

# Digital Media/Multimedia Design: Digital Media/Multimedia Foundations 1 (2026)

Build knowledge of digital media terminology. The student will be able to: 01.0

- 1 Identify characteristics of design for digital media (e.g., pictures, graphics, web, animation, video, and audio). 01.01
- 2 Identify marketing mediums (e.g., social media, print media, newspaper, billboards, posters, magazines, television, movies, computer presentations, web banners, advertisements and webpages). 01.02
- 3 Identify design characteristics (e.g., fonts, size, color modes, backgrounds) that are suited for each type of design format and material. 01.03
- 4 Demonstrate knowledge of artistic design such as hierarchy, design composition, color theory, typography, balance, repetition, etc. 01.04
- 5 Demonstrate knowledge of copyright laws and concepts (e.g., copyright statutes, Creative Commons, Public Domain, Fair Use, Stock images, etc.). 01.05
- 6 Research and identify job titles and skills needed for career positions in multimedia design using information from the U.S. Bureau of Labor Statistics ([www.bls.gov](http://www.bls.gov)) and job-hunting websites. 01.06
- 7 Demonstrate understanding of current multimedia file formats native to different software applications and their uses. 01.07
- 8 Demonstrate knowledge of digital media vocabulary and terms. 01.08
- 9 Demonstrate an understanding that graphic design must be adjusted to meet the needs of people with disabilities in accordance with federal and state laws. 01.09
- 10 Identify text and image Generative Artificial Intelligence workflows, and describe how it is integrated into digital media technology. 01.10
- 11 Identify emerging technologies in the digital media field. 01.11

**Demonstrate basic computer knowledge. The student will be able to:** 02.0

- 1 Identify basic computer components (e.g., CPU, RAM, hard drive, monitor, keyboard, drawing tablet). 02.01
- 2 Demonstrate understanding of computer specifications, including free hard drive space and monitor resolution. 02.02
- 3 Demonstrate best practices of computer safety and ergonomics. 02.03
- 4 Demonstrate knowledge of computer operating systems and platforms. 02.04
- 5 Demonstrate use of internal, and external drives, cloud storage and data backup. 02.05
- 6 Identify possible software and hardware malfunctions and perform basic troubleshooting operations. 02.06
- 7 Identify characteristics of software for print, photography, web, animation, video and audio. 02.07

**Build knowledge of project planning. The student will be able to:** 03.0

- 1 Demonstrate knowledge of the roles and responsibilities of a multimedia production team (e.g., project manager, creative or design director, content experts, writers, graphic designers, animators, sound designers, videographers, interface designers/programmers). 03.01
- 2 Identify design strategies to reach the target audience. 03.02
- 3 Use rough draft techniques used in digital media, such as sketches, storyboard, wireframes, and mood boards. 03.03
- 4 Create formal or informal design layouts using guidelines, colors, fonts, graphics and logos. 03.04
- 5 Demonstrate knowledge of terms used when dealing with clients, such as scope, collaboration, iterations, change orders, and feedback. 03.05
- 6 Identifying requirements, such as file format, size and resolution, must be adjusted based on the required deliverables for the client. 03.06
- 7 Define collaboration and how it is used in a business environment. 03.07
- 8 Collaborate with team members to plan, edit, evaluate, and present a multimedia presentation or product. 03.08
- 9 Describe a professional pipeline and software used to keep a team up to date on a project's progress. 03.09

**Build knowledge of digital media software used in business and**

- 1 Identify commonly used business software, such as word processors, spreadsheets, presentations, databases, email, and collaboration software such as internal video or text chats. 04.01

marketing. The student will be able to: 04.0

- 2 Identify characteristics of software for print, photography, web, animation, video and audio. 04.02
- 3 Describe important marketing concepts, such as the 4 P's, demographics, mass marketing, segmentation, customer/client, branding, SEO, etc. 04.03
- 4 Describe how different software is used to meet different aspects of marketing, such as building customer relationships and expanding a digital footprint. 04.04
- 5 Describe how content strategy and branding are implemented into multiple platforms within content creation in digital media. 04.05

Demonstrate proficiency when designing with business document software. The student will be able to: 05.0

- 1 Describe how business document software, such as Adobe Acrobat, is used to collaborate within a business. 05.01
- 2 Describe how business document software is used to communicate externally with clients. 05.02
- 3 Create a PDF various ways from pre-existing content, including adjusting settings and organizing pages. 05.03
- 4 Create a PDF from scratch, including adding text, images, media, objects, and links Demonstrate the ability to transform selections and images (crop, scale). 05.04
- 5 Create a PDF Form with multiple forms of input, including e-signatures and form validation. 05.05
- 6 Demonstrate how to review, share, protect and export a PDF document. 05.06
- 7 Export documents into a PDF from within common business software, such as word processing or presentation software. 05.07
- 8 Export a portfolio into an interactive PDF to demonstrate career ready skills. 05.08

Demonstrate understanding of color modes. The student will be able to: 06.0

- 1 Demonstrate knowledge of the color process for printing purposes. 06.01
- 2 Demonstrate knowledge of color conversion from display to print. 06.02
- 3 Demonstrate knowledge of spot colors. 06.03
- 4 Demonstrate knowledge of web-safe colors. 06.04
- 5 Explain color mode differences (e.g., RGB, CMYK, and HSB). 06.05
- 6 Understand accessing color modes from authoring software. 06.06

Demonstrate proficiency in using fonts for

- 1 Identify fonts by their characteristics, including serif/sans-serif, styles, and size. 07.01

**advanced design. The student will be able to:** 07.0

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**2 Describe paragraph styles by alignment, justification, kerning, leading, and tracking.** 07.02

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**3 Understand the proprietary copyrights of fonts.** 07.03

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**4 Demonstrate knowledge of standard font formats (e.g., TrueType, PostScript, OpenType).** 07.04

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**Demonstrate proficiency when designing using basic graphic design software. The student will be able to:** 08.0

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**1 Demonstrate knowledge online basic design software, such as Canva or Adobe Express.** 08.01

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**2 Create basic graphics, including the use of design assets, shapes, layers, and effects.** 08.02

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**3 Create basic print media, including posters and brochures using text and color.** 08.03

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**4 Create basic video with audio and animations, including adjusting timings and effects.** 08.04

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**5 Create basic web pages from templates, including multimedia and interactivity.** 08.05

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**6 Manage assets in an online environment, including organization of files and concepts of branding.** 08.06

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**7 Export assets to create a digital portfolio of work.** 08.07

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