

<b>Digital Media</b>	<b>Course Code 270602</b>				
<b>Course Description</b>					
<i>Students will create, design, and produce digital media including sound, video, graphics, text, and animation. Emphasis will be placed on effective use of tools for interactive multimedia production including storyboarding, visual development, project management, and web processes.</i>					
<b>Program of Study to which the course applies</b>					
<i>Web and Digital Communications Pathway</i>					
	<b>Course Content</b>	<b>Crosswalk to Common Core Academic Standards</b>	<b>Crosswalk to Nebraska Academic Standards</b>	<b>Crosswalk to Nebraska Career Readiness Standards</b>	<b>Crosswalk Clarification</b>
<b>Standard 1</b>	Students will explore digital technologies and web and digital communications career opportunities.				
Benchmark 1.1	Integrate multimedia software products appropriate for various computer platforms.	ELA.RST.11-12.3	LA.12.1.6.k LA.12.3.2	CR.1.A.4 CR.9.B.1-2	Alignment presumes that students must comprehend oral or written instructions to complete the task (CC: ELA.RST.11–12.3; NE: LA.12.1.6.k, LA.12.3.2).
Sample Performance Indicator 1.1.1	Develop an awareness of digital and collaborative technologies (e.g., Web 2.0 tools).				
Sample Performance Indicator 1.1.2	Explore emerging multimedia software (e.g., Web 2.0 tools).				
Sample Performance Indicator 1.1.3	Demonstrate integration between multiple media software (e.g., Adobe Creative Suite, Apple iLife).				
Benchmark 1.2	Evaluate various peripheral devices and export options.			CR.5.A.1	
Sample Performance Indicator 1.2.1	Examine input devices (e.g., video cameras, digital cameras, microphones, mobile devices, tablets).				
Sample Performance Indicator 1.2.2	Export projects to an appropriate file format.				
Sample Performance Indicator 1.2.3	Examine export device options (e.g., printer, web, DVD/Blu-Ray, mobile device).				

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Benchmark 1.3	Review various career opportunities in the Web and Digital Communications Pathway.	ELA.WHST.11-12.7-9	LA.12.4.1.a-c LA.12.1.6.j  SS.12.2.6.b-d	CR.1.B.1 CR.5.B.1 CR.9.A.2 CR.10.A.1	The depth of students' investigations, and thus the research standards that apply, will be determined by the nature of the task (CC: ELA.WHST.11-12.7-9; NE: CR.5.B.1, CR.9.A.2, LA.12.4.1.a-c, LA.12.1.6.j).
Sample Performance Indicator 1.3.1	Interact with guest speakers and attend business/industry tours.				
Sample Performance Indicator 1.3.2	Evaluate career and training opportunities, trends, and educational requirements for different areas of digital media.				
<b>Standard 2</b>	Students will create and edit images and graphics.				
Benchmark 2.1	Demonstrate appropriate image capturing techniques.	ELA.RST.11-12.3	LA.12.1.6.k LA.12.3.2	CR.1.A.4 CR.9.B.2	Alignment presumes that students must comprehend oral or written instructions to complete the task (CC: ELA.RST.11-12.3; NE: LA.12.1.6.k, LA.12.3.2).
Sample Performance Indicator 2.1.1	Apply photographic composition techniques (e.g., rule of thirds, point-of-view, framing).				
Sample Performance Indicator 2.1.2	Select proper and ethical image capturing techniques (e.g., royalty-free images, fair use guidelines).				
Benchmark 2.2	Apply appropriate image and graphic editing techniques.	ELA.RST.11-12.3	LA.12.1.6.k LA.12.3.2	CR.1.A.4 CR.9.B.2	Alignment presumes that students must comprehend oral or written instructions to complete the task (CC: ELA.RST.11-12.3; NE: LA.12.1.6.k, LA.12.3.2).
Sample Performance Indicator 2.2.1	Understand and apply image composition techniques (e.g., resolution, anti-aliasing, lighting).				
Sample Performance Indicator 2.2.2	Apply appropriate use of photo editing techniques (e.g., cropping, red eye, layers).				
Benchmark 2.3	Utilize appropriate image and graphic exporting techniques.	ELA.RST.11-12.3	LA.12.1.6.k LA.12.3.2	CR.1.A.4 CR.9.B.1-2	Alignment presumes that students must comprehend oral or written instructions to complete the task (CC: ELA.RST.11-12.3; NE: LA.12.1.6.k, LA.12.3.2).

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Sample Performance Indicator 2.3.1	Select appropriate file type and resolution size (e.g., jpg, gif, png).				
Sample Performance Indicator 2.3.2	Submit project to appropriate file destination (e.g., DropBox, email, Blackboard, Angel, Moodle).				
<b>Standard 3</b>	Students will plan, produce, edit, and publish digital audio.				
Benchmark 3.1	Create scripts, storyboards, and flowcharts used in digital audio.	ELA.WHST.11-12.6	LA.12.3.1.c LA.12.2.1.f	CR.1.A.4 CR.6.A.1 CR.9.B.2	
Sample Performance Indicator 3.1.1	Develop voice overs for a favorite video clip.				
Sample Performance Indicator 3.1.2	Develop audio for a Public Service Announcement (PSA).				
Sample Performance Indicator 3.1.3	Review fair use regulations for educational multimedia.				
Benchmark 3.2	Apply appropriate audio editing techniques.	ELA.RST.11-12.3	LA.12.1.6.k LA.12.3.2	CR.1.A.4 CR.9.B.1-2	Alignment presumes that students must comprehend oral or written instructions to complete the task (CC: ELA.RST.11–12.3; NE: LA.12.1.6.k, LA.12.3.2).
Sample Performance Indicator 3.2.1	Edit digital audio (e.g., trim, delete, add special effects, change pitch).				
Sample Performance Indicator 3.2.2	Combine audio files.				
Benchmark 3.3	Utilize appropriate audio exporting techniques.	ELA.RST.11-12.3	LA.12.1.6.k LA.12.3.2	CR.1.A.4 CR.9.B.1-2	Alignment presumes that students must comprehend oral or written instructions to complete the task (CC: ELA.RST.11–12.3; NE: LA.12.1.6.k, LA.12.3.2).
Sample Performance Indicator 3.3.1	Select appropriate file type (e.g., mp3, wav, aiff, m4a).				
Sample Performance Indicator 3.3.2	Submit project to appropriate file destination (e.g., DropBox, email, Blackboard, Angel, Moodle).				

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<b>Standard 4</b>	Students will plan, produce, edit, and publish animations.				
Benchmark 4.1	Create scripts, storyboards, and flowcharts used in animation.	ELA.WHST.11-12.6	LA.12.3.1.c LA.12.2.1.f	CR.1.A.4 CR.6.A.1 CR.9.B.2	
Sample Performance Indicator 4.1.1	Create storyboard for project.				
Sample Performance Indicator 4.1.2	Review and revise storyboard and flowcharts.				
Sample Performance Indicator 4.1.3	Review fair use regulations for educational multimedia.				
Benchmark 4.2	Demonstrate appropriate animation techniques.	ELA.RST.11-12.3	LA.12.1.6.k LA.12.3.2	CR.1.A.4 CR.6.A.1 CR.9.B.2	Alignment presumes that students must comprehend oral or written instructions to complete the task (CC: ELA.RST.11–12.3; NE: LA.12.1.6.k, LA.12.3.2).
Sample Performance Indicator 4.2.1	Develop animation using simple techniques (e.g., tweens, frame-by-frame, symbols).				
Sample Performance Indicator 4.2.2	Create advanced animation project (e.g., music video, electronic greeting card).				
Benchmark 4.3	Utilize appropriate animation exporting techniques.	ELA.RST.11-12.3	LA.12.1.6.k LA.12.3.2	CR.1.A.4 CR.9.B.1-2	Alignment presumes that students must comprehend oral or written instructions to complete the task (CC: ELA.RST.11–12.3; NE: LA.12.1.6.k, LA.12.3.2).
Sample Performance Indicator 4.3.1	Select appropriate file type (e.g., fla, swf, avi, mov).				
Sample Performance Indicator 4.3.2	Submit project to appropriate file destination (e.g., DropBox, email, Blackboard, Angel, Moodle).				
<b>Standard 5</b>	Students will plan, capture, gather, edit, and produce a multimedia-rich video project.				
Benchmark 5.1	Create a pre-production plan (e.g., storyboard, script, asset list, shot plan) for a video project.	ELA.WHST.11-12.5	LA.12.2.1.c	CR.1.A.4 CR.6.A.1 CR.9.B.2	

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Sample Performance Indicator 5.1.1	Identify specific shot locations, angles, lighting, props, etc., as part of the storyboard.				
Sample Performance Indicator 5.1.2	Review and revise pre-production plan for a video project.				
Sample Performance Indicator 5.1.3	Adhere to fair use regulations for educational multimedia.				
Benchmark 5.2	Capture and gather assets for a video project.	ELA.RST.11-12.3	LA.12.1.6.k LA.12.3.2	CR.1.A.4	Alignment presumes that students must comprehend oral or written instructions to complete the task (CC: ELA.RST.11–12.3; NE: LA.12.1.6.k, LA.12.3.2).
Sample Performance Indicator 5.2.1	Utilize appropriate video equipment (e.g., digital camera, microphone, light kit, green screen).				
Sample Performance Indicator 5.2.2	Demonstrate proper shooting techniques.				
Sample Performance Indicator 5.2.3	Import video footage and assets into editing software.				
Benchmark 5.3	Demonstrate appropriate video editing techniques.	ELA.RST.11-12.3	LA.12.1.6.k LA.12.3.2	CR.1.A.4 CR.9.B.2	Alignment presumes that students must comprehend oral or written instructions to complete the task (CC: ELA.RST.11–12.3; NE: LA.12.1.6.k, LA.12.3.2).
Sample Performance Indicator 5.3.1	Develop video using simple techniques (e.g., cut, speed, transitions, filters, green screen, special effects).				
Sample Performance Indicator 5.3.2	Develop video infusing various programs (e.g., iLife, Flash, Photoshop, AfterEffects, animations).				
Sample Performance Indicator 5.3.3	Create advanced video project (e.g., stop motion, silent movie, science fiction, PSA, commercial, cross-curricular project).				
Benchmark 5.4	Utilize appropriate video exporting techniques.	ELA.RST.11-12.3	LA.12.1.6.k LA.12.3.2	CR.1.A.4 CR.9.B.1	Alignment presumes that students must comprehend oral or written instructions to complete the task (CC: ELA.RST.11–12.3; NE: LA.12.1.6.k, LA.12.3.2).
Sample Performance Indicator 5.4.1	Select appropriate file type (e.g., avi, mov, wav, mp4).				

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Sample Performance Indicator 5.4.2	Submit project to appropriate file destination (e.g., DropBox, email, Blackboard, School Tube, Angel, Moodle).				
<b>Standard 6</b>	Students will create a website.				
Benchmark 6.1	Identify basic principles of how a web page is constructed, how it functions, and how it is used.	ELA.RST.11-12.7	LA.12.1.6.f	CR.9.B.3	
Sample Performance Indicator 6.1.1	Review various existing websites.				
Sample Performance Indicator 6.1.2	Compare design view and code view.				
Sample Performance Indicator 6.1.3	Review fair use regulations for educational multimedia.				
Benchmark 6.2	Demonstrate basic web development skills.	ELA.RST.11-12.3	LA.12.1.6.k LA.12.3.2	CR.1.A.4 CR.6.A.1 CR.9.B.2	Alignment presumes that students must comprehend oral or written instructions to complete the task (CC: ELA.RST.11–12.3; NE: LA.12.1.6.k, LA.12.3.2).
Sample Performance Indicator 6.2.1	Create web page using fundamental HTML (e.g., header, body, footer, paragraph, image, hyperlink).				
Sample Performance Indicator 6.2.2	Apply appropriate file structure.				
Benchmark 6.3	Incorporate digital media assets into a web project.	ELA.RST.11-12.3	LA.12.1.6.k LA.12.3.2	CR.1.A.4 CR.9.B.1	Alignment presumes that students must comprehend oral or written instructions to complete the task (CC: ELA.RST.11–12.3; NE: LA.12.1.6.k, LA.12.3.2).
Sample Performance Indicator 6.3.1	Define digital media assets.				
Sample Performance Indicator 6.3.2	Create content for website.				
Sample Performance Indicator 6.3.3	Insert content for website.				
Sample Performance Indicator 6.3.4	Verify functionality of digital media asset in web browser and edit as necessary.				
<b>Standard 7</b>	Students understand human, cultural, and societal issues related to technology, and practice legal and ethical behavior.				

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Benchmark 7.1	Utilize Fair Use Guidelines and Copyright Laws as they apply to digital media.	ELA.WHST.11–12.8	LA.12.4.1.b	CR.3.C.3 CR.9.C.1-3	
Sample Performance Indicator 7.1.1	Incorporate various online Fair Use Guidelines educational sites (e.g., Common Sense Media, A Fairy Use Tale, U.S. Government).				
Sample Performance Indicator 7.1.2	Research and present findings on legal and ethical behavior.				

## Reference Sheet

<b>Key Code</b>	<b>Source</b>
ISTE-NETS	International Society for Technology in Education (NETS for Students)
KS	National Career Cluster Knowledge and Skill Statements
	Indiana Department of Education Academic Core Standards--Interactive
IN	Media
UT	Utah Information Technology Education Pathways
NBEA	National Business Education Association Standards (2007)

## Additional Resources for Educators

### Suggestions for innovative teaching and learning strategies

Book: Revealed Series - Cengage  
Creative Commons  
Common Sense Media

<http://creativecommons.org/>  
<http://www.common Sense Media.org>

Library of Congress - website for Teachers and Copyright Laws

<http://www.loc.gov/teachers/usingprimarysources/copyright.html>

Tonya Skinner's website

[http://classjump.com/s/skinner/?section=classes&class\\_id=23499](http://classjump.com/s/skinner/?section=classes&class_id=23499).

### Related Assessments

Tutorials Training  
Certiport  
RCampus

<http://tutorialstraining.com/>  
<http://www.certiport.com/portal/desktopdefault.aspx?TZ=-5>  
<http://www.rcampus.com/>

### Extended Learning Opportunities

Adobe  
Lynda.com  
Atomic Learning  
FBLA and PBL Competitive Events

<http://www.adobe.com/education/higher-ed.html>  
<http://www.lynda.com/>  
<http://www.atomiclearning.com/>

### Professional Development Opportunities

NETA Conference - Nebraska Educational Technology Association Conference  
NCE Conference - Nebraska Education Career Conference  
ISTE Conference - International Society for Technology in Education Conference

### Community Links/Resources available

Format Factory  
Zamzar - file conversion website for video editing

<http://www.formatoz.com/>  
[www.zamzar.com/](http://www.zamzar.com/)

Mickie Mueller's Live Binder - Free Technology Tools for Teachers

[http://www.livebinders.com/play/play\\_or\\_edit?id=108629](http://www.livebinders.com/play/play_or_edit?id=108629)

### Contributors

<i><b>First Name</b></i>	<i><b>Last Name</b></i>	<i><b>Organization/School Representing</b></i>
Lori	Anderson	Lincoln East High School
Pat	Hinkle	Bellevue West High School
Matt	Maw	Lincoln Southeast High School
Stephani	Olson	Red Cloud Jr./Sr. High School
Janelle	Stansberry	Cedar Bluffs High School
Lindsay	Tillinghast	Lincoln Southeast High School

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