**INFORMATION TECHNOLOGY CAREER CLUSTER DESIGN**

***CHECKLIST*:** ***Digital Media Technology* (30104)**

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| **Standard** | **Dates Taught** | **Notes** |
| **Essential Knowledge and Skills** |
| **Benchmark: 0.1 Achieve additional academic knowledge and skills required to pursue the full range of career and postsecondary education opportunities within a career cluster.** |
| **0.1.1:** Adapt language for audience, purpose, situation *(i.e. – diction/structure, style).* |  |  |  |  |  |
| **0.1.2:** Compose focused copy for a variety of written documents *(i.e. –documents, notes, oral presentations, reports).* |  |  |  |  |  |
| **0.1.3:** Demonstrate knowledge of basic arithmetic operations such as addition, subtraction, multiplication and division. |  |  |  |  |  |
| **0.1.4:** Analyze data when interpreting operational documents. |  |  |  |  |  |
| **Communications** |
| **Benchmark: 0.2 Use oral and written communication skills in creating, expressing and interpreting information and ideas including technical terminology and information.** |
| **0.2.1:** Interpret information, data and observations to apply information learned from reading to actual practice. |  |  |  |  |  |
| **0.2.2:** Communicate effectively with others to foster positive relationships. |  |  |  |  |  |
| **0.2.3:** Reference the sources of information. |  |  |  |  |  |
| **0.2.4:** Compose multi—paragraph documents clearly, succinctly, and accurately *(i.e. – correct grammar, spelling, punctuation and capitalization).* |  |  |  |  |  |
| **0.2.5:** Deliver an oral presentation to provide information for specific purposes and audiences. |  |  |  |  |  |
| **Problem Solving** |
| **Benchmark: 0.3 Solve problems using creativity, innovation and critical thinking skills (analyze, synthesize, and evaluate) independently and in teams.** |
| **0.3.1:** Analyze elements of a problem to determine solutions *(including how to think creatively).* |  |  |  |  |  |

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| **Safety, Health and Environmental** |
| **Benchmark: 0.4 Understand the importance of health, safety, and environmental management systems and follow organizational policies and procedures and contribute to continuous improvement in performance and compliance.** |
| **0.4.1:** Follow operation manuals for all equipment and tools to maintain safe workplace for self and others. |  |  |  |  |  |
| **0.4.2:** Demonstrate safe work habits and procedures *(i.e. – personal habits, around electricity, storage of equipment).* |  |  |  |  |  |
| **Leadership and Teamwork** |
| **Benchmark: 0.5 Use leadership and teamwork skills in collaborating with others to accomplish organizational goals and objectives.** |
| **0.5.1:** Exhibit leadership skills *(i.e. – management of resources, listening to others, respect, supporting others).* |  |  |  |  |  |
| **0.5.2:** Work with others to achieve objectives in a timely manner *(i.e. – follow direction, take responsibility, respect for others and cooperation).* |  |  |  |  |  |
| **Ethics and Legal Responsibilities** |
| **Benchmark: 0.6 Know and understand the importance of professional ethics and legal responsibilities.** |
| **0.6.1:** Follow code of ethics for the Arts, AV and Communications field in all projects, decisions and actions. |  |  |  |  |  |
| **Employability and Career Development** |
| **Benchmark: 0.7 Know and understand the importance of employability skills, effectively manage careers and the importance of entrepreneurship skills.** |
| **0.7.1:** Model behaviors of a good employee *(i.e. – reliability, dependability, professionalism).* |  |  |  |  |  |
| **0.7.2:** Create a record of work experiences, certifications and products. |  |  |  |  |  |
| **Technical Skills** |
| **Benchmark: 1.1** Analyze career paths in the communications field. |
| **1.1.1:** Explore career/entrepreneurial opportunities in digital imaging. |  |  |  |  |  |

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| **Benchmark: 1.2 Demonstrate technical skills related to careers in the communications field.** |
| **1.2.1:** Explore the role and uses of audio in digital media *(i.e. – podcasts, streaming audio).* |  |  |  |  |  |
| **1.2.2:** Identify and use common terminology of the industry. |  |  |  |  |  |
| **1.2.3:** Investigate software, equipment and other tools used in digital media technology. |  |  |  |  |  |
| **1.2.4:** Identify use of color and color theory in media applications. |  |  |  |  |  |
| **1.2.5:** Describe the fundamental design principles with digital media applications. |  |  |  |  |  |
| **1.2.6:** Analyze the ongoing technological changes in digital media. |  |  |  |  |  |
| **1.2.7:** Predict how technological advancements affect the Arts, AV and Communications career cluster. |  |  |  |  |  |
| **1.2.8:** Analyze copyright laws affecting the use of digital media for public and educational audiences. |  |  |  |  |  |
| **1.2.9:** Understand the planning involved in developing multimedia projects *(including contracts, costing, preparation and production legal issues).* |  |  |  |  |  |
| **1.2.10:** Understand how work flow relates to project planning and completion *(i.e. – pre-production, production, post-production).* |  |  |  |  |  |
| **1.2.11:** Analyze the role and responsibilities of individual team members to the success of the digital media project. |  |  |  |  |  |
| **1.2.12:** Identify specific requirements necessary for embedding content (i.e. – video, photos) in various digital delivery formats *(including PDF and webpages).* |  |  |  |  |  |
| **1.2.13:** Evaluate current laws and regulations dealing with digital media *(i.e. – cyber ethics).* |  |  |  |  |  |
| **1.2.14:** Compare and contrast uses of electronic media outlets *(i.e. – forums, newsgroups, social networking, blogs, micro-blogs. Second Life, mailing lists, electronic publications).* |  |  |  |  |  |
| **1.2.15:** Identify uses of geospatial data *(i.e. – geospatial tagging of photo/video).* |  |  |  |  |  |
| **1.2.16:** Understand and demonstrate quality presentation skills. |  |  |  |  |  |