Colorado CTE Course – Scope and Sequence

Course Name	Design & Media Arts 1	Course Details	1.0
		Course = 0.50 Carnegie Unit Credit	
Course Description	This course introduces basic media arts concepts and foundations. It provides an overview of skills necessary to be successful in general concepts found within digital media platforms.		
Note:	This is a suggested scope and sequence for the course content. The content will work with any textbook or instructional resource. If locally adapted, make sure all essential knowledge and skills are covered.		
SCED Identification #		Schedule calculation based on 60 calendar days of a 90-day semester. Scope and sequence allows for additional time for guest speakers, student presentations, field trips, remediation, or other content topics.	
All courses taught in an approved CTE program must include Essential Skills embedded into the course content. The Essential Skills Framework for this course can be found at **https://www.cde.state.co.us/standardsandinstruction/essentialskills**			

Instructional Unit Topic	Suggested Length of Instruction	CTE or Academic Standard Alignment	Competency / Performance Indicator	Outcome / Measurement	CTSO Integration
Unit 1 Foundational Skills & Introductions	2-4 weeks	Identify tools that are common across fields of design, multimedia arts, and digital communication 　a. Hardware 　b. Software 　c. Vocabulary 　d. Storyboarding/storytelling 　e. Teamwork and collaboration Explain the importance of visual elements 　a. Line 　b. Shape 　c. Value 　d. Texture 　e. Color 　f. Space Outline the principles of design 　a. Balance	Understand and use software for multimedia arts Discuss and apply basic concepts of Elements and Principles of art Summarize how designers make decisions about the type of content to include in a project, including considerations such as copyright, project fit, permissions, and licensing. Identify elements of the Photoshop user interface and demonstrate knowledge of their functions. Identify and define the functions of commonly used Panels, including Properties,	**VA1**.3. Employ concepts, issues and themes from other disciplines to solve visual arts problems. **VA2**.2. Utilize appropriate vocabulary in the critical analysis of works of art. **VA3**.2. Demonstrate technical skills and processes to achieve desired results. 3. Utilize current and available technology as a primary medium to create original works of art. **VA4**.2. Identify where the visual arts and artistic thinking are present in the real world.	

		b. Scale c. Proportion d. Movement e. Dominance f. Harmony-rhythm/repetition g. Unity and variety h. Positive/negative space Identify the equipment and tools presently used by designers and illustrators a. Scanner b. Digital Camera c. Printer d. Server e. Mixer f. Graphics Tablet	Layers, Brushes Adjustments and Type panels.		
Unit 2 Image Manipulation	2-4 weeks	Compare and contrast color types and how they are used a. RGB b. CMYK c. Hexadecimal d. Pantone Demonstrate file management appropriate for the fields within design, multimedia arts, and digital communication a. File extensions b. Managing originals and copies Describe the difference between various typeface with examples of suggested best use of each a. Serif vs. sans serif b. Impact of typeface on tone c. Point size	Understand key terminology related to digital images. Demonstrate knowledge of image resolution, image size, and image file format for web, video and print Define the functions of commonly used tools, including selection, drawing, painting, type and vector shape tools. Navigate, organize, and customize the workspace. Import assets into a project. Make, manage, and manipulate selections. Transform images. Create and manage layers and masks.	**VA1.**1. Analyze works of art and apply the language of visual art and design to infer meaning. 3. Employ concepts, issues and themes from other disciplines to solve visual arts problems. **VA2**. 1. Determine meaning from works of art and design using visual literacy skills such as interpretation, negotiation, appreciation and selection. 2. Utilize appropriate vocabulary in the critical analysis of works of art. **VA3**. 1. Plan, anticipate outcomes and use feedback to grow as an artist. 2. Demonstrate technical skills and processes to achieve desired results. 3. Utilize current	**Children's Stories** Participants create an illustrated children's story based on the annual theme. The entry product is a physical storybook of artistic, instructional, and social value. Semifinalists read their story aloud and participate in an interview.

		d. Ascenders, descenders, and baseline
		  e. Tracking, leading, and kerning
		  f. Paragraph alignment
		
		Create simple design projects related to the field
			Export or save digital images to various file formats.
			Demonstrate appropriate search strategies for finding resources or assets on the Internet
			Demonstrate knowledge of graphic resolution, file size, file formats, and file management
				and available technology as a primary medium to create original works of art.
				VA4.2. Identify where the visual arts and artistic thinking are present in the real world.
					Promotional Marketing Participants create and submit a marketing portfolio and required elements that address the annual theme/problem. Semifinalists complete a layout and design assignment for evaluation.

Unit 3 Digital Illustration	2-4 weeks	Define terminology relevant to the graphic design and illustration field Summarize the origins and history of graphic design and illustration Explain the process of design and concept development	Identify and manipulate elements of the illustrator workspace. Place assets in an Illustrator document Create, manage, and edit swatches and swatch libraries Apply basic auto-correction methods and tools. Repair and reconstruct images. Evaluate or adjust the appearance of objects, selections or layers. Save in the native file format for Illustrator (.ai) Create and modify digital graphics using appropriate vector-based and raster-	**VA1**.1. Analyze works of art and apply the language of visual art and design to infer meaning. 2. Recognize and interpret works of art through the lens of time, place and culture. 3. Employ concepts, issues and themes from other disciplines to solve visual arts problems. **VA2**. 1. Determine meaning from works of art and design using visual literacy skills such as interpretation, negotiation, appreciation and selection. 2. Utilize appropriate vocabulary in the critical analysis of works of art.	**Prepared Speech** Participants deliver a timed speech that relates to the theme of the current national TSA conference. Semifinalists and finalists are determined using the same competition procedure. **Children's Stories** Participants create an illustrated

				VA3. 1. Plan, anticipate outcomes and use feedback to grow as an artist. 2. Demonstrate technical skills and processes to achieve desired results. 3. Utilize current and available technology as a primary medium to create original works of art. VA4. 1. Investigate how artists, designers and scholars narrate their social context. 2. Identify where the visual arts and artistic thinking are present in the real world. 3. Communicate messages about societal problems through the creative process.	children's story based on the annual theme. The entry product is a physical storybook of artistic, instructional, and social value. Semifinalists read their story aloud and participate in an interview.
			based software following standard design principles Create and modify vector illustrations of increasing complexity		
Unit 4 Digital Photography	2-4 weeks	Use SLR or DSLR camera media, process, and skills to create images Apply and analyze the visual elements in digital photographs Apply and analyze the principles of composition in photographs Use the fundamentals of photography to demonstrate enhanced perception, creativity, and self-expression Analyze and evaluate photographs	Describe the elements of design and composition as they relate to photography Properly setup, use and store photography equipment a. tripods b. lenses (zoom, prime, telephoto, wide angle, etc.) Distinguish compositional schemes in photography (e.g., rule of thirds, geometric, balance, picture planes, etc.) Explain how density, contrast and color affect a photograph Reference historic and contemporary processes and artists	VA1.1. Analyze works of art and apply the language of visual art and design to infer meaning. 2. Recognize and interpret works of art through the lens of time, place and culture. 3. Employ concepts, issues and themes from other disciplines to solve visual arts problems. VA2. 1. Determine meaning from works of art and design using visual literacy skills such as interpretation, negotiation, appreciation and selection. 2. Utilize appropriate vocabulary in the critical analysis of works of art.	**Digital Photography** Participants produce and submit a digital photographic portfolio that relates to the annual theme. Semifinalists participate in an onsite photographic challenge and a presentation/interview.

			Classify different types of photographic practice
			  a. fine
			  b. commercial
			  c. scientific
			  d. journalistic
			Describe narrative photography
			Compose photographs with various exposure control settings
			  a. exposure modes
			  b. ISO
			  c. Apertures
			  d. Shutters
			Use creative apertures to show depth of field
			Edit and sequence images
			Reformat an Images size and resolution
				VA3. 1. Plan, anticipate outcomes and use feedback to grow as an artist. 2. Demonstrate technical skills and processes to achieve desired results. 3. Utilize current and available technology as a primary medium to create original works of art.
				VA4. 1. Investigate how artists, designers and scholars narrate their social context. 2. Identify where the visual arts and artistic thinking are present in the real world. Grade Level Expectation: 3. Communicate messages about societal problems through the creative process.	

Unit 5 Animation	2-4 weeks	Understand a variety of techniques and technological applications relevant to animations Identify significant trends and styles in the animation field Identify current threads of influence in animation	Produce a written treatment, storyboard and layouts. Create backgrounds from source materials created in various software applications or from digital capture stations. Develop and complete a 2D animated short, using traditional animation fundamentals. Plan and create a linear and non-linear animation using accepted standards such as design principles, frames and key frames, integration of audio into an animation,	**VA1**.2. Recognize and interpret works of art through the lens of time, place and culture. **VA2**. 2. Utilize appropriate vocabulary in the critical analysis of works of art. **VA3**. 2. Demonstrate technical skills and processes to achieve desired results. 3. Utilize current and available technology as a primary medium to create original works of art. **VA4**. 3. Communicate messages about societal problems through the creative process.	**STEM Animation** Participants design and create a STEM animation video and documentation portfolio to address the annual theme/problem. Semifinalists present their animation and explain the

			and user interactive controls Demonstrate proper use of audio editing software such as adding effects, fading, volume control and manipulation of waveforms using appropriate digital manipulation software*		elements of their portfolio/ entry.

Unit 6
Career Exploration
	2-4 weeks	Identify various fields within Design, Multimedia Arts, and Digital Communication and their respective career opportunities
		   a. Recognize the work typically performed, tools and technology used, and nature of work environments
		   b. Identify potential certifications within the careers
		   c. Find membership organizations associated with the careers
		   d. Understand the necessary education associated within the careers
		
		Define professionalism within the context of media arts
		   a. Criticism and evaluation
		   b. Presentation
		   c. Assessment
		
		Recognize laws, regulations, and ethics significant to the fields of media art
				VA1.3. Employ concepts, issues and themes from other disciplines to solve visual arts problems.
				VA3.3. Utilize current and available technology as a primary medium to create original works of art.
				VA4. 1. Investigate how artists, designers and scholars narrate their social context. 2. Identify where the visual arts and artistic thinking are present in the real world.	

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