

# Interactive Media (2015): Grades 9, 10, 11, 12, Higher Education

Adopted 2015

**Understand and implement the design and development process for the production of quality interactive media.** ITIM.01

**01. Gather data to identify customer requirements and assess customer needs based on competition.** ITIM.01.01

- a. Use survey/interview tools to identify customer requirements. ITIM.01.01.A
- b. Use assessment tools to compare competitor approaches. ITIM.01.01.B
- c. Integrate needs and assessments into a unique solution to the project design. ITIM.01.01.C

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**02. Define scope of work to meet customer requirements.** ITIM.01.02

- a. Prepare functional and visual design specifications for a project. (ie storyboards, flowcharts, user interface, navigational schema, etc.). ITIM.01.02.A
- b. Determine the target audience requirements (such as web accessibility). ITIM.01.02.B
- c. Identify available media and content sources. ITIM.01.02.C

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**03. Create final project plan.** ITIM.01.03

- a. Identify and obtain tools and resources to do the job. ITIM.01.03.A
- b. Identify and evaluate risks. ITIM.01.03.B
- c. Develop detailed task list. ITIM.01.03.C
- d. Identify critical milestones. ITIM.01.03.D
- e. Identify technical constraints. ITIM.01.03.E
- f. Identify interdependencies. ITIM.01.03.F

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**04. Analyze usability and accessibility as it pertains to customer needs.** ITIM.01.04

- a. Demonstrate knowledge of WAI priorities. ITIM.01.04.A
- b. Demonstrate knowledge of web metrics and governance (policies and stylebooks). ITIM.01.04.B
- c. Demonstrate knowledge of cultural implications on design and deployment of digital communication products. ITIM.01.04.C
- d. Explain the importance of ethical behaviors and legal issues. ITIM.01.04.D
- e. Consider intellectual property issues in the production of interactive media. ITIM.01.04.E

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**Understand and demonstrate the use of software and hardware for digital communication production, development and project management.** ITIM.02

**01. Demonstrate the ability to work with appropriate software tools.** ITIM.02.01

- a. Demonstrate proficiency in the use of digital imaging tools, digital video techniques, and equipment. (i.e. bitmapped image editing, vector based editing, layers, channels, masks, etc.). ITIM.02.01.A
- b. Demonstrate knowledge of available graphics, video, motion graphics, web software programs. ITIM.02.01.B
- c. Demonstrate knowledge of available project management and collaborative tools. ITIM.02.01.C
- d. Demonstrate knowledge of integrated development environments (such as Visual Studio, Dreamweaver, Flash, Waterproof, etc.). ITIM.02.01.D
- e. Demonstrate the ability to create and transform objects in 3D space; apply effective lighting and camera manipulations. ITIM.02.01.E
- f. Demonstrate knowledge of the basic principles of motion graphics. ITIM.02.01.F
- g. Identify how different user agents (browsers, devices) affect the digital communication product. ITIM.02.01.G

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**02. Utilize the design principles and elements used to create a uniform interactive media product.** ITIM.02.02

- a. Use design elements such as shape, space, lines, size, color, texture, and typography, proportion, balance, scale to create an effective media product. ITIM.02.02.A
- b. Use design support principles such as unity, variety, hierarchy, proportion, balance, scale, rhythm, and repetition to create an effective media product. ITIM.02.02.B

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**03. Identify and utilize appropriate hardware configuration and tools.** ITIM.02.03

- a. Identify appropriate tools for creating computer graphics (3 button mouse, tablet, graphics card). ITIM.02.03.A
- b. Understand the hardware requirements for the creation, visualization, and rendering of computer 2D and 3D graphics. ITIM.02.03.B

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**04. Employ knowledge of Web design, programming, and administration to develop Web applications.** ITIM.02.04

- a. Utilize basic web development skills (i.e. version control, security, compatibility, standards). ITIM.02.04.A
  - b. Demonstrate knowledge of basic Web programming and scripting languages (i.e. HTML, CSS, Javascript, .NET, PHP, etc.). ITIM.02.04.B
  - c. Explain Internet architecture elements. ITIM.02.04.C
  - d. Demonstrate knowledge of a server environment and how to interface client/server (i.e. protocols, hardware, software, domains, service providers, search engines). ITIM.02.04.D
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**Implement and maintain an interactive media product to meet customer needs.** ITIM.03

**01. Utilize appropriate methodologies for creating quality interactive media.** ITIM.03.01

- a. Implement the functional/visual design criteria to create a media product. ITIM.03.01.A
  - b. Demonstrate the effective use of the animation timeline. ITIM.03.01.B
  - c. Understand and apply knowledge of environments. ITIM.03.01.C
  - d. Consider intellectual property issues in the production of interactive media. ITIM.03.01.D
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**02. Implement testing procedures to evaluate the functionality of the product.** ITIM.03.02

- a. Create and implement a test plan for a specific product. ITIM.03.02.A
  - b. Identify and resolve product problems. ITIM.03.02.B
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**03. Identify and implement quality assurance processes to ensure a quality product.** ITIM.03.03

- a. Analyze technical support needs including internal and external documentation. ITIM.03.03.A
- b. Perform product maintenance activities (i.e., product and documentation updates, user requested enhancements, etc.). ITIM.03.03.B
- c. Perform customer support activities as required by the user. ITIM.03.03.C