

Digital Media 2

Exam Information	Description																
Exam number 811 Items 31 Points 38 Prerequisites Digital Media 1 Recommended course length One semester National Career Cluster Arts, A/V Technology, & Communications Information Technology Performance standards Included (Optional) Certificate available Yes	<p>The Digital Media 2 industry certification exam assesses the creation and learning of digital media applications using elements of text, graphics, animation, sound, video, and digital imaging for various formats. Learners demonstrate their ability to analyze, design, and develop interactive media, preparing for entry-level multimedia positions and developing fundamental 21st Century Learning skills beneficial for other occupational and educational endeavors.</p>																
	Exam Blueprint																
	<table> <tr> <th>Standard</th><th>Percentage of exam</th></tr> <tr> <td>1. Planning, Design, & Development</td><td>8%</td></tr> <tr> <td>2. Digital Audio</td><td>29%</td></tr> <tr> <td>3. 2D Animation</td><td>18%</td></tr> <tr> <td>4. Digital Video</td><td>32%</td></tr> <tr> <td>5. Team Activities</td><td>8%</td></tr> <tr> <td>6. Digital Portfolio (optional)</td><td>0%</td></tr> <tr> <td>7. Laws, Ethics, & Legal Issues</td><td>5%</td></tr> </table>	Standard	Percentage of exam	1. Planning, Design, & Development	8%	2. Digital Audio	29%	3. 2D Animation	18%	4. Digital Video	32%	5. Team Activities	8%	6. Digital Portfolio (optional)	0%	7. Laws, Ethics, & Legal Issues	5%
Standard	Percentage of exam																
1. Planning, Design, & Development	8%																
2. Digital Audio	29%																
3. 2D Animation	18%																
4. Digital Video	32%																
5. Team Activities	8%																
6. Digital Portfolio (optional)	0%																
7. Laws, Ethics, & Legal Issues	5%																

Standard 1

Students will demonstrate proper planning and design in the development of digital media projects.

Objective 1 Pre-Production

1. Scripting
2. Storyboard
3. Production Schedule
4. Define Team Member Roles
5. Fair Use Guidelines for Education

Objective 2 Production of digital content

1. Correctly use equipment
2. Follow pre-production plans

Objective 3 Post-Production of creating digital content

1. Define asset management processes(naming conventions, cataloging, storage, compression; Export in appropriate format for intended use
2. Recognize and use appropriate settings
3. Publish a digital project to appropriate outlets

Standard 1 Performance Evaluation included below (Optional)

Standard 2

Students will plan, produce, edit, and publish digital audio.

Objective 1 Plan and create digital audio.

1. Prepare a script and record digital audio.
2. Capture sound from an original or existing source.
 - a. Understand clipping, stereo, and mono
3. Recognize and use appropriate types of sound (voice over/narration, music, sound effects, foley)

Objective 2 Understand and edit digital audio.

1. Edit sound.
2. Apply special effects to audio files.
3. Understand and manipulate frequency, amplitude, decibel, pitch, sample rate, bit depth, and hertz.

Objective 3 Export and publish digital audio.

1. Identify quality differences and use different audio formats and containers (e.g., WAV, MIDI, MP3, AIFF, AAC, MP4, M4A, WMA, FLAC, DSD).
2. Add appropriate metadata.
3. Import, Export, and convert audio in different formats.

4. Publish an audio project.

Standard 2 Performance Evaluation included below (Optional)

Standard 3

Students will produce and utilize 2D animation.

Objective 1 Animations: Create, manipulate, and appropriately use animations.

1. Perform changes to position, scale, color, and properties of an animated object.
2. Utilize Timeline in a digital animation
3. Create Keyframe and Frame-by-Frame animation
4. Utilize Assets
5. Utilize Internal and External Libraries
6. Import/Export assets
7. Publish/Packaging appropriately for delivery medium

Objective 2 Animation Techniques-- Effectively use animation techniques.

1. Create animation script and storyboard
2. Recognize and apply major principles of animation (squash and stretch, anticipation, timing, staging); Effectively use the basic elements to create a story (setting, sequence and pacing, structure & plot, character & conflict, resolution)

Standard 3 Performance Evaluation included below (Optional)

Standard 4

Students will plan, create, edit, and publish digital video.

Objective 1 Pre-Production

1. Create script, storyboard, and shot list
2. Define crew member roles (Producer, Director, Cinematographer, Editor, Sound Engineer, etc.)

Objective 2 Production stage of creating digital video.

1. Correctly use video equipment (tripod, microphone, lights, camera)
2. Demonstrate proper shooting techniques (camera settings, composition, lighting, POV, FOV, Close-up, Medium, Wide, Extra Wide, Extreme Close-up, Bird's Eye)
3. Follow pre-production planning (production schedule and time management)

Objective 3 Post-production stage of creating digital video.

1. Use appropriate codec, aspect ratio (16:9 and 4:3), and resolution setting
2. Define asset management processes (naming conventions, cataloging, storage, compression)
3. Edit video (transitions, audio/video effects, titling (safe area), aspect ratio, credits, clips, etc.)
4. Export in appropriate format for intended use

5. Recognize and use appropriate video settings (e.g., frame rates, TV, and slow motion, resolution, compression)
6. Identify video formats (e.g., MOV, AVI, MP4, m4v) and export and publish settings/codecs; Publish a digital video project to appropriate outlets

Standard 4 Performance Evaluation included below (Optional)

Standard 5

Students will participate in individual and team (group) activities.

Objective 1 Demonstrate 21st Century Life and Career Skills in the ability to work individually in the completion of digital media projects.

1. Demonstrate oral, written, and/or technological communication skills. Apply management skills in finding solutions to project problems.
2. Monitor, define, prioritize and complete tasks without direct supervision. Adapt to varied roles, job responsibilities, schedules and context.
3. Work effectively in a climate of ambiguity and changing priorities. Complete projects according to specified deadlines.

Objective 2 Demonstrate 21st Century Life and Career Skills in the ability to work as a team member in the completion of digital media projects.

1. Demonstrate oral, written, and/or technological communication skills by knowing when it is appropriate to listen and when it is appropriate to speak. Demonstrate the ability to respond open-mindedly to different ideas and values.
2. Identify the advantages of working with a team.
3. Respect input and feedback from others.
4. Demonstrate the ability to leverage social and cultural differences to create new ideas and increase both innovation and quality of work.
5. Accept and complete tasks that need to be completed.
6. Apply management skills in finding solutions to project problems. Utilize organizational skills.
7. Demonstrate the ability to use integral and ethical behavior in using influence and power.
8. Demonstrate the ability to inspire and leverage strengths of others to accomplish a common goal.
9. Demonstrate the ability to conduct themselves in a respectable and professional manner.
10. Set goals with tangible and intangible success criteria. Balance tactical (short-term) and strategic (long-term) goals.

Standard 6 (Optional)

Students will design and develop various projects to add to a digital portfolio.

Objective 1 Create a digital portfolio adhering to copyright and Fair Use Guidelines of the student's best work.

1. Include Animation, video, and audio projects
2. Include cross-curricular content (optional)

Objective 2 Output portfolio projects to an appropriate delivery medium.
1. Determine appropriate delivery medium

Standard 6 Performance Evaluation included below (Optional)

Standard 7

Students will be able to understand and practice copyright laws, ethics, and legal issues as identified in the United States Code Title 17 Chapter 1 Section 101.

Objective 1 Define copyright, public domain, fair use, creative commons, and ethics.

Objective 2 Practice ethics and rules governing digital media work.
1. Fair use
2. Time limits
3. Copying and distribution limits

Workplace Skills

- Communication
- Teamwork
- Dependability
- Legal requirements / expectations

Digital Media 2

Performance assessments may be completed and evaluated at any time during the course. The following performance skills are to be used in connection with the associated standards and exam. To pass the performance standard the student must attain a performance standard average of 8 or higher on the rating scale. Students may be encouraged to repeat the objectives until they average 8 or higher.

Student's Name: _____

Class: _____

Performance standards rating scale

0	Limited skills	2	→	4	Moderate skills	6	→	8	High skills	10
---	----------------	---	---	---	-----------------	---	---	---	-------------	----

Standard 1 - Proper Planning and Design

Score:

- Students will create planning documents such as a script and storyboard.

Standard 2 - Digital Audio

Score:

- Students will produce a complete audio project.

Standard 3 - 2D Animation

Score:

- Students will produce an animation project.

Standard 4 - Digital Video

Score:

- Students will produce a video project.

Standard 6 - Digital Portfolio

Score:

- Students will produce a digital portfolio in combination with their work from Digital Graphic Arts Intro that demonstrates the students' abilities in 2D raster and vector graphics, animation, audio, video, group work and leadership.

Performance standard average score:

Evaluator Name: _____

Evaluator Title: _____

Evaluator Signature: _____

Date: _____