

## Colorado CTE Course – Scope and Sequence

<b>Course Name</b>	<u><a href="#">Design &amp; Media Arts 3</a></u>		<b>Course Details</b>	<b>1.0</b>	
			<b>Course = 0.50 Carnegie Unit Credit</b>		
<b>Course Description</b>	This course builds upon the basic concepts and foundations from level 2. It provides an overview of skills necessary to be successful in general concepts found within digital media platforms and is comparable to a HS Level 1 course.				
<b>Note:</b>	This is a suggested scope and sequence for the course content. The content will work with any textbook or instructional resource. If locally adapted, make sure all essential knowledge and skills are covered.				
SCED Identification #		Schedule calculation based on 60 calendar days of a 90-day semester. Scope and sequence allows for additional time for guest speakers, student presentations, field trips, remediation, or other content topics.			
All courses taught in an approved CTE program must include Essential Skills embedded into the course content. The Essential Skills Framework for this course can be found at <a href="https://www.cde.state.co.us/standardsandinstruction/essentialskills">https://www.cde.state.co.us/standardsandinstruction/essentialskills</a>					
<b>Instructional Unit Topic</b>	<b>Suggested Length of Instruction</b>	<b>CTE or Academic Standard Alignment</b>	<u><a href="#">Competency / Performance Indicator</a></u>	<u><a href="#">Outcome / Measurement</a></u>	<u><a href="#">CTSO Integration</a></u>
<b>Unit 1 Elements, Principles, &amp; Composition-Digital Portfolio</b>	2-4 weeks	<p>Discuss various ways of building a portfolio of work</p> <p>Explain the importance of visual elements - Line, Shape, Value, Texture, Color, Space</p> <p>Outline the principles of design - Balance, Scale, Proportion, Movement, Dominance, Harmony-rhythm and repetition, Unity and variety, Positive/negative space</p> <p>Compare and contrast color types and how they are used a. RGB b. CMYK c. Hexadecimal</p>	<p>Understand and use software for multimedia arts</p> <p>Discuss and apply basic concepts of Elements and Principles of art</p> <p>Summarize how designers make decisions about the type of content to include in a project, including considerations such as copyright, project fit, permissions, and licensing.</p> <p>Identify elements of the Photoshop user interface and demonstrate</p>	<p>VA1.3: Employ concepts, issues and themes from other disciplines to solve visual arts problems.</p> <p>VA2.1: Determine meaning from works of art and design using visual literacy skills such as interpretation, negotiation, appreciation and selection. 2: Utilize appropriate vocabulary in the critical analysis of works of art.</p> <p>VA3.2: Demonstrate technical skills and processes to achieve desired results.</p>	<b>Promotional Marketing</b> Participants create and submit a marketing portfolio and required elements that address the annual theme/problem. Semifinalists complete a layout and design assignment for evaluation.

		<p>d. Pantone</p> <p>Identify the equipment and tools presently used by designers and illustrators</p> <ol style="list-style-type: none"> <li>Scanner</li> <li>Digital Camera</li> <li>Printer</li> <li>Server</li> <li>Mixer</li> <li>Graphics Tablet</li> </ol> <p>Create simple design projects related to the field</p>	<p>knowledge of their functions.</p> <p>Identify and define the functions of commonly used Panels, including Properties, Layers, Brushes Adjustments and Type panels.</p>		
<p><b>Unit 2 Typography &amp; Journalism Communications</b></p>	<p>2-4 weeks</p>	<p>Describe the difference between various typeface with examples of suggested best use of each</p> <ol style="list-style-type: none"> <li>Serif vs. sans serif</li> <li>Impact of typeface on tone</li> <li>Point size</li> <li>Ascenders, descenders, and baseline</li> <li>Tracking, leading, and kerning</li> <li>Paragraph alignment</li> </ol> <p>Demonstrate file management appropriate for the fields within design, multimedia arts, and digital communication</p> <p>Examine the relevance, complexities, and purpose of mass media</p> <p>Identify the impact of mass media on the individual, family, and local community</p>	<p>Describe the elements of design and composition as they relate to photography</p> <p>Properly setup, use and store photography equipment</p> <ol style="list-style-type: none"> <li>tripods</li> <li>lenses (zoom, prime, telephoto, wide angle, etc.)</li> </ol> <p>Distinguish compositional schemes in photography (e.g., rule of thirds, geometric, balance, picture planes, etc.)</p> <p>Reference historic and contemporary processes and artists</p> <p>Classify different types of photographic practice</p> <ol style="list-style-type: none"> <li>fine</li> <li>commercial</li> <li>scientific</li> </ol>	<p>VA1. 1 Analyze works and apply the language of art and design to infer meaning. 2: Recognize and interpret works of art through the lens of time, place and culture. 3: Employ concepts, issues and themes from other disciplines to solve visual arts problems.</p> <p>VA2.1: Determine meaning from works of art and design using visual literacy skills such as interpretation, negotiation, appreciation and selection.</p> <p>VA3. 2: Demonstrate technical skills and processes to achieve desired results. 3: Utilize current and available technology as a primary medium to create original works of art.</p>	<p><b>Promotional Marketing</b></p> <p>Participants create and submit a marketing portfolio and required elements that address the annual theme/problem. Semifinalists complete a layout and design assignment for evaluation.</p> <p><b>Digital Photography</b></p> <p>Participants produce and submit a digital</p>

		<p>Develop social media literacy</p> <p>Use SLR or DSLR camera media, process, and skills to create images</p> <p>Apply and analyze the visual elements in digital photographs</p> <p>Apply and analyze the principles of composition in photographs</p> <p>Create photographic images that communicate ideas and sensibilities</p> <p>Analyze and evaluate photographs</p> <p>Present or publish work that demonstrates professionalism</p>	<p>d. journalistic</p> <p>Describe narrative photography</p> <p>Use artmaking processes as forms of inquiry to develop skills of perception and independent reasoning, and to increase knowledge.</p> <p>Use criteria and personal discernment to evaluate works of art and design, taking into consideration the variables that influence how the work is perceived.</p>		<p>photographic portfolio that relates to the annual theme. Semifinalists participate in an onsite photographic challenge and a presentation/ interview.</p>
<p><b>Unit 3</b> <b>Audio/ Video/ Film</b></p>	<p>2-5 weeks</p>	<p>Discuss the historical timelines of radio, television, cable, satellite, and internet</p> <p>Discuss the growth of radio, television, internet and other forms of electronic media</p> <p>Explain the democratization of media</p> <p>Explain the cultural impacts of electronic media on society</p> <p>Demonstrate an understanding of advertising and commercial aspects of electronic media</p>	<p>Understand key terminology related to digital images. Demonstrate knowledge of image resolution, image size, and image file format for web, video and print</p> <p>Define the functions of commonly used tools, including selection, drawing, painting, type and vector shape tools.</p> <p>Navigate, organize, and customize the workspace. Import assets into a project.</p>	<p>VA1.1 Analyze works and apply the language of art and design to infer meaning. 2 Recognize and interpret works of art through the lens of time, place and culture. 3: Employ concepts, issues and themes from other disciplines to solve visual arts problems.</p> <p>VA3. 1: Plan, anticipate outcomes and use feedback to grow as an artist.2: Demonstrate technical skills and processes to achieve desired results. 3: Utilize current and available technology as a primary medium to create original works of art.</p>	<p><b>Promotional Marketing</b> Participants create and submit a marketing portfolio and required elements that address the annual theme/problem. Semifinalists complete a layout and design assignment for evaluation.</p>

		<p>Delineate non-commercial aspects of electronic media such as public broadcasting and educational programming</p>	<p>Make, manage, and manipulate selections. Transform images. Create and manage layers and masks.</p> <p>Export or save digital images to various file formats.</p> <p>Demonstrate appropriate search strategies for finding resources or assets on the Internet</p> <p>Demonstrate knowledge of graphic resolution, file size, file formats, and file management</p>	<p>VA4. 1: Investigate how artists, designers and scholars narrate their social context.</p>	<p><b>Digital Photography</b> Participants produce and submit a digital photographic portfolio that relates to the annual theme. Semifinalists participate in an onsite photographic challenge and a presentation/ interview.</p>
<p><b>Unit 4 Art History</b></p>	<p>1-3 weeks</p>	<p>Explain major historical moments in the field of visual communications</p> <p>Summarize the origins and history of graphic design and illustration</p> <p>Compare and contrast professional contemporary design and illustration looks and techniques</p> <p>Identify the current landscape of graphic design and illustration fields today, as well as the tools used within</p>	<p>Utilize the inquiry method of observation and the language of visual art and design to gather information and determine meaning.</p> <p>Interpret, analyze and explain the influence of multiple contexts found in visual art and design.</p> <p>Use artmaking processes as forms of inquiry to develop skills of perception and independent reasoning, and to increase knowledge.</p> <p>Articulate a personal philosophy of art,</p>	<p>VA1.1 Analyze works and apply the language of art and design to infer meaning. 2 Recognize and interpret works of art through the lens of time, place and culture.</p> <p>VA3. 1: Plan, anticipate outcomes and use feedback to grow as an artist. 2: Demonstrate technical skills and processes to achieve desired results. 3: Utilize current and available technology as a primary medium to create original works of art.</p> <p>VA4. 1: Investigate how artists, designers and scholars narrate their social context. 2: Identify where the visual arts and artistic</p>	<p><b>Prepared Speech</b> Participants deliver a timed speech that relates to the theme of the current national TSA conference. Semifinalists and finalists are determined using the same competition procedure.</p> <p><b>Children's Stories</b> Participants create an</p>

			<p>understanding various philosophies that have come before.</p> <p>Research and analyze the ways visual artists, designers and scholars express personal views and beliefs and how these perspectives have a social context that enlarges the meaning of an artwork beyond the individual maker.</p>	<p>thinking are present in the real world. 3: Communicate messages about societal problems through the creative process.</p>	<p>illustrated children’s story based on the annual theme. The entry product is a physical storybook of artistic, instructional, and social value. Semifinalists read their story aloud and participate in an interview.</p>
<p><b>Unit 5 Career Explore</b></p>	<p>2-4 weeks</p>	<p>Identify tools that are common across fields of design, multimedia arts, and digital communication</p> <ol style="list-style-type: none"> <li>Hardware</li> <li>Software</li> <li>Vocabulary</li> <li>Storyboarding/ storytelling</li> <li>Teamwork and collaboration</li> </ol> <p>Identify various fields within Design, Multimedia Arts, and Digital Communication and their respective career opportunities</p> <ol style="list-style-type: none"> <li>Recognize the work typically performed, tools and technology used, and nature of work environments</li> <li>Identify potential certifications within the careers</li> <li>Find membership organizations associated with the careers</li> </ol>	<p>Utilize the inquiry method of observation and the language of visual art and design to gather information and determine meaning.</p> <p>Articulate a personal philosophy of art, understanding various philosophies that have come before.</p>	<p>VA2.1: Determine meaning from works of art and design using visual literacy skills such as interpretation, negotiation, appreciation and selection. 2: Utilize appropriate vocabulary in the critical analysis of works of art.</p> <p>VA4. 1: Investigate how artists, designers and scholars narrate their social context. 2: Identify where the visual arts and artistic thinking are present in the real world.</p>	<p><b>Leadership Strategies</b></p> <p>Participants prepare for and deliver a presentation about a specific challenge that officers of a TSA chapter might encounter. Semifinalists follow the same competition procedure but must respond to a different chapter challenge.</p>

		<p>d. Understand the necessary education associated within the careers</p> <p>Define professionalism within the context of media arts</p> <ul style="list-style-type: none"><li>a. Criticism and evaluation</li><li>b. Presentation</li><li>c. Assessment</li></ul>			
--	--	---	--	--	--