for reinforcing specific vocational skills. Vocational Student Organizations, when provided, shall be an integral part of the vocational instructional program, and the activities of such organizations are defined as part of the curriculum in accordance with Rule 6A-6.064, FAC.
The graduating student may enroll in a Digital Media/Multimedia Practicum prior to the completion of the program. The Practicum content will include résumé skills, a presentation portfolio, and the assessment of interview skills and techniques.

The cooperative method of instruction may be utilized for this program. Whenever the cooperative method is offered, the following is required for each student: a training plan which includes instructional objectives and a list of on-the-job and in-school learning experiences; a work station which reflects equipment, skills and tasks relevant to the occupation the student has chosen as a career goal.

In accordance with Rule 6A-10.040, FAC, the minimum basic skills grade level required for this postsecondary adult vocational program is: Mathematics 9.0, Language 9.0, Reading 9.0. This grade level number corresponds to a grade equivalent score obtained on a state designated basic skills examination. The typical length of this program for the average achieving student is an associate degree.

To be transferable statewide between institutions, this program/course must have been reviewed, and a “transfer value” assigned the curriculum content by the appropriate Statewide Course Numbering System discipline committee. This does not preclude institutions from developing specific program or course articulation agreements with each other.

IV. **INTENDED OUTCOMES:** After successfully completing the program, the student will be able to:

01.0 Use industry standard digital media/multimedia hardware and software.
02.0 Create projects and presentations utilizing a variety of digital media/multimedia technologies.
03.0 Design and generate still imagery.
04.0 Design and generate video and/or animations in a multimedia project.
05.0 Design and execute audio technology for a digital media/multimedia project.
06.0 Use computer applications for digital media/multimedia projects.
07.0 Produce digital media/multimedia projects.
08.0 Demonstrate appropriate communication skills.
09.0 Demonstrate appropriate math skills.
10.0 Demonstrate employability skills.
11.0 Demonstrate an understanding of entrepreneurship.
Florida Department of Education
STUDENT PERFORMANCE STANDARDS

Program Title: Digital Media/Multimedia Technology
Secondary Number: 1610010202 (AS) 0610010202 (AAS)

01.0 USE INDUSTRY STANDARD DIGITAL MEDIA/MULTIMEDIA HARDWARE AND SOFTWARE--The student will be able to:

01.01 Demonstrate the proper care and handling of equipment used in digital media/multimedia.
01.02 Perform pre and post production routines for proper presentations.
01.03 Analyze equipment performance to meet industry standards.

02.0 CREATE PROJECTS AND PRESENTATIONS UTILIZING A VARIETY OF DIGITAL MEDIA/MULTIMEDIA TECHNOLOGIES--The student will be able to:

02.01 Analyze the strengths and weaknesses of presentational media.
02.02 Appraise production resources to achieve desired outcomes.
02.03 Utilize production techniques to create the desired outcomes.
02.04 Adapt learned skills and generate new approaches in order to solve unique production problems.

03.0 DESIGN AND GENERATE STILL IMAGERY--The student will be able to:

03.01 Capture, manipulate and apply a still image in a digital media/multimedia project.
03.02 Differentiate and optimize still image formats.
03.03 Apply elements of design, principles of composition and qualities of light to still images in a digital media/multimedia project.
03.04 Understand the properties of light and how to measure its intensity and color.
03.05 Integrate the use of photographic special effects into digital media/multimedia presentations.
03.06 Evaluate photographic quality using appropriate application.

04.0 DESIGN AND GENERATE VIDEO AND/OR ANIMATIONS--The student will be able to:

04.01 Capture, manipulate and apply a video and/or animation image in a digital media/multimedia project.
04.02 Differentiate and optimize video and/or animation formats.
04.03 Apply elements of design, principles of composition and qualities of light to video and/or animation in a digital media/multimedia project.
04.04 Integrate the use of video special effects into digital media/multimedia presentations.
04.05 Evaluate moving image quality using appropriate application standards.

05.0 DESIGN AND EXECUTE AUDIO TECHNOLOGY FOR A DIGITAL MEDIA/MULTIMEDIA PROJECT--The student will be able to:

05.01 Capture, manipulate and apply audio and sound in a digital media/multimedia project.
05.02 Differentiate and optimize formats for audio and sound.
05.03 Evaluate production needs for microphone applications.
05.04 Demonstrate proficiency with a multi-channel audio mixer.
05.05 Generate strategies for electronic editing.
05.06 Generate strategies for multi-track recording to industry standards.
05.07 Interpret the applications of copyright laws as they apply to prerecorded materials.

06.0 USE COMPUTER APPLICATIONS FOR DIGITAL MEDIA/MULTIMEDIA PROJECTS--The student will be able to:

06.01 Demonstrate a basic proficiency with digital media/multimedia software packages.
06.02 Design and produce digital media/multimedia content.
06.03 Test, edit and de-bug digital media/multimedia content.
06.04 Present digital media/multimedia content.

07.0 PRODUCE DIGITAL MEDIA/MULTIMEDIA PROJECTS--The student will be able to:

07.01 Assess needs of the end user.
07.02 Analyze resources available.
07.03 Select and apply appropriate media.
07.04 Create and write a script appropriate to the media selected.
07.05 Create and prepare a storyboard appropriate to the media selected.
07.06 Design navigational structure for non-linear environments.
07.07 Organize resources and personnel to implement production.
07.08 Synthesize component elements of available digital media/multimedia technologies into a unified project.
07.09 Appraise the quality and end user application of finished project.

08.0 DEMONSTRATE APPROPRIATE COMMUNICATION SKILLS--The student will be able to:

08.01 Write logical and understandable statements, or phrases, to accurately fill out forms/invoices commonly used in business and industry.
08.02 Read and understand graphs, charts, diagrams, and tables commonly used in this industry/occupation area.
08.03 Read and follow written and oral instructions.
08.04 Answer and ask questions coherently and concisely.
08.05 Read critically by recognizing assumptions and implications and by evaluating ideas.
08.06 Demonstrate appropriate communication skills.

09.0 DEMONSTRATE APPROPRIATE MATH SKILLS--The student will be able to:

09.01 Solve problems for volume, weight, area, circumference and perimeter measurements for rectangles, squares, and cylinders.
09.02 Measure tolerance(s) on horizontal and vertical surfaces using millimeters, centimeters, feet and inches.
09.03 Add, subtract, multiply and divide using fractions, decimals, and whole numbers.
09.04 Determine the correct purchase price, to include sales tax for a materials list containing a minimum of six items.
09.05 Demonstrate an understanding of federal, state and local taxes and their computation.

10.0 DEMONSTRATE EMPLOYABILITY SKILLS--The student will be able to:

10.01 Create and write a résumé and cover letter.
10.02 Prepare and compile a portfolio, CD-rom, DVD, and/or a demo reel.
10.03 Identify acceptable work habits.
10.04 Demonstrate competence in job interview techniques.
10.05 Formulate strategy for post graduation.
10.06 Demonstrate knowledge of the "Florida Right-To-Know Law" as recorded in Florida Statutes Chapter 442.

11.0 DEMONSTRATE AN UNDERSTANDING OF ENTREPRENEURSHIP--The student will be able to:

11.01 Define entrepreneurship.
11.02 Describe the importance of entrepreneurship to the American economy.
11.03 List the advantages and disadvantages of business ownership.
11.04 Identify the risks involved in ownership of a business.
11.05 Identify the necessary personal characteristics of a successful entrepreneur.
11.06 Identify the business skills needed to operate a small business efficiently and effectively.
11.07 Prepare a project budget reflecting revenue, cost, overhead and operating expenses.
Program Title: Digital Media/Multimedia Production
Occupational Area: Industrial Education
PSVC
CIP Number New
Grade Level College Credit Certificate
Length 15 Credits
Certification

I. **MAJOR CONCEPTS/CONTENT:** The purpose of this program is to prepare students for initial employment as a digital media/multimedia production technician, digital media/multimedia developer, or to provide supplemental training for persons previously or currently employed in these occupations.

The content should include, but not be limited to: use of multimedia hardware and software, and the design and production of digital media/multimedia projects, including manipulation of video and/or animations and audio.

II. **LABORATORY ACTIVITIES:** Laboratory activities are an integral part of this program with emphasis on the synthesis of disparate digital media/multimedia components into a unified presentation.

III. **SPECIAL NOTE:** The Vocational Industrial Clubs of America, Inc., is the appropriate vocational student organization for providing leadership training and for reinforcing specific vocational skills. Vocational Student Organizations, when provided, shall be an integral part of the vocational instructional program, and the activities of such organizations are defined as part of the curriculum in accordance with Rule 6A-6.064, FAC.

To be transferable statewide between institutions, this program/course must have been reviewed, and a "transfer value" assigned the curriculum content by the appropriate Statewide Course Numbering System discipline committee. This does not preclude institutions from developing specific program or course articulation agreements with each other.
IV. **INTENDED OUTCOMES:** After successfully completing the program, the student will be able to:

01.0 Use industry standard digital media/multimedia hardware and software.
02.0 Create projects and presentations utilizing a variety of digital media/multimedia technologies.
03.0 Design and generate video and/or animations in a multimedia project.
04.0 Design and execute audio technology for a digital media/multimedia project.
05.0 Use computer applications for digital media/multimedia projects.
06.0 Produce digital media/multimedia projects.
Program Title: Digital Media/Multimedia Production
Secondary Number: 
Postsecondary Number:

01.0 USE INDUSTRY STANDARD DIGITAL MEDIA/ MULTIMEDIA HARDWARE AND SOFTWARE.--The student will be able to:

01.01 Analyze equipment performance to meet industry standards.

02.0 CREATE PROJECTS AND PRESENTATIONS UTILIZING A VARIETY OF DIGITAL MEDIA/MULTIMEDIA TECHNOLOGIES--The student will be able to:

02.01 Analyze the strengths and weaknesses of presentational media.
02.02 Appraise production resources to achieve desired outcomes.
02.03 Utilize production techniques to create the desired outcomes.
02.04 Adapt learned skills and generate new approaches in order to solve unique production problems.

03.0 DESIGN AND GENERATE VIDEO AND/OR ANIMATIONS--The student will be able to:

03.01 Capture, manipulate and apply a video and/or animation image in a digital media/multimedia project.
03.02 Apply elements of design, principles of composition and qualities of light to video and/or animation in a digital media/multimedia project.

04.0 DESIGN AND EXECUTE AUDIO TECHNOLOGY FOR A DIGITAL MEDIA/MULTIMEDIA PROJECT--The student will be able to:

04.01 Capture, manipulate and apply audio and sound in a digital media/multimedia project.

05.0 USE COMPUTER APPLICATIONS FOR DIGITAL MEDIA/MULTIMEDIA PROJECTS--The student will be able to:

05.01 Demonstrate a basic proficiency with digital media/multimedia software packages.
05.02 Design and produce digital media/multimedia content.
05.03 Test, edit and de-bug digital media/multimedia content.
06.0 PRODUCE DIGITAL MEDIA/MULTIMEDIA PROJECTS--The student will be able to:

06.01 Assess needs of the end user.
06.02 Analyze resources available.
06.03 Create and write a script appropriate to the media selected.
06.04 Create and prepare a storyboard appropriate to the media selected.
06.05 Synthesize component elements of available digital media/multimedia technologies into a unified project.
Program Title: Digital Media/Multimedia Web Production
Occupational Area: Industrial Education

PSVC
CIP Number New
Grade Level College Credits
Length 15 Credits
Certification

I. **MAJOR CONCEPTS/CONTENT:** The purpose of this program is to prepare students for initial employment as web production assistant, web production artist, or to provide supplemental training for persons previously or currently employed in these occupations.

The content should include, but not be limited to: analysis of end-user needs, use of digital media/multimedia computer applications, and the design and production of digital media/multimedia projects, including manipulation of video and/or animations and audio.

II. **LABORATORY ACTIVITIES:** Laboratory activities are an integral part of this program with emphasis on the synthesis of disparate digital media/multimedia components into a unified presentation.

III. **SPECIAL NOTE:** The Vocational Industrial Clubs of America, Inc., is the appropriate vocational student organization for providing leadership training and for reinforcing specific vocational skills. Vocational Student Organizations, when provided, shall be an integral part of the vocational instructional program, and the activities of such organizations are defined as part of the curriculum in accordance with Rule 6A-6.064, FAC.

To be transferable statewide between institutions, this program/course must have been reviewed, and a "transfer value" assigned the curriculum content by the appropriate Statewide Course Numbering System discipline committee. This does not preclude institutions from developing specific program or course articulation agreements with each other.
IV. **INTENDED OUTCOMES**: After successfully completing the program, the student will be able to:

01.0 Create projects and presentations utilizing a variety of digital media/multimedia technologies.
02.0 Design and generate video and/or animations in a multimedia project.
03.0 Design and execute audio technology for a digital media/multimedia project.
04.0 Use computer applications for digital media/multimedia projects.
05.0 Produce digital media/multimedia projects.
Program Title: Digital Media/Multimedia Web Production

01.0 CREATE PROJECTS AND PRESENTATIONS UTILIZING A VARIETY OF DIGITAL MEDIA/MULTIMEDIA TECHNOLOGIES--The student will be able to:

01.01 Analyze the strengths and weaknesses of presentational media.
01.02 Appraise production resources to achieve desired outcomes.

02.0 DESIGN AND GENERATE VIDEO AND/OR ANIMATIONS--The student will be able to:

02.01 Capture, manipulate and apply a video and/or animation image in a digital media/multimedia project.
02.02 Differentiate and optimize video and/or animation formats.

03.0 DESIGN AND EXECUTE AUDIO TECHNOLOGY FOR A DIGITAL MEDIA/MULTIMEDIA PROJECT--The student will be able to:

03.01 Capture, manipulate and apply audio and sound in a digital media/multimedia project.
03.02 Differentiate and optimize formats for audio and sound.

04.0 USE COMPUTER APPLICATIONS FOR DIGITAL MEDIA/MULTIMEDIA PROJECTS--The student will be able to:

04.01 Design and produce digital media/multimedia content.
04.02 Test, edit and de-bug digital media/multimedia content.

05.0 PRODUCE DIGITAL MEDIA/MULTIMEDIA PROJECTS--The student will be able to:

05.01 Assess needs of the end user.
Program Title: Digital Media/Multimedia Authoring
Occupational Area: Industrial Education
CIP Number: PSVC
Grade Level: College Credits
Length: 12 Credits
Certification

I. **MAJOR CONCEPTS/CONTENT:** The purpose of this program is to prepare students for initial employment as a digital media/multimedia author, or to provide supplemental training for persons previously or currently employed in these occupations.

The content should include, but not be limited to: use of digital media/multimedia computer applications, and the design and production of digital media/multimedia projects, including manipulation of video and/or animations and audio.

II. **LABORATORY ACTIVITIES:** Laboratory activities are an integral part of this program with emphasis on the synthesis of disparate digital media/multimedia components into a unified presentation.

III. **SPECIAL NOTE:** The Vocational Industrial Clubs of America, Inc., is the appropriate vocational student organization for providing leadership training and for reinforcing specific vocational skills. Vocational Student Organizations, when provided, shall be an integral part of the vocational instructional program, and the activities of such organizations are defined as part of the curriculum in accordance with Rule 6A-6.064, FAC.

To be transferable statewide between institutions, this program/course must have been reviewed, and a "transfer value" assigned the curriculum content by the appropriate Statewide Course Numbering System discipline committee. This does not preclude institutions from developing specific program or course articulation agreements with each other.

IV. **INTENDED OUTCOMES:** After successfully completing the program, the student will be able to:

01.0 Create projects and presentations utilizing a variety of digital media/multimedia technologies.
02.0 Use computer applications for digital media/multimedia projects.
03.0 Produce digital media/multimedia projects.
Program Title: Digital Media/Multimedia Authoring
Secondary Number:
Postsecondary Number:

01.0 CREATE PROJECTS AND PRESENTATIONS UTILIZING A VARIETY OF DIGITAL MEDIA/MULTIMEDIA TECHNOLOGIES--The student will be able to:

01.01 Adapt learned skills and generate new approaches in order to solve unique production problems.

02.0 USE COMPUTER APPLICATIONS FOR DIGITAL MEDIA/MULTIMEDIA PROJECTS--The student will be able to:

02.01 Demonstrate a basic proficiency with digital media/multimedia software packages.
02.02 Design and produce digital media/multimedia content.
02.03 Test, edit and de-bug digital media/multimedia content.

03.0 PRODUCE DIGITAL MEDIA/MULTIMEDIA PROJECTS--The student will be able to:

03.01 Create and write a script appropriate to the media selected.
03.02 Create and prepare a storyboard appropriate to the media selected.
03.03 Design navigational structure for non-linear environments.
03.04 Organize resources and personnel to implement production.
03.05 Synthesize component elements of available digital media/multimedia technologies into a unified project.
Program Title: Digital Media/Multimedia Video Production
Occupational Area: Industrial Education

PSVC
Grade Level: College Credits
Length: 12 Credits
Certification

I. **MAJOR CONCEPTS/CONTENT:** The purpose of this program is to prepare students for initial employment as a videographer, video editor, or to provide supplemental training for persons previously or currently employed in these occupations.

The content should include, but not be limited to: design and generation of video and/or animations and the production of digital media/multimedia projects.

II. **LABORATORY ACTIVITIES:** Laboratory activities are an integral part of this program with emphasis on the synthesis of disparate digital media/multimedia components into a unified presentation.

III. **SPECIAL NOTE:** The Vocational Industrial Clubs of America, Inc., is the appropriate vocational student organization for providing leadership training and for reinforcing specific vocational skills. Vocational Student Organizations, when provided, shall be an integral part of the vocational instructional program, and the activities of such organizations are defined as part of the curriculum in accordance with Rule 6A-6.064, FAC.

To be transferable statewide between institutions, this program/course must have been reviewed, and a "transfer value" assigned the curriculum content by the appropriate Statewide Course Numbering System discipline committee. This does not preclude institutions from developing specific program or course articulation agreements with each other.

IV. **INTENDED OUTCOMES:** After successfully completing the program, the student will be able to:

01.0 Design and generate video and/or animations in a multimedia project.
02.0 Produce digital media/multimedia projects.
Program Title: Digital Media/Multimedia Video Production

01.0 DESIGN AND GENERATE VIDEO AND/OR ANIMATIONS--The student will be able to:

01.01 Capture, manipulate and apply a video and/or animation image in a digital media/multimedia project.
01.02 Differentiate and optimize video and/or animation formats.
01.03 Apply elements of design, principles of composition and qualities of light to video and/or animation in a digital media/multimedia project.
01.04 Integrate the use of video special effects into digital media/multimedia presentations.
01.05 Evaluate moving image quality using appropriate application standards.

02.0 PRODUCE DIGITAL MEDIA/MULTIMEDIA PROJECTS--The student will be able to:

02.01 Create and write a script appropriate to the media selected.
Program Title: Digital Media/Multimedia Instructional Technology
Occupational Area: Industrial Education

PSVC
CIP Number New
Grade Level College Credits
Length 15 Credits
Certification

I. **MAJOR CONCEPTS/CONTENT:** The purpose of this program is to prepare students for initial employment as an instructional developer, instructional media integrator, instructional media specialist, or to provide supplemental training for persons previously or currently employed in these occupations.

The content should include, but not be limited to: the design and production of digital media/multimedia projects using computer applications, and demonstration of appropriate communication skills.

II. **LABORATORY ACTIVITIES:** Laboratory activities are an integral part of this program with emphasis on the synthesis of disparate digital media/multimedia components into a unified presentation.

III. **SPECIAL NOTE:** The Vocational Industrial Clubs of America, Inc., is the appropriate vocational student organization for providing leadership training and for reinforcing specific vocational skills. Vocational Student Organizations, when provided, shall be an integral part of the vocational instructional program, and the activities of such organizations are defined as part of the curriculum in accordance with Rule 6A-6.064, FAC.

To be transferable statewide between institutions, this program/course must have been reviewed, and a "transfer value" assigned the curriculum content by the appropriate Statewide Course Numbering System discipline committee. This does not preclude institutions from developing specific program or course articulation agreements with each other.
IV. **INTENDED OUTCOMES**: After successfully completing the program, the student will be able to:

01.0 Create projects and presentations utilizing a variety of digital media/multimedia technologies.
02.0 Use computer applications for digital media/multimedia projects.
03.0 Produce digital media/multimedia projects.
04.0 Demonstrate appropriate communication skills.
Program Title: Digital Media/Multimedia Instructional Technology

01.0 CREATE PROJECTS AND PRESENTATIONS UTILIZING A VARIETY OF DIGITAL MEDIA/MULTIMEDIA TECHNOLOGIES--The student will be able to:

01.01 Analyze the strengths and weaknesses of presentational media.

02.0 USE COMPUTER APPLICATIONS FOR DIGITAL MEDIA/MULTIMEDIA PROJECTS--The student will be able to:

02.01 Demonstrate a basic proficiency with digital media/multimedia software packages.
02.02 Design and produce digital media/multimedia content.

03.0 PRODUCE DIGITAL MEDIA/MULTIMEDIA PROJECTS--The student will be able to:

03.01 Assess needs of the end user.
03.02 Analyze resources available.

04.0 DEMONSTRATE APPROPRIATE COMMUNICATION SKILLS--The student will be able to:

04.01 Read and follow written and oral instructions.
04.02 Answer and ask questions coherently and concisely.
Program Title: Digital Media/Multimedia Presentation
Occupational Area: Industrial Education

CIP Number: PSVC
Grade Level: College Credits
Length: 17 Credits
Certification:

I. MAJOR CONCEPTS/CONTENT: The purpose of this program is to prepare students for initial employment as an audio/visual technician, audio technician, lighting technician, or to provide supplemental training for persons previously or currently employed in these occupations.

The content should include, but not be limited to, the learning of management skills permitting the graduate to oversee the operation of institutional and industrial multiple media operations. Instruction includes: use of multimedia hardware and software, production analysis, the design and production of digital media/multimedia projects, digital media/multimedia management and the application of production skills to solving the problems relating to the integration of multiple media. Also included are skills relating to professionalism, employability, communication, and management.

II. LABORATORY ACTIVITIES: Laboratory activities are an integral part of this program with emphasis on the synthesis of disparate digital media/multimedia components into a unified presentation.

III. SPECIAL NOTE: The Vocational Industrial Clubs of America, Inc., is the appropriate vocational student organization for providing leadership training and for reinforcing specific vocational skills. Vocational Student Organizations, when provided, shall be an integral part of the vocational instructional program, and the activities of such organizations are defined as part of the curriculum in accordance with Rule 6A-6.064, FAC.

To be transferable statewide between institutions, this program/course must have been reviewed, and a "transfer value" assigned the curriculum content by the appropriate Statewide Course Numbering System discipline committee. This does not preclude institutions from developing specific program or course articulation agreements with each other.
IV. **INTENDED OUTCOMES:** After successfully completing the program, the student will be able to:

01.0 Use industry standard digital media/multimedia hardware and software.
02.0 Create projects and presentations utilizing a variety of digital media/multimedia technologies.
03.0 Design and generate still imagery.
04.0 Design and execute audio technology for a digital media/multimedia project.
05.0 Use computer applications for digital media/multimedia projects.
06.0 Produce digital media/multimedia projects.
Program Title: Digital Media/Multimedia Presentation
Secondary Number: 
Postsecondary Number: 

01.0 USE INDUSTRY STANDARD DIGITAL MEDIA/ MULTIMEDIA HARDWARE AND SOFTWARE--The student will be able to:

01.01 Demonstrate the proper care and handling of equipment used in digital media/multimedia.
01.02 Perform pre and post production routines for proper presentations.
01.03 Analyze equipment performance to meet industry standards.

02.0 CREATE PROJECTS AND PRESENTATIONS UTILIZING A VARIETY OF DIGITAL MEDIA/MULTIMEDIA TECHNOLOGIES--The student will be able to:

02.01 Appraise production resources to achieve desired outcomes.
02.02 Utilize production techniques to create the desired outcomes.
02.03 Adapt learned skills and generate new approaches in order to solve unique production problems.

03.0 DESIGN AND GENERATE VIDEO AND/OR ANIMATIONS--The student will be able to:

03.01 Understand the properties of light and how to measure its intensity and color.

04.0 DESIGN AND EXECUTE AUDIO TECHNOLOGY FOR A DIGITAL MEDIA/MULTIMEDIA PROJECT--The student will be able to:

04.01 Capture, manipulate and apply audio and sound in a digital media/multimedia project.
04.02 Differentiate and optimize formats for audio and sound.
04.03 Evaluate production needs for microphone applications.
04.04 Demonstrate proficiency with a multi-channel audio mixer.
04.05 Generate strategies for and electronic editing.
04.06 Generate strategies for multi-track recording to industry standards.

05.0 USE COMPUTER APPLICATIONS FOR DIGITAL MEDIA/MULTIMEDIA PROJECTS--The student will be able to:

05.01 Demonstrate a basic proficiency with digital media/multimedia software packages.
05.02 Present digital media/multimedia content.
06.0 PRODUCE DIGITAL MEDIA/MULTIMEDIA PROJECTS--The student will be able to:

06.01 Assess needs of the end user.  
06.02 Analyze resources available.  
06.03 Create and write a script appropriate to the media selected.  
06.04 Create and prepare a storyboard appropriate to the media selected.  
06.05 Synthesize component elements of available digital media/multimedia technologies into a unified project.