**Course Description:**

From script to storyboard and special effects, students develop products focused on a central theme and purpose. Using commercial and open-source digital animation software, they create an illusion of motion that extends beyond traditional frame-by-frame footage. They learn skills and techniques involving music, animation, text, voice, photos and videos. Products are adjusted for access through computers, mobile devices, game consoles, projectors, radio and TV.

**Strand 1. Business Operations/21st Century Skills**

Learners apply principles of economics, business management, marketing and employability in an entrepreneur, manager and employee role to the leadership, planning, developing and analyzing of business enterprises related to the career field.

**Outcome 1.1. Employability Skills**

Develop career awareness and employability skills (e.g., face‐to‐face, online) needed for gaining and maintaining employment in diverse business settings.

**Competencies**

1.1.1. Identify the knowledge, skills and abilities necessary to succeed in careers.

1.1.2. Identify the scope of career opportunities and the requirements for education, training, certification, licensure and experience (e.g., interdependence of technical and artistic elements).

1.1.3. Develop a career plan that reflects career interests, pathways and secondary and postsecondary options.

1.1.5. Develop strategies for self-promotion in the hiring process (e.g., filling out job applications, resumé writing, interviewing skills, portfolio development).

1.1.7. Apply problem-solving and critical-thinking skills to work-related issues when making decisions and formulating solutions.

1.1.8. Identify the correlation between emotions, behavior and appearance and manage those to establish and maintain professionalism.

1.1.9. Give and receive constructive feedback to improve work habits.

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| Pathways | X | Media Arts | X | Performing Arts | X | Visual Design |

**Outcome 1.2. Leadership and Communications**

Process, maintain, evaluate and disseminate information in a business. Develop leadership and team building to promote collaboration.

**Competencies**

1.2.2. Deliver formal and informal presentations.

1.2.3. Identify and use verbal, nonverbal and active listening skills to communicate effectively.

1.2.5. Communicate information (e.g., directions, ideas, vision, workplace expectations) for an intended audience and purpose.

1.2.7. Use problem-solving and consensus-building techniques to draw conclusions and determine next steps.

1.2.9. Identify advantages and disadvantages involving digital and/or electronic communications (e.g., common content for large audience, control of tone, speed, cost, lack of non-verbal cues, potential for forwarding information, longevity).

1.2.10. Use interpersonal skills to provide group leadership, promote collaboration and work in a team (e.g., writer, reporter, designer, director, actor, conductor, technical crew).

1.2.14. Use motivational strategies to accomplish goals.

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**Outcome 1.3. Business Ethics and Law**

Analyze how professional, ethical and legal behavior contributes to continuous improvement in organizational performance and regulatory compliance.

**Competencies**

1.3.8. Verify compliance with computer and intellectual property laws and regulations.

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| Pathways | X | Media Arts | X | Performing Arts | X | Visual Design |

**Outcome 1.4. Knowledge Management and Information Technology**

Demonstrate current and emerging strategies and technologies used to collect, analyze, record and share information in business operations.

**Competencies**

1.4.1. Use office equipment to communicate (e.g., phone, radio equipment, fax machine, scanner, public address systems).

1.4.4. Use system hardware to support software applications (e.g., innovations in imaging and screen printing).

1.4.7. Use personal information management and productivity applications to optimize assigned tasks (e.g., lists, calendars, address books).

1.4.8. Use electronic media (e.g., social media) to communicate and follow network etiquette guidelines.

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**Outcome 1.5. Global Environment**

Evaluate how beliefs, values, attitudes and behaviors influence organizational strategies and goals.

**Competencies**

1.5.3. Use cultural intelligence to interact with individuals from diverse cultural settings.

1.5.8. Identify how multicultural teaming and globalization can foster development of new and improved products and services (e.g., digital) and recognition of new opportunities.

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**Outcome 1.6. Business Literacy**

Develop foundational skills and knowledge in entrepreneurship, financial literacy and business operations.

**Competencies**

1.6.1. Identify business opportunities.

1.6.2. Assess the reality of becoming an entrepreneur, including advantages and disadvantages (e.g., risk versus reward, reasons for success and failure).

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**Outcome 1.7. Entrepreneurship/Entrepreneurs**

Analyze the environment in which a business operates and the economic factors and opportunities associated with self-employment.

**Competencies**

1.7.13. Protect intellectual property and knowledge (e.g., copyright, patent, trademark, trade secrets, processes).

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**Outcome 1.10. Sales and Marketing**

Manage pricing, place, promotion, packaging, positioning and public relations to improve quality customer service.

**Competencies**

1.10.2. Determine the customer's needs and identify solutions.

1.10.3. Communicate features, benefits and warranties of a product or service to the customer.

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**Strand 2. Design**

Learners apply the elements and principles of design and compositional techniques to create works of art and visual layouts for both tactile and digital art forms.

**Outcome 2.1. Art Elements and Design Principles**

Analyze works of art for the art elements and the design principles needed to create professional products.

**Competencies**

2.1.1. Describe art elements of line, value, color, shape, space, form and texture in various media that are used individually or in combination.

2.1.2. Identify specific characteristics (i.e., positive and negative, organic, geometric, quality, weight, direction) of art elements that communicate and express ideas.

2.1.3. Determine how and when to apply the principles of design, including unity, variety, balance, movement, emphasis, visual hierarchy and proportion/scale, to communicate ideas.

2.1.4. Compare and contrast unity and variety within a design.

2.1.6. Observe movement shown through repetition, pattern and rhythm.

2.1.8. Identify visual hierarchy used to establish dominance.

2.1.9. Recognize the use of proportion/scale.

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**Outcome 2.2. Color Theory**

Assess the use of color for commercial design.

**Competencies**

2.2.1. Explain the science of color perception using the electromagnetic spectrum.

2.2.2. Analyze position in color theory models (e.g., color wheel; Munsell’s design relationship among chroma/intensity, value/lightness and hue).

2.2.3. Describe how changes to tint, shade, hue, value, intensity and saturation relate to color theory.

2.2.8. Compare and contrast choices using the psychology of color.

2.2.9. Critique the use of color schemes (e.g., primary, secondary, tertiary, analogous, complementary, triads, monochromatic) in various media.

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**Outcome 2.4. Visual Layouts**

Create layouts for pre-production and analyze the communicative effects on the commercial product.

**Competencies**

2.4.5. Differentiate between raster- and vector-based layouts.

2.4.12. Evaluate the product in terms of the message or meaning for the targeted audience.

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**Outcome 2.5. Typography**

Apply typographical elements for a commercial presentation.

**Competencies**

2.5.1. Select typefaces (e.g., serif, sans serif).

2.5.7. Assess typography’s effects on message delivery and aesthetics (e.g., limit families, readability).

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**Strand 3. Written Content Creation**

Learners apply content creation knowledge and skills to use the intended message for entertainment, journalism or marketing purposes.

**Outcome 3.1. Career-based Writing**

Develop basic skills and knowledge related to fact-, entertainment- and marketing-based copy.

**Competencies**

3.1.3. Assess or determine the platform for delivery (e.g., video, audio, print).

3.1.10. Select visual imagery to support or enhance copy.

3.1.11. Review, re-write and edit to prepare the final copy for client and artistic approval.

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**Outcome 3.4. Market-based Writing**

Write concise, creative, memorable, sellable copy for advertising, public relations and proposals.

**Competencies**

3.4.1. Research and analyze trends and local markets for opportunities.

3.4.2. Determine the wants and needs of the target audience.

3.4.5. Synthesize ideas for primary and secondary messages.

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**Strand 4. Audio, Video and Photo Imaging**

Learners apply knowledge and skills of photography and videography to capture, engineer and manipulate audio, images and video for a media production.

**Outcome 4.5. Photography**

Capture and edit still images for commercial purposes.

**Competencies**

4.5.10. Modify an image through color-management and special effects.

4.5.11. Enhance an image with tone, contrast, filters, composites and sharpening techniques.

4.5.12. Retouch an image by cloning, healing, patching and rebuilding.

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| Pathways | X | Media Arts |  | Performing Arts | X | Visual Design |

**Outcome 4.7. Audio/Video Editing**

Edit post-production audio or video for commercial purposes.

**Competencies**

4.7.2. Import and log media for editing.

4.7.3. Manage files of digital clips.

4.7.4. Use storyboard techniques to place media on a timeline.

4.7.7. Add special effects to a video through filters, keying and image control.

4.7.9. Create graphics for video products (e.g., titles, still images).

4.7.10. Export and upload media in the appropriate format (e.g., print to video, DVD, video file).

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**Strand 6. Digital Design**

Learners apply knowledge and skills of digital design to manipulate and animate new and existing audio, video or photo images to create graphics for internet, broadcast, mobile and other multimedia applications.

**Outcome 6.1. Content Management**

Import, store, export and manage digital assets.

**Competencies**

6.1.1. Identify the characteristics that make media interactive.

6.1.2. Compare how digital and interactive media are used in different environments (e.g., kiosks, electronic billboards, Digital Out of Home [DOoH] signage, games).

6.1.4. Import media into the selected application.

6.1.5. Identify the hardware capabilities of various devices and how processor speed, Random Access Memory (RAM), monitor resolution and media storage affect the development and use of digital projects.

6.1.6. Convert file formats for use in editing software and other applications.

6.1.7. Export media in the appropriate format for delivery.

6.1.8. Manage digital assets through organizational techniques (e.g., metadata, keywords, file/folder structure, name conventions).

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| Pathways | X | Media Arts | X | Performing Arts | X | Visual Design |

**Outcome 6.2. Scanning**

Apply scanning techniques and procedures to capture images for design.

**Competencies**

6.2.2. Describe the relationship between resolution and file size.

6.2.4. Scan images.

6.2.5. Save images in various modes, resolutions and formats.

6.2.6. Scale, size and adjust file resolution for multiple uses.

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**Outcome 6.3. Graphics**

Create and manipulate two-dimensional (2D) and three-dimensional (3D) digital graphics.

**Competencies**

6.3.1. Draw digital graphics.

6.3.2. Manipulate the attributes of graphics (e.g., color, shape, size, texture).

6.3.3. Arrange graphics using layers.

6.3.4. Select a graphic file format based on compression, resolution and file size.

6.3.5. Optimize and export graphic files for intended use.

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| Pathways | X | Media Arts |  | Performing Arts | X | Visual Design |

**Outcome 6.4. Animation**

Create digital animation.

**Competencies**

6.4.1. Develop a plan and storyboard for an animation.

6.4.2. Import two-dimensional (2D) and three-dimensional (3D) assets.

6.4.3. Create key frames and apply tweens and paths.

6.4.4. Create special effects and virtual navigation.

6.4.5. Create environments for 2D and 3D animations.

6.4.6. Render and export animations.

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| Pathways | X | Media Arts |  | Performing Arts | X | Visual Design |

**Outcome 6.5. Web Page Design**

Design and create webpages to appeal to the end user.

**Competencies**

6.5.1. Identify how different devices, browsers and operating systems affect the look of a web page.

6.5.12. Incorporate audio, video, graphics and animations into a web page.

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| Pathways | X | Media Arts |  | Performing Arts | X | Visual Design |