



**Multimedia Design**

CIP 10.9999

# **PROGRAM OF STUDY**

## **CURRICULUM MAPPING WITH CERTIFICATION OUTCOMES**

Mon Valley Career & Technology Center prepares all students to attain their fullest potential for employment, to be life long learners, and to be productive and responsible members of an ever-changing society.

### **Objective:**

This document has been prepared to project student learning outcomes in a linear fashion over the approved 3-year program of study.

### **Overview:**

This document provides a Pennsylvania Department of Education and Mon Valley CTC Occupational Advisory Committee approved list of tasks and learning objectives that are broken out into a linear form for a better understanding of learning outcomes over a three year period within each program. It also serves as curriculum map as students work towards completing knowledge and skill-based tasks in pursuit of industry credentials. The end goal within each program is to work towards completing all tasks at proficient and advanced levels, earning multiple (stackable) industry credentials, and successfully complete the NOCTI exam. Student's progression and completion of task(s) and industry certification(s) may vary.

### **Navigation:**

**Unit / Task #** - This column indicates the Pennsylvania Department of Education or Mon Valley CTC local unit or task numbers given to each task within a given duty area.

**Task Description** – This column explains what knowledge-based or skill-based task that a student is working on for completion.

**Level / Marking Period** – This column indicates the learning level and timeframe at which the specific task(s) will be introduced to the student(s). Note that some tasks may be taught and completed individually while others may be taught in groups. ( i.e. 1.1 would signify a first year student being introduced to this task(s) in the first marking period, 2.3 would signify a second year student being introduced to this task(s) in third marking period, etc.)

### **Industry Certification:**

Students successfully progressing through the curriculum and tasks have opportunity to test for industry credentials. Industry credentials are listed on the right side of the document at the appropriate time within the curriculum that a student would be fully prepared to test for that certification.



**Communication Technologies/Technicians and Support Services, Other**

**Classification of Industrial Programs 10.9999**

<b>Unit / Task #</b>	<b>Task Description</b>	<b>Level / Marking Period</b>
101	Investigate career pathways in Communications Technology.	1.1
102	Recognize copyright laws, fair use guidelines, and legal issues when producing media.	1.1
801	Identify the appropriate use of electronic mail and “Netiquette.”	1.1
802	Demonstrate proper ergonomics.	1.1
803	Identify hazards when working with electrical equipment.	1.1
804	Review MSDS/SDS.	1.1
805	Identify types of fire extinguishers.	1.1
806	Identify concepts of Internet Safety (Firewalls, viruses, worms, captcha, trojan horses, encryption, phishing).	1.1
807	Practice proper cable management and storage skills.	1.1
401	Operate digital still camera.	1.2
402	Import, capture, and/or transfer images from camera.	1.2
403	Identify the parts of a digital still camera.	1.2
404	Apply basic principles of exposure.	1.2
405	Apply basic principles of focus.	1.2
406	Demonstrate the proper use of support systems (i.e., monopod, tripods, etc.).	1.2
201	Use graphic software to create, format, and edit documents.	1.3
202	Change application settings and manage files within a graphic software application.	1.3
203	Prepare files for appropriate output.	1.3
204	Produce a logo using thumbnails, roughs, and comprehensives.	1.3
205	Distinguish between vector and raster graphics.	1.3

**Certification test for:  
OSHA**



207	Use a bitmap-based application.	1.3
208	Use a desktop publishing application.	1.3
209	Elements of design (line, shape, texture, mass, form, color etc.).	1.3
210	Principles of design (balance, emphasis, unity, alignment, repetition, motion etc.).	1.3
206	Use a vector-based application.	1.4
MVCTC	Project Based Learning	1.4
901	Maintain computer equipment and solve common problems relating to computer hardware.	2.1
902	Identify file formats for use in media productions (Print formats, Web formats, Video/Audio Formats, Photography).	2.1
903	Use terminology associated with hardware.	2.1
904	Create a file management system.	2.1
905	Identify different types of software, and general concepts related to software categories (Graphics, Video, Web, Word Processing, Audio).	2.2
906	Identify the types of communication networks, such as WIFI, Blue Tooth, LAN, etc.	2.2
907	Locate services and resources on the internet.	2.2
908	Distinguish between different input and output devices.	2.2
909	Recognize various cables used in current media productions.	2.2
910	Explain the ways software manufacturers protect against software piracy.	2.2
301	Identify, describe, and demonstrate the principles of typography.	2.3
302	Describe the principles of Color Theory (including: Primary, Secondary, Additive/Subtractive, Contrast, Lighting Design, Color Themes, Psychology, Hue/Saturation/Value/Luminance).	2.3
303	Describe the principles of Motion (including: Pan, Tilt, Zoom, Dolly Truck, Arc, Pedestal).	2.3
304	Describe the principles of Sound (including: Harmony, Melody, Ambient, Diegetic & Non-Diegetic).	2.3
305	Describe the principles of Visual Composition (including: Rule of Thirds, 180 rule, Framing, Depth of Field, Angles, Balance, Hierarchy).	2.3
306	Apply basic principles of composition/field of view.	2.3

**Certification test for:**  
**(ACA) Adobe Certified**  
**Associate - Lightroom**



MVCTC	Adobe Certified Associate (ACA) Test Prep	2.3, 2.4
501	Identify and use basic HTML elements to create a web page.	2.4
502	Integrate graphics and links to an HTML page.	2.4
503	Demonstrate the properties of typography in HTML and CSS.	2.4
504	Describe concepts of responsive Web Design (i.e., cell phone, tablet, desktop).	2.4
505	Create, publish, and manage a supervised site (e.g., YouTube channel, website, wiki, or blog).	2.4
506	Describe the various network protocols (e.g. FTP, SMTP, HTTP, etc.)	2.4
601	Identify and use various script formats (i.e., radio, TV, 2 column, and screen play).	3.1
602	Develop a storyboard and shot list.	3.1
603	Import and/or transfer media into editing software.	3.1
604	Use video and audio effects and transitions.	3.1
605	Add titles to a video production.	3.1
606	Export finished project for distribution.	3.1
607	Identify types of microphones and pickup patterns.	3.2
608	Apply story-telling concepts to a project.	3.2
609	Distinguish frame rates.	3.2
610	Demonstrate the proper operation of a video camera.	3.2
611	Apply white balance procedures to the production environment.	3.2
612	Monitor and record proper audio levels.	3.2
701	Create and manage a production schedule.	3.3
702	Create a project budget using spreadsheet software.	3.3
703	Estimate time and material for media projects.	3.3
704	Use critical thinking skills to plan and conduct research, manage projects, solve problems, and make informed decisions using appropriate digital tools and resources collaboratively.	3.3
705	Determine strategies for success in multimedia projects.	3.3

**Certification test for:**  
 (ACA) Adobe Certified  
 Associate - Premiere



706	Create format and present media presentation.	3.4
707	Research new industry trends.	3.4
708	Create a self-marketing package (including: portfolio, demo reel, resume).	3.4
709	Participate in a critique (including: graphic design, video, web, photo).	3.4
710	Develop, publish and present an advertising campaign.	3.4
711	Produce media for an intended target audience, including those with disabilities.	3.4
MVCTC	Task Remediation / NOCTI Test Prep / ACA Photoshop Test Prep	3.4

**Certification test for:**  
 (ACA) Adobe Certified  
 Associate - Photoshop