



# CIS Standards

(Updated November 2016)

# Digital Media

## for all Programs of Study

Please select the Digital Media standards that match the program of study to make sure you have the correct standard reference number.

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# Digital Media

## Course Description

Students will create, design, and produce digital media including sound, video, and graphics. Emphasis will be placed on effective use of tools for interactive multimedia production including storyboarding, visual development, project management, and web processes.

Course Code: 270602

## Endorsements to teach:

BMIT, IT

## Programs of Study to which this Course applies:

Digital Design, Video Production, Web Design, and Information Technology

### CIS. HS. 1. 1

#### Examine emerging trends within the communication arts industry.

- CIS. HS. 1. 1. a Explore future trends and emerging technologies in visual and digital media.
- CIS. HS. 1. 1. b Explore use of industry specific hardware and software as it applies to visual and digital media.
- CIS. HS. 1. 1. c Demonstrate processes and workflows involved in producing digital and offset printed materials.
- CIS. HS. 1. 1. d Understand the stages of print production — prepress, press, and finishing — using digital and/or traditional equipment.

### CIS. HS. 1. 2

#### Create and edit images and graphics.

- CIS. HS. 1. 2. a Apply photographic composition techniques (e.g., rule of thirds, point-of-view, framing).
- CIS. HS. 1. 2. b Demonstrate a variety of photo/video shots using a digital camera or video camera (e.g., close up, mid-shot, over the shoulder).
- CIS. HS. 1. 2. c Demonstrate their ability to set a 3 light standard photo or video session (key light, fill light and background light).
- CIS. HS. 1. 2. d Understand and apply image composition techniques (e.g., resolution, anti-aliasing, lighting).
- CIS. HS. 1. 2. e Apply appropriate use of photo editing techniques (e.g., cropping, red eye, layers).
- CIS. HS. 1. 2. f Know and understand digital image terms for color printing or digital display (dpi, cmyk, rgb).

### CIS. HS. 1. 3

#### Know and differentiate between different digital media file formats.

- CIS. HS. 1. 3. a Differentiate between file types (e.g., raster vs vector images).
- CIS. HS. 1. 3. b Select appropriate file type and resolution size.
- CIS. HS. 1. 3. c Differentiate between native program files and exported files for final output (e.g., .psd vs .jpg).

### CIS. HS. 1. 4

#### Plan, produce, edit, and publish digital audio.

- CIS. HS. 1. 4. a Create scripts, storyboards, and flowcharts used in digital audio.
- CIS. HS. 1. 4. b Capture an audio recording.
- CIS. HS. 1. 4. c Edit digital audio (e.g., trim, delete, add special effects).
- CIS. HS. 1. 4. d Select appropriate file type for publishing.

### CIS. HS. 1. 5

#### Plan, produce, edit, and publish digital video.

- CIS. HS. 1. 5. a Create scripts, storyboards, and flowcharts used in digital video.
- CIS. HS. 1. 5. b Record video footage.
- CIS. HS. 1. 5. c Edit digital video (e.g., trim, delete, add special effects).
- CIS. HS. 1. 5. d Select appropriate file type for publishing.

### CIS. HS. 1. 6

#### Plan, produce, edit, and publish animations.

- CIS. HS. 1. 6. a Create scripts, storyboards, and flowcharts used in digital animations.
- CIS. HS. 1. 6. b Demonstrate appropriate drawing techniques to create objects.
- CIS. HS. 1. 6. c Demonstrate appropriate animation techniques to add motion to objects.
- CIS. HS. 1. 6. d Edit digital animations (e.g., trim, delete, add effects, etc.).
- CIS. HS. 1. 6. e Select appropriate file type for publishing.

**CIS. HS. 1. 7**

**Explore the use of industry specific hardware and software.**

- CIS. HS. 1. 7. *a* Select appropriate software for project development.
- CIS. HS. 1. 7. *b* Select appropriate hardware for project development.

**CIS. HS. 1. 8**

**Identify the necessary skills to succeed in visual design fields and examine their programs of study.**

- CIS. HS. 1. 8. *a* Investigate careers in visual arts through a job shadowing experience.
- CIS. HS. 1. 8. *b* Research job market trends in the visual arts field.
- CIS. HS. 1. 8. *c* Identify the benefits of industry certification and higher education.
- CIS. HS. 1. 8. *d* Investigate current job availability and outlook.
- CIS. HS. 1. 8. *e* Identify careers in graphic arts.

**CIS. HS. 1. 9**

**Evaluate digital media projects for voice, message, visual appeal, or content.**

- CIS. HS. 1. 9. *a* Conduct self- and peer-analysis of projects.

**CIS. HS. 1. 10**

**Analyze and comply with copyright laws.**

- CIS. HS. 1. 10. *a* Demonstrate ethical and legal use of information by citing sources using prescribed formats and tools (e.g., online citation assistance, publication guidelines).
- CIS. HS. 1. 10. *b* Select proper and ethical image capturing techniques (e.g., royalty-free images, fair use guidelines).

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## Endorsements to teach:

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## Programs of Study to which this Course applies:

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### CIS. HS. 2. 1

#### Examine emerging trends within the communication arts industry.

- CIS. HS. 2. 1. a Explore future trends and emerging technologies in visual and digital media.
- CIS. HS. 2. 1. b Explore use of industry specific hardware and software as it applies to visual and digital media.
- CIS. HS. 2. 1. c Demonstrate processes and workflows involved in producing digital and offset printed materials.
- CIS. HS. 2. 1. d Understand the stages of print production — prepress, press, and finishing — using digital and/or traditional equipment.

### CIS. HS. 2. 2

#### Create and edit images and graphics.

- CIS. HS. 2. 2. a Apply photographic composition techniques (e.g., rule of thirds, point-of-view, framing).
- CIS. HS. 2. 2. b Demonstrate a variety of photo/video shots using a digital camera or video camera (e.g., close up, mid-shot, over the shoulder).
- CIS. HS. 2. 2. c Demonstrate their ability to set a 3 light standard photo or video session (key light, fill light and background light).
- CIS. HS. 2. 2. d Understand and apply image composition techniques (e.g., resolution, anti-aliasing, lighting).
- CIS. HS. 2. 2. e Apply appropriate use of photo editing techniques (e.g., cropping, red eye, layers).
- CIS. HS. 2. 2. f Know and understand digital image terms for color printing or digital display (dpi, cmyk, rgb).

### CIS. HS. 2. 3

#### Know and differentiate between different digital media file formats.

- CIS. HS. 2. 3. a Differentiate between file types (e.g., raster vs vector images).
- CIS. HS. 2. 3. b Select appropriate file type and resolution size.
- CIS. HS. 2. 3. c Differentiate between native program files and exported files for final output.

### CIS. HS. 2. 4

#### Plan, produce, edit, and publish digital audio.

- CIS. HS. 2. 4. a Create scripts, storyboards, and flowcharts used in digital audio.
- CIS. HS. 2. 4. b Capture an audio recording.
- CIS. HS. 2. 4. c Edit digital audio (e.g., trim, delete, add special effects).
- CIS. HS. 2. 4. d Select appropriate file type for publishing.

### CIS. HS. 2. 5

#### Plan, produce, edit, and publish digital video.

- CIS. HS. 2. 5. a Create scripts, storyboards, and flowcharts used in digital video.
- CIS. HS. 2. 5. b Record video footage.
- CIS. HS. 2. 5. c Edit digital video (e.g., trim, delete, add special effects).
- CIS. HS. 2. 5. d Select appropriate file type for publishing.

### CIS. HS. 2. 6

#### Plan, produce, edit, and publish animations.

- CIS. HS. 2. 6. a Create scripts, storyboards, and flowcharts used in digital animations.
- CIS. HS. 2. 6. b Demonstrate appropriate drawing techniques to create objects.
- CIS. HS. 2. 6. c Demonstrate appropriate animation techniques to add motion to objects.
- CIS. HS. 2. 6. d Edit digital animations (e.g., trim, delete, add effects, etc.).
- CIS. HS. 2. 6. e Select appropriate file type for publishing.

**CIS. HS. 2. 7**

**Explore the use of industry specific hardware and software.**

CIS. HS. 2. 7. *a* Select appropriate software for project development.

CIS. HS. 2. 7. *b* Select appropriate hardware for project development.

**CIS. HS. 2. 8**

**Identify the necessary skills to succeed in visual design fields and examine their programs of study.**

CIS. HS. 2. 8. *a* Investigate careers in visual arts through a job shadowing experience.

CIS. HS. 2. 8. *b* Research job market trends in the visual arts field.

CIS. HS. 2. 8. *c* Identify the benefits of industry certification and higher education.

CIS. HS. 2. 8. *d* Investigate current job availability and outlook.

CIS. HS. 2. 8. *e* Identify careers in graphic arts.

**CIS. HS. 2. 9**

**Evaluate digital media projects for voice, message, visual appeal, or content.**

CIS. HS. 2. 9. *a* Conduct self- and peer-analysis of projects.

**CIS. HS. 2. 10**

**Analyze and comply with copyright laws.**

CIS. HS. 2. 10. *a* Demonstrate ethical and legal use of information by citing sources using prescribed formats and tools (e.g., online citation assistance, publication guidelines).

CIS. HS. 2. 10. *b* Select proper and ethical image capturing techniques (e.g., royalty-free images, fair use guidelines).

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### CIS. HS. 3. 1

#### Examine emerging trends within the communication arts industry.

- CIS. HS. 3. 1. *a* Explore future trends and emerging technologies in visual and digital media.
- CIS. HS. 3. 1. *b* Explore use of industry specific hardware and software as it applies to visual and digital media.
- CIS. HS. 3. 1. *c* Demonstrate processes and workflows involved in producing digital and offset printed materials.
- CIS. HS. 3. 1. *d* Understand the stages of print production — prepress, press, and finishing — using digital and/or traditional equipment.

### CIS. HS. 3. 2

#### Create and edit images and graphics.

- CIS. HS. 3. 2. *a* Apply photographic composition techniques (e.g., rule of thirds, point-of-view, framing).
- CIS. HS. 3. 2. *b* Demonstrate a variety of photo/video shots using a digital camera or video camera (e.g., close up, mid-shot, over the shoulder).
- CIS. HS. 3. 2. *c* Demonstrate their ability to set a 3 light standard photo or video session (key light, fill light and background light).
- CIS. HS. 3. 2. *d* Understand and apply image composition techniques (e.g., resolution, anti-aliasing, lighting).
- CIS. HS. 3. 2. *e* Apply appropriate use of photo editing techniques (e.g., cropping, red eye, layers).
- CIS. HS. 3. 2. *f* Know and understand digital image terms for color printing or digital display (dpi, cmyk, rgb).

### CIS. HS. 3. 3

#### Know and differentiate between different digital media file formats.

- CIS. HS. 3. 3. *a* Differentiate between file types (e.g, raster vs vector images).
- CIS. HS. 3. 3. *b* Select appropriate file type and resolution size.
- CIS. HS. 3. 3. *c* Differentiate between native program files and exported files for final output (e.g., .psd vs .jpg).

### CIS. HS. 3. 4

#### Plan, produce, edit, and publish digital audio.

- CIS. HS. 3. 4. *a* Create scripts, storyboards, and flowcharts used in digital audio.
- CIS. HS. 3. 4. *b* Capture an audio recording.
- CIS. HS. 3. 4. *c* Edit digital audio (e.g., trim, delete, add special effects).
- CIS. HS. 3. 4. *d* Select appropriate file type for publishing.

### CIS. HS. 3. 5

#### Plan, produce, edit, and publish digital video.

- CIS. HS. 3. 5. *a* Create scripts, storyboards, and flowcharts used in digital video.
- CIS. HS. 3. 5. *b* Record video footage.
- CIS. HS. 3. 5. *c* Edit digital video (e.g., trim, delete, add special effects).
- CIS. HS. 3. 5. *d* Select appropriate file type for publishing.

### CIS. HS. 3. 6

#### Plan, produce, edit, and publish animations.

- CIS. HS. 3. 6. *a* Create scripts, storyboards, and flowcharts used in digital animations.
- CIS. HS. 3. 6. *b* Demonstrate appropriate drawing techniques to create objects.
- CIS. HS. 3. 6. *c* Demonstrate appropriate animation techniques to add motion to objects.
- CIS. HS. 3. 6. *d* Edit digital animations (e.g., trim, delete, add effects, etc.).
- CIS. HS. 3. 6. *e* Select appropriate file type for publishing.

**CIS. HS. 3. 7**

**Explore the use of industry specific hardware and software.**

CIS. HS. 3. 7. *a* Select appropriate software for project development.

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