

Digital Media 1

Exam Information	Description																
Exam number 560 Items 38 Points 43 Prerequisites None Recommended course length One semester National Career Cluster Art, A/V Technology, & Communication Performance standards Included (Optional) Certificate available Yes	<p>The Digital Media 1 industry certification exam assesses basic knowledge and skills related to the graphic design industry. Learners demonstrate their understanding of creative design and layout, typography, color, and related software. They also show competency in computer and professional skills through hands-on assignments and practical applications.</p>																
	Exam Blueprint																
	<table> <tr> <th>Standard</th><th>Percentage of exam</th></tr> <tr> <td>1. Design Process</td><td>16%</td></tr> <tr> <td>2. Color Theory</td><td>7%</td></tr> <tr> <td>3. Typography</td><td>16%</td></tr> <tr> <td>4. Vector Graphics</td><td>21%</td></tr> <tr> <td>5. Raster Images</td><td>28%</td></tr> <tr> <td>6. Project Management & Collaboration</td><td>2%</td></tr> <tr> <td>7. Careers & Employability</td><td>9%</td></tr> </table>	Standard	Percentage of exam	1. Design Process	16%	2. Color Theory	7%	3. Typography	16%	4. Vector Graphics	21%	5. Raster Images	28%	6. Project Management & Collaboration	2%	7. Careers & Employability	9%
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Standard 1

Students will understand the design process.

Objective 1 Understand the process of planning a document.

1. Research your project (audience, purpose, timeline, page arrangement and production method)
2. Brainstorming
3. Creating thumbnail / sketches
4. Feedback / Revisions

Objective 2 Understand the principles and elements of design.

1. Identify and utilize the following principles of design: balance (formal/symmetrical, informal/ asymmetrical), contrast, emphasis, movement, unity
2. Identify and utilize the following elements of design: line, shape, value, texture, color, space (incl. positive and negative), form
3. Understand layout design

Standard 1 Performance Evaluation included below (Optional)

Standard 2

Students will understand color theory.

Objective 1 Understand the proper use of color in publications.

1. Understand the difference between the two basic color modes CMYK (print) and RGB (screen) • Create variations of color using tint, patterns, gradients, and opacity
2. Understand how Bit Depth affects color availability (i.e. 8-bit, 16-bit, 32-bit)

Objective 2 Color Theory

1. Recognize and apply color modes for web-based graphics and printed graphics
 - a. (RGB, CMYK, and grayscale)
2. Recognize and apply the following color properties: hue, saturation, and value (tint and shade) • Recognize and apply color schemes (complementary, analogous, monochromatic, and triadic)
3. Develop a basic understanding of the color wheel
4. Understand that colors are used to communicate a mood or message using different colors that are associated with different meanings
5. Recognize and apply symbolism/emotions in color (i.e. warm and cool colors).

Standard 2 Performance Evaluation included below (Optional)

Standard 3

Students will understand principles of typography.

Objective 1 Identify typeface classifications and their uses. (Serif, Sans-serif, Script, Decorative -see <https://www.fonts.com/content/learning/fontology/level-1/type-anatomy/type-classifications>)

Objective 2 Know and apply the following concepts:

1. Understand that fonts are grouped together in families and given a family name (i.e. Arial, Garamond)
2. Utilize the three basic categories of type styles (normal, bold, italic)
3. Apply typeface design (serif,sans-serif,script, decorative)
4. Apply copyfitting techniques (leading, kerning, tracking, alignment, pointsize)
5. Apply basic text alignment (left, right, centered, and justified)

Standard 3 Performance Evaluation included below (Optional)

Standard 4

Students will understand and create vector graphics.

Objective 1 Know basic operations of tools, panels, and menus in a drawing/illustration application (i.e. Adobe Illustrator, Inkscape, Affinity Designer, etc.).

Objective 2 Understand, create, and manipulate vector graphics.

1. Identify vector graphic formats and their appropriate use (e.g., PDF, AI, EPS, etc.)
2. Operate drawing tools to create and manipulate paths (lines and bezier curves) using anchor points, direction handles
3. Define and apply stroke, fill (solid and gradient), and opacity
4. Utilize appropriate selection tools
5. Perform grouping and ungrouping of objects
6. Transform objects while constraining proportions
7. Create and manage layers
8. Use type tools
9. Understand final output formats when exporting images for project requirements(compression, resolution)
10. Understanding basic keystroke and shortcut keys

Standard 4 Performance Evaluation included below (Optional)

Standard 5

Students will understand and create raster images.

Objective 1 Know basic operations of tools, panels, and menus in a painting/photo editing application (i.e. Adobe Photoshop, GIMP, Affinity Photo, etc.).

Objective 2 Define, create, manipulate, and appropriately use bitmap (pixel based) raster graphics.

1. Define, create, manipulate, and appropriately use bitmap (pixel based) raster graphics.
2. Identify raster graphic formats and their appropriate use (e.g., JPG/JPEG, GIF, TIFF, BMP, PSD, PNG, etc.)
3. Acquire image assets (i.e. scan, digital camera, internet search, stock sources, etc.)
4. Import/export images for project requirements (i.e.: compression, 72 (screen) vs. 300 (print) resolution)
5. Crop, resize, straighten, and transform an image
 - a. Use layers, masks, and selection tools
 - b. Apply filters and effects
 - c. Adjust color, contrast, create gradient
 - d. Understand color schemes (analogous, complementary, monochromatic)
 - e. Apply and maintain transparency or Alpha channels
 - f. Apply restoration tools
 - g. Utilize color selection techniques
 - h. Operate painting and drawing tools
 - i. Practice basic keystroke and shortcut keys

Standard 5 Performance Evaluation included below (Optional)

Standard 6

Students will understand project management and collaboration.

Objective 1 Understand and practice project management skills.

1. Practice asset and file management using folders and naming conventions.
2. Understand file size and storage/back-ups

Objective 2 Develop an awareness of digital and collaborative technologies.

1. Explore collaborating technologies (i.e.: Google Drive, Dropbox, Zoom, FTP, WeTransfer, etc.)

Standard 7

Students will explore career opportunities and demonstrate understanding of employability competencies.

Objective 1 Develop career skills related to working in the digital arts industry, including social media.

1. Identify occupations related to digital media careers(i.e., graphic/commercial artist, project manager, art director, illustrator, subject matter expert, programmer, etc.).
2. Identify knowledge and skills necessary for specific digital arts occupations.
3. Identify next levels of education for a given career.

Objective 2 Demonstrate workplace skills.

1. Collaborate within a team
2. Develop employable competencies/characteristics: responsibility, dependability, ethics, respect, and cooperation.
3. Media literacy
4. Understand construction and purposes of media messages
5. Evaluate information critically and competently
6. Apply a fundamental understanding of the ethical/legal issues surrounding the access and use of media
7. Understand the difference between royalty-free and copyrighted images and text
8. Understand the process of obtaining and citing permission for copyrighted works
9. See Title 17 United States Code -Section 107 Limitation of exclusive rights: Fair use

Standard 7 Performance Evaluation included below (Optional)

Workplace Skills

- Communication
- Teamwork
- Dependability
- Legal requirements / expectation

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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
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Standard 1 – Design Process

Score:

- Students will be able to use planning, principles, and elements of design to compose a project.

Standard 2 – Color Theory

Score:

- Students will use color to communicate a mood or message.

Standard 3 – Typography

Score:

- Students will create a project demonstrating knowledge of typography.

Standard 4 – Vector Graphics

Score:

- Students will create a vector image. They will be able to modify a vector image by selecting and manipulating anchors and handles.

Standard 5 – Raster Images

Score:

- Students will create a raster graphic using multiple layers and a variety of tools.

Standard 7 – Careers and Employability

Score:

- Create and finalize a professional portfolio with projects completed during this course.
- Portfolio should demonstrate a progression of skills.

Performance standard average score:

Evaluator Name: _____

Evaluator Title: _____

Evaluator Signature: _____

Date: _____