

Colorado CTE Course – Scope and Sequence

Course Name	Digital Media Communications 3		Course Details	1.0	
Course Description					
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 Shared Art & Design Concepts	2-4 weeks	<p>Identify tools that are common across fields of design, multimedia arts, and digital communication</p> <p>Compare and contrast color types and how they are used</p> <p>Describe the difference between various typeface with examples of suggested best use of each</p> <p>Demonstrate file management appropriate for the fields within design, multimedia arts, and digital communication</p> <p>Managing workflow of originals and copies</p>	<p>Understand and use software for multimedia arts</p> <p>Discuss and apply basic concepts of Elements and Principles of art</p> <p>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.</p>	<p>VA1.3: Employ concepts, issues and themes from other disciplines to solve visual arts problems.</p> <p>VA2.1: Determine meaning from works of art and design using visual literacy skills such as interpretation, negotiation, appreciation and selection.</p> <p>2: Utilize appropriate vocabulary in the critical analysis of works of art.</p> <p>VA3.2: Demonstrate technical skills and processes to achieve desired results.</p>	<p>Promotional Marketing</p> <p>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.</p>

		<p>Explain the importance of visual elements: Line, Shape, Value, Texture, Color, & Space</p> <p>Outline the principles of design: Balance, Scale, Proportion, Movement, Dominance, Harmony-rhythm and repetition, Unity and variety, & Positive/negative space</p>			
<p>Unit 2 Animation & Photography</p>	<p>2-4 weeks</p>	<p>Understand the basic physics and theory of animation</p> <p>Understand a variety of techniques and technological applications relevant to animations</p> <p>Recognize important historical figures in animation</p> <p>Recognize and analyze important historical film/visual examples of animation</p> <p>Identify significant trends and styles in the animation field</p> <p>Apply and analyze the visual elements in digital photographs</p> <p>Apply and analyze the principles of composition in photographs</p> <p>Use the fundamentals of photography to demonstrate enhanced perception, creativity, and self expression</p> <p>Analyze and evaluate photographs</p>	<p>Practice writing a script and identify resources needed to begin the production</p> <p>Tech practice (tripods, mics, transmitter/ receiver)</p> <p>Analyze the script and storyboard development processes for a successful production</p> <p>Demonstrate appropriate search strategies for finding resources on the internet.</p> <p>Execute and monitor and control a project along its timeline, making suggested revisions until completion of project (iteration).</p> <p>Recognize the work typically performed, tools and technology used, and nature of work environments</p>	<p>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.</p> <p>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.</p> <p>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</p>	<p>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.</p>

				<p>primary medium to create original works of art.</p> <p>VA4.3. Communicate messages about societal problems through the creative process.</p>	
<p>Unit 3 A/V & Film</p>	<p>2-4 weeks</p>	<p>Discuss the historical timelines of radio, television, cable, satellite, and internet</p> <p>Explain how electronic media works including a. Electromagnetism b. Waves c. Modulations d. Bands e. Channels f. Digital transmission g. Frequency</p> <p>Discuss the growth of radio, television, internet and other forms of electronic media</p> <p>Explain the cultural impacts of electronic media on society</p> <p>Demonstrate knowledge of basic audience research methods and media effects</p> <p>Explain distribution by wired relays, wireless relays, and internet distribution</p> <p>Demonstrate an understanding of advertising and commercial aspects of electronic media</p> <p>Delineate non-commercial aspects of electronic media such as public broadcasting and</p>	<p>Create a script and identify resources needed to begin the production</p> <p>Analyze the script and storyboard development processes for a successful production</p> <p>Identify and participate in the team roles required for completion of a production</p> <p>Describe various videography techniques including picture composition, focus, camera and tripod movements, and proper exposure and white balance</p> <p>Model various types of shots</p> <p>Demonstrate various fields of view</p> <p>Set up shots with various microphones</p> <p>Demonstrate basic editing techniques</p>	<p>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.</p> <p>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.</p> <p>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.</p> <p>VA4. 1. Investigate how artists, designers and scholars narrate their social context. 2. Identify where the visual arts and artistic</p>	<p>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.</p> <p>Vlogging Participants use digital video technology to create original content about a pre-determined technology theme. Semifinalists compete in an onsite challenge to produce additional</p>

		educational programming		thinking are present in the real world. 3. Communicate messages about societal problems through the creative process.	video(s) based on specified criteria, such as provided props, lines of dialog, and topics.
Unit 4 Journalism & Communications	2-4 weeks	<p>Examine the relevance, complexities, and purpose of mass media</p> <p>Identify the impact of mass media on the individual, family, and local community</p> <p>Examine mass media from diverse perspectives</p> <ol style="list-style-type: none"> Cultural Economic Political Historical Social Global <p>Discuss the convergence of evolving and new media platforms</p> <p>Differentiate media convergence for business and consumer needs</p> <p>Develop social media literacy</p> <p>Identify how mass media impacts and is impacted by a democracy</p>	<p>Demonstrate effective information gathering Demonstrate the ability to meet deadlines</p> <p>Conduct interviews</p> <p>Demonstrate effective information gathering</p> <p>Demonstrate the ability to meet deadlines</p> <p>Demonstrate basic editing techniques</p>	<p>VA1.1. Analyze works of art and apply the language of visual art and design to infer meaning.</p> <p>VA2.2. Utilize appropriate vocabulary in the critical analysis of works of art.</p> <p>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.</p> <p>VA4.3. Communicate messages about societal problems through the creative process.</p>	<p>Essays on Technology Participants conduct research on specific subtopics from a broad technology area posted as part of the annual theme. Using a previously prepared note card as an approved resource, participants draft an outline of the subtopic randomly selected onsite at the conference. Semifinalists write an essay on that subtopic.</p>
Unit 5 Career Explore	2-4 weeks	Identify various fields within Design, Multimedia Arts, and Digital Communication and their respective career opportunities	Utilize the inquiry method of observation and the language of visual art and design to gather	VA2.1: Determine meaning from works of art and design using visual literacy skills such as interpretation, negotiation,	Leadership Strategies Participants prepare for and

		<p>a. Recognize the work typically performed, tools and technology used, and nature of work environments</p> <p>b. Identify potential certifications within the careers</p> <p>c. Find membership organizations associated with the careers</p> <p>d. Understand the necessary education associated within the careers</p> <p>Define professionalism within the context of media arts</p> <p>a. Criticism and evaluation</p> <p>b. Presentation</p> <p>c. Assessment</p> <p>Recognize laws, regulations, and ethics significant to the fields of media art</p>	<p>information and determine meaning.</p> <p>Articulate a personal philosophy of art, understanding various philosophies that have come before.</p> <p>Identify potential certifications within the careers</p> <p>Find membership organizations associated with the careers</p> <p>Understand the necessary education associated within the careers</p>	<p>appreciation and selection. 2: Utilize appropriate vocabulary in the critical analysis of works of art.</p> <p>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.</p>	<p>deliver a presentation about a specific challenge that officers of a TSA chapter might encounter. Semifinalists follow the same competition procedure but must respond to a different chapter challenge.</p>
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