Foundations of Design, Multimedia Arts, & Digital Communication

Level 1: Assumes student has no prior knowledge

Pathway(s): Design & Multimedia Arts, Digital Media and Communication, Production and Managerial Arts

Description

Student are introduced to the variety of programs and occupations in the arts, audio/video technology, and communication systems. Within this context, students will be expected to develop an understanding of the various and multifaceted career opportunities in this cluster and the knowledge, skills, and educational requirements for those opportunities.

Student Learning Outcomes

Instructors are expected to cover all content in Part A. Instructors should focus in an area or areas of Part B that apply to the pathways available within the school.

Part A

Career Exploration

1) Identify various fields within Design, Multimedia Arts, and Digital Communication and their respective career opportunities
   a. Recognize the work typically performed, tools and technology used, and nature of work environments
   b. Identify potential certifications within the careers
   c. Find membership organizations associated with the careers
   d. Understand the necessary education associated within the careers
2) Define professionalism within the context of media arts
   a. Criticism and evaluation
   b. Presentation
   c. Assessment
3) Recognize laws, regulations, and ethics significant to the fields of media art

Shared Art & Design Concepts

4) Identify tools that are common across fields of design, multimedia arts, and digital communication
   a. Hardware
   b. Software
   c. Vocabulary
   d. Storyboarding/storytelling
   e. Teamwork and collaboration
5) Compare and contrast color types and how they are used

        a. RGB
        b. CMYK
        c. Hexadecimal
        d. Pantone

6) Describe the difference between various typeface with examples of suggested best use of each
        a. Serif vs. sans serif
        b. Impact of typeface on tone
        c. Point size
        d. Ascenders, descenders, and baseline
        e. Tracking, leading, and kerning
        f. Paragraph alignment

7) Demonstrate file management appropriate for the fields within design, multimedia arts, and digital communication
        a. File extensions
        b. Lossy vs. lossless compression
        c. Managing workflow of originals and copies

8) Explain the importance of visual elements
        a. Line
        b. Shape
        c. Value
        d. Texture
        e. Color
        f. Space

9) Outline the principles of design
        a. Balance
        b. Scale
        c. Proportion
        d. Movement
        e. Dominance
        f. Harmony-rhythm and repetition
        g. Unity and variety
        h. Positive/negative space

10) Define a design/implementation process appropriate for the fields within design, multimedia arts, and digital communication

11) Identify how the fields in Part B are intersectional

12) Present or publish work

13) Discuss various ways of building a portfolio of work

Part B

Graphic Design & Illustration

1) Explain major historical moments in the field of visual communications
2) Define terminology relevant to the graphic design and illustration field
3) Summarize the origins and history of graphic design and illustration
4) Explain the process of design and concept development

5) Compare and contrast professional contemporary design and illustration looks and techniques
6) Identify the current landscape of graphic design and illustration fields today, as well as the tools used within
7) Identify the equipment and tools presently used by designers and illustrators
    a. Scanner
    b. Digital Camera
    c. Printer
    d. Server
    e. Mixer
    f. Graphics Tablet
8) Create simple design projects related to the field

Animation

9) Understand the basic physics and theory of animation
10) Understand a variety of techniques and technological applications relevant to animations
11) Recognize important historical figures in animation
12) Recognize and analyze important historical film/visual examples of animation
13) Identify significant trends and styles in the animation field
14) Identify current threads of influence in animation

Photography

15) Use SLR or DSLR camera media, process, and skills to create images
16) Apply and analyze the visual elements in digital photographs
17) Apply and analyze the principles of composition in photographs
18) Create photographic images that communicate ideas and sensibilities
19) Use the fundamentals of photography to demonstrate enhanced perception, creativity, and self-expression
20) Analyze and evaluate photographs
21) Assemble and assess a presentation of work that demonstrates professionalism

Audio/Video/Film

22) Define media convergence and new media in the 21st century
23) Discuss the historical timelines of radio, television, cable, satellite, and internet
24) Explain how electronic media works including
    a. Electromagnetism
    b. Waves
    c. Modulations
    d. Bands
    e. Channels
    f. Digital transmission
    g. Frequency
25) Discuss the growth of radio, television, internet and other forms of electronic media
26) Explain the democratization of media
27) Explain the cultural impacts of electronic media on society
28) Demonstrate knowledge of basic audience research methods and media effects

29) Explain distribution by wired relays, wireless relays, and internet distribution
30) Demonstrate an understanding of advertising and commercial aspects of electronic media
31) Delineate non-commercial aspects of electronic media such as public broadcasting and educational programming
32) Analyze the regulatory environments and constitutional issues for electronic media

Journalism and Communication

33) Examine the relevance, complexities, and purpose of mass media
34) Identify the impact of mass media on the individual, family, and local community
35) Examine mass media from diverse perspectives
    a. Cultural
    b. Economic
    c. Political
    d. Historical
    e. Social
    f. Global
36) Discuss the convergence of evolving and new media platforms
37) Differentiate media convergence for business and consumer needs
38) Develop social media literacy
39) Identify how mass media impacts and is impacted by a democracy