

# CTESTAR™ Course Task List

Pathway

**Arts and Communication**

Course

**Digital Media, \*\*\* \*\*\*\***

Instructor

**Mrs. Murphy**

Number

**Master**

Host School

**St. Clair County TEC**

## ***Digital Media Technology I***

### **01 Program overview**

#### **01.01 Identify digital media technology program requirements**

- 01.01.01 Identify members of the program management team
- 01.01.02 Identify Digital Media Technology career ladder
- 01.01.03 Identify Individual Student Training Plan
- 01.01.04 Implement Individual Student Training Plan
- 01.01.05 Identify St. Clair TEC Certification requirements
- 01.01.06 Identify On-line Website Portfolio
- 01.01.07 Identify Digital Media Technology Capstone requirement

#### **01.02 Describe policies and procedures**

- 01.02.01 Describe Grading System procedure
- 01.02.02 Describe Daily Grade Card procedure
- 01.02.03 Describe attendance policy
- 01.02.04 Describe hall pass procedure
- 01.02.05 Describe classroom expectations
- 01.02.06 Describe classroom consequences
- 01.02.07 Describe breaks & break procedure

#### **01.03 Describing professionalism**

- 01.03.01 Describe personal hygiene
- 01.03.02 Describe proper work attire
- 01.03.03 Describe proper language

#### **01.04 Practicing daily procedures**

- 01.04.01 Practice entering this classroom procedure
- 01.04.02 Identify Smart Board procedure
- 01.04.03 Practice student cubby procedure
- 01.04.04 Practice asking a question procedure
- 01.04.05 Practice turning in work procedure
- 01.04.06 Identify real world media presentation
- 01.04.07 Practice cleanup and exiting the room procedure

#### **01.05 Describe job sheet books**

- 01.05.01 Describe Competency Task Lists
- 01.05.02 Describe Job Sheets
- 01.05.03 Describe Information Sheets
- 01.05.04 Describe Procedure Sheets
- 01.05.05 Describe Work Sheets
- 01.05.06 Describe Teacher Sign Offs

#### **01.06 Demonstrate emergency procedures**

- 01.06.01 Locate first aid supplies/kit
- 01.06.02 Locate fire alarm in the classroom
- 01.06.03 Locate the phone in the classroom
- 01.06.04 Locate the AED in the TEC building
- 01.06.05 Locate fire extinguishers in classroom/lab
- 01.06.06 Demonstrate fire/evacuation procedure
- 01.06.07 Demonstrate severe weather procedure
- 01.06.08 Demonstrate outside threat procedures
- 01.06.09 Demonstrate inside threat procedure
- 01.07 Describing computer use policies**
  - 01.07.01 Describe St. Clair County RESA Technology Resources Policy
  - 01.07.02 Describe Acceptable Computer Use Policy
  - 01.07.03 Describe Acceptable Internet Use Policy
- 01.08 Completing KeyTrain requirements**
  - 01.08.01 Complete KeyTrain Pre-assessment
  - 01.08.02 Enter KeyTrain pre-assessment scores on the Individual Student Training Plan
  - 01.08.03 Identify Career Readiness Certificate Level
  - 01.08.04 Establish Career Readiness Goal
  - 01.08.05 Complete Recommended KeyTrain lessons and assessments
  - 01.08.06 Retake WorkKeys assessment
- 01.09 Identify school-to-work options**
  - 01.09.01 Identify Job Shadow
  - 01.09.02 Identify Unpaid Work-Based Learning Experience
  - 01.09.03 Identify Paid Work-Based Learning Experience
  - 01.09.04 Identify Apprenticeship
  - 01.09.05 Identify Paid and Unpaid Work-Based Learning Experience Rules and Regulations
  - 01.09.06 Identify Paid and Unpaid Work-Based Learning Request Form
  - 01.09.07 Identify Internship opportunities
- 01.10 Participating in student organizations**
  - 01.10.01 Identify SkillsUSA
  - 01.10.02 Identify National Technical Honor Society
- 01.11 Demonstrate production studio procedures and safety**
  - 01.11.01 Identify production studio areas
  - 01.11.02 Demonstrate proper start-up and shut-down of studio
  - 01.11.03 Identify studio safety procedures
  - 01.11.04 Identify lighting safety procedures
  - 01.11.05 Identify how to lift safely
  - 01.11.06 Identify ladder safety
  - 01.11.07 Identify and assess ergonomics
- 01.12 Identify equipment use and checkout procedures**
  - 01.12.01 Identify Equipment Use
  - 01.12.02 Describe Equipment Checkout Forms and Checkout Procedure
- 01.13 Application of media laws**
  - 01.13.01 Describe Copyright Laws
  - 01.13.02 Define Copyright Terms
  - 01.13.03 Apply Copyright Laws
  - 01.13.04 Apply Media Ethics

**02 Digital photographer****02.01 Demonstrating digital photography basics**

- 02.01.01 Define basic photography terminology
- 02.01.02 Define digital camera equipment

02.01.03 Demonstrate digital camera proficiency
<b>02.02 Applying picture composition</b>
02.02.01 Define picture composition
02.02.02 Acquire pictures
<b>02.03 Perform manual settings of DSLR camera</b>
02.03.01 Define different shutter techniques
02.03.02 Define different aperture techniques
02.03.03 Define different film speed techniques
02.03.04 Apply different shutter speeds, f-stops and ISO's
<b>02.04 Create digital photo captions and essays</b>
02.04.01 Describe photo journalism
02.04.02 Create digital photo essay
<b>02.05 Demonstrate social media marketing techniques</b>
02.05.01 Identify the relevance of social networking
02.05.02 Demonstrate the utilization of Facebook for marketing applications
02.05.03 Demonstrate utilization of "Tweeting"
02.05.04 Identify consequences of improper use of social media
<b>03 Graphic designer - Beginner</b>
<b>03.01 Identify design process</b>
03.01.01 Define a design project
03.01.02 Identifying the audience
03.01.03 Demonstrate basics of copywriting
03.01.04 Identify the design process
<b>03.02 Demonstrating emphasis in graphic design</b>
03.02.01 Define the Principle of Emphasis
03.02.02 Identify the effect of emphasis in a design
03.02.03 Discuss visual hierarchy
03.02.04 Demonstrate emphasis in a design
<b>03.03 Demonstrating contrast in graphic design</b>
03.03.01 Define the Principle of Contrast
03.03.02 Identify the effect of contrast in a design
03.03.03 Apply key contrast techniques
03.03.04 Demonstrate the Principle of Contrast
<b>03.04 Demonstrating balance in graphic design</b>
03.04.01 Define the Principle of Balance
03.04.02 Describe the effect of balance in a design
03.04.03 Define the two main types of balance: Symmetrical Balance and Asymmetrical Balance
03.04.04 Describe visual weight and how visual weight affects balance
03.04.05 Describe how color works with the principle of balance
03.04.06 Demonstrate the Principle of Balance
<b>03.05 Demonstrating alignment in graphic design</b>
03.05.01 Define the Principle of Alignment
03.05.02 Applying grids in page design
03.05.03 Define basic and advanced text alignment schemes
<b>03.06 Demonstrating repetition in graphic design</b>
03.06.01 Define the Principle of Repetition
03.06.02 Describe the effect of repetition in design
03.06.03 Define the major Gestalt visual principles
03.06.04 Demonstrate the Principle of Repetition and Alignment in design
<b>03.07 Define flow in graphic design</b>
03.07.01 Define the Principle of Flow

03.07.02 Define visual flow and verbal flow

**03.08 Demonstrating image application in graphic design**

03.08.01 Describe the impact image choice has on design

03.08.02 Describe different types of images: Illustrations, Photographs, Charts or Clip Art

03.08.03 Demonstrate the use of type as an image

03.08.04 Apply simple rules of image use

**03.09 Demonstrating color application in graphic design**

03.09.01 Describe the use of color in graphic design

03.09.02 Describe the secret messages of color

03.09.03 Describe RGB, CMYK and PMS colors

03.09.04 Apply color design

**03.10 Describing Adobe Illustrator**

03.10.01 Create a new document

03.10.02 Describe the Illustrator window

03.10.03 Create the basic shapes

03.10.04 Apply fill and stroke colors to objects

03.10.05 Select, move and align objects

03.10.06 Transform objects

03.10.07 Manipulate selections to create an image

**03.11 Creating text and gradients**

03.11.01 Create and format text

03.11.02 Flow text into an object

03.11.03 Position text on a path

03.11.04 Create colors and gradients

03.11.05 Apply colors and gradients to text

03.11.06 Adjust a gradient and create a drop shadow

**03.12 Drawing and composing an illustration**

03.12.01 Draw straight lines

03.12.02 Draw curved lines

03.12.03 Draw elements of an illustration

03.12.04 Apply attributes to objects

03.12.05 Stroke objects for artistic effect

03.12.06 Demonstrate Live Trace and the Live Paint Bucket tools

**03.13 Transforming and distorting objects**

03.13.01 Transform objects

03.13.02 Offset and outline paths

03.13.03 Create compound paths

03.13.04 Demonstrate Pathfinder panel

03.13.05 Create clipping masks

**03.14 Demonstrating how to work with layers**

03.14.01 Create and modify layers

03.14.02 Manipulate layered artwork

03.14.03 Create layered artwork

03.14.04 Create a clipping set

**03.15 Demonstrating distortions, gradient meshes, envelopes and blends**

03.15.01 Edit colors and distort objects

03.15.02 Apply gradient meshes

03.15.03 Create envelopes

03.15.04 Create blends

**03.16 Describe Adobe Photoshop CC/CS6**

03.16.01 Define Photoshop

03.16.02 Open and Save an Image

03.16.03	Describe organizational and management features
03.16.04	Examine the Photoshop window
03.16.05	Apply layers and history panels
03.16.06	Demonstrate "Help" feature in Photoshop
03.16.07	Compare elements of print vs web design
03.16.08	Apply design principles and copyright knowledge
03.16.09	Close a file and exit Photoshop
<b>03.17</b>	<b>Organizing layers and history panels</b>
03.17.01	Employ organizational and management features
03.17.02	Organize the layers and history panels
03.17.03	Demonstrate using the help feature
03.17.04	View and print an image
<b>03.18</b>	<b>Organizing layers in Photoshop</b>
03.18.01	Demonstrate working with layers
03.18.02	Convert layers
03.18.03	Add and delete layers
03.18.04	Add a selection from one image to another
03.18.05	Organize layers with layer groups and colors
<b>03.19</b>	<b>Demonstrate effective selection of tools, shapes &amp; colors</b>
03.19.01	Make a selection using a shape
03.19.02	Modify a marquee
03.19.03	Select "using color" and modify a selection
03.19.04	Add a vignette effect to a selection
<b>03.20</b>	<b>Incorporating color techniques</b>
03.20.01	Apply color to transform an image
03.20.02	Apply the Color Picker and Swatches panel
03.20.03	Blend colors using the Gradient tool
03.20.04	Demonstrate adding color to a grayscale image
03.20.05	Apply filters, opacity and blending modes
03.20.06	Match colors
<b>03.21</b>	<b>Placing type in an image</b>
03.21.01	Describe type and how it is created
03.21.02	Change spacing and adjust baseline shift
03.21.03	Apply drop shadow
03.21.04	Apply anti-aliasing to type
03.21.05	Modify type with the Bevel and Emboss style
03.21.06	Apply special effects to type using filters
03.21.07	Create text on a path
<b>03.22</b>	<b>Creating animation</b>
03.22.01	Create and play basic animation
03.22.02	Add tweening and frame delay
03.22.03	Modify video in Photoshop
03.22.04	Use raw camera features
03.22.05	Fix common photography problems
<b>03.23</b>	<b>Applying typography</b>
03.23.01	Define basic typography terms
03.23.02	Identify the parts of a letterform using the Official Type Vocabulary
03.23.03	Identify the categories of type
03.23.04	Describe the major font software formats
03.23.05	Identify key typography rules
03.23.06	Demonstrate contrast in typeface
03.23.07	Describe typeface clash and conflict

**04 Audio broadcaster****04.01 Demonstrate digital audio production basics**

04.01.01 Identify types of sound waves &amp; radio frequencies

04.01.02 Demonstrate zoom audio equipment

04.01.03 Demonstrate broadcast announcer skills

**04.02 Demonstrating radio station operations**

04.02.01 Identify broadcast applications

04.02.02 Demonstrate radio equipment operation

04.02.03 Demonstrate broadcast console &amp; studio microphone operation

04.02.04 Identify sources and terms

04.02.05 Demonstrate voice-over techniques

04.02.06 Identify on-air skills

04.02.07 Demonstrate on-air skills

04.02.08 Demonstrate radio air check

**04.03 Demonstrating audio editing**

04.03.01 Identify Adobe Audition

04.03.02 Manipulate Multitrack Sessions

04.03.03 Clean up audio files

04.03.04 Demonstrate - editing a news package

04.03.05 Demonstrate recording and editing a radio drama

04.03.06 Produce a PSA/Commercial

**05 Video Production Technician - Beginner****05.01 Identifying the production process**

05.01.01 Define basic video terminology

05.01.02 Identify television production process

05.01.03 Identify basic audio/video cables and connectors

05.01.04 Identify camera operation/picture composition

**05.02 Creating the story**

05.02.01 Define different types of video production

05.02.02 Identify samples of various production types

05.02.03 Describe pre-production tasks

05.02.04 Demonstrate commercial treatment

05.02.05 Demonstrate storyboarding methods

05.02.06 Demonstrate pre-production

**05.03 Demonstrating camera operation**

05.03.01 Define camera operation terms

05.03.02 Identify field production equipment

05.03.03 Identify proper EFP gear setup and strike

05.03.04 Demonstrate setting up and striking EFP equipment

05.03.05 Demonstrate filming

05.03.06 Demonstrate importing film from camera to computer

**05.04 Demonstrating audio production**

05.04.01 Define audio terms

05.04.02 Identify field audio tools

05.04.03 Describe field audio setup and acquisition

05.04.04 Demonstrate field audio setup &amp; acquisition

**05.05 Describing video editing**

05.05.01 Define different types of video editing

05.05.02 Describe linear and non-linear video editing

- 05.05.03 Define types of editing techniques
- 05.05.04 Describe TEC and DMT computer use policies
- 05.05.05 Identify student workstation file structure

**05.06 Performing to non-linear editing**

- 05.06.01 Describe primary non-linear editing systems found in industry
- 05.06.02 Describe Premiere Pro
- 05.06.03 Demonstrate software features
- 05.06.04 Perform editing with Premiere Pro

**05.07 Demonstrating advanced non-linear editing**

- 05.07.01 Perform advanced editing with Premiere Pro and Adobe Audition
- 05.07.02 Demonstrate advanced editing features and video effects
- 05.07.03 Demonstrate advanced non-linear editing

**05.08 Demonstrating lighting for video**

- 05.08.01 Define lighting terms
- 05.08.02 Identify lighting techniques for studio production
- 05.08.03 Identify lighting fixtures and applications
- 05.08.04 Describe lighting safety
- 05.08.05 Demonstrate lighting proficiency

**05.09 Writing a script for studio production**

- 05.09.01 Define script terminology
- 05.09.02 Identify layout and formats
- 05.09.03 Identify visual storytelling
- 05.09.04 Demonstrate script writing/reading
- 05.09.05 Demonstrate news script writing

**05.10 Demonstrating studio equipment operation**

- 05.10.01 Define studio equipment terminology
- 05.10.02 Identify floor director cues
- 05.10.03 Demonstrate floor director cues
- 05.10.04 Demonstrate studio care and maintenance procedures
- 05.10.05 Demonstrate studio equipment operation
- 05.10.06 Identify microphone types
- 05.10.07 Demonstrate proper way to wrap and store cables

***Digital Media Technology II*****06 Video production technician - Advanced****06.01 Demonstrate studio camera movements**

- 06.01.01 Identify camera movements
- 06.01.02 Identify proper use of camera movements in shows
- 06.01.03 Demonstrate pan/tilt/zoom/truck
- 06.01.04 Identify camera zooms in Tricaster
- 06.01.05 Demonstrate zooming in Tricaster

**06.02 Fade music in and out using audio board**

- 06.02.01 Identify proper use of live music in shows
- 06.02.02 Identify external audio controls on audio board
- 06.02.03 Operate external audio connection to audio board
- 06.02.04 Demonstrate fading music in and out

**06.03 Operate virtual sets in the tricaster**

- 06.03.01 Identify appropriate use of green screen
- 06.03.02 Identify proper lighting for green screen
- 06.03.03 Identify location of virtual sets in Tricaster

06.03.04 Identify chroma key features in Tricaster

06.03.05 Operate virtual sets in Tricaster

**06.04 Produce a talk show**

06.04.01 Describe use of graphics in a talk show

06.04.02 Import graphics package into Tricaster

06.04.03 Animate and insert graphics into a live show

06.04.04 Explain the characteristics of newsworthiness

06.04.05 Explain the role of research in reporting

**06.05 Create a commercial**

06.05.01 Identify marketing and sales techniques in video

06.05.02 Determine target audience

06.05.03 Conceptualize how to advertise St. Clair TEC

06.05.04 Create a logline and treatment

06.05.05 Perform ENG shoot to gather broll and aroll

06.05.06 Edit video utilizing music, transitions, titles and effects

06.05.07 Export final video

**06.06 Sell a commercial**

06.06.01 Identify marketing and sales techniques

06.06.02 Develop a pitch

06.06.03 Create a commercial presentation

06.06.04 Present and sell a commercial to the class

**06.07 Identify the main roles in film making**

06.07.01 Define the role of director in films

06.07.02 Identify history of movies

06.07.03 Identify movie genres

06.07.04 Identify the 5 stages in film making

06.07.05 Research your favorite film director

06.07.06 Identify movie trailer techniques

**06.08 Create a documentary**

06.08.01 Identify documentary story telling style

06.08.02 Identify theme

06.08.03 Identify audience

06.08.04 Create story telling goals

06.08.05 Create advanced motion and color effects

06.08.06 Demonstrate audio-editing techniques

06.08.07 Present at a film festival

**06.09 Create a video for multiple formats**

06.09.01 Create videos for web

06.09.02 Identify video requirements for web

06.09.03 Identify export settings in Premiere Pro

06.09.04 Export video for various mediums

**07 Graphic designer - Advanced****07.01 Applying patterns and brushes**

07.01.01 Demonstrate the move command

07.01.02 Create a pattern

07.01.03 Design a repeating pattern

07.01.04 Demonstrate the brushes panel

07.01.05 Demonstrate the scatter brushes

07.01.06 Compare the paintbrush tool to the blob brush tool

**07.02 Applying transparency, recoloring artwork, effects and graphic styles**

07.02.01 Demonstrate the transparency panel and color picker



- 07.02.02 Recolor artwork
- 07.02.03 Apply effects to objects
- 07.02.04 Apply the appearance panel
- 07.02.05 Demonstrate graphic styles

**07.03 Creating 3-D objects**

- 07.03.01 Extrude objects
- 07.03.02 Revolve objects
- 07.03.03 Manipulate shading
- 07.03.04 Demonstrate perspective grid

**07.04 Preparing graphics for the web**

- 07.04.01 Create slices
- 07.04.02 Specify slice type and options
- 07.04.03 Apply the save for web & devices dialog box
- 07.04.04 Create an image map

**07.05 Applying paint tools**

- 07.05.01 Paint and patch image
- 07.05.02 Create and modify a brush tip
- 07.05.03 Demonstrate use of the smudge tool
- 07.05.04 Demonstrate use of a library and an airbrush effect

**07.06 Applying special layer functions**

- 07.06.01 Apply layer mask with a selection
- 07.06.02 Apply with layer masks and layer content
- 07.06.03 Control pixels to blend colors
- 07.06.04 Eliminate a layer mask
- 07.06.05 Apply an adjustment layer
- 07.06.06 Create a clipping mask

**07.07 Creating special effects with filters**

- 07.07.01 Describe filters and how to apply them
- 07.07.02 Create an effect with an artistic filter
- 07.07.03 Add unique effects with stylize filters
- 07.07.04 Alter images with distort and noise filters
- 07.07.05 Alter lighting with a render filter
- 07.07.06 Demonstrate vanishing point

**07.08 Applying specific selections**

- 07.08.01 Create an alpha channel
- 07.08.02 Isolate an object
- 07.08.03 Erase areas in an image to enhance appearance
- 07.08.04 Apply the clone stamp tool to make repairs
- 07.08.05 Use the magic wand tool to select objects
- 07.08.06 Create snapshots
- 07.08.07 Create multiple-image layouts

**07.09 Manipulating and adjusting colors**

- 07.09.01 Correct and adjust color
- 07.09.02 Enhance colors by altering saturation
- 07.09.03 Modify color channels using levels
- 07.09.04 Create color samplers with the info panel

**07.10 Applying clipping masks, paths and shapes**

- 07.10.01 Apply clipping groups as a mask
- 07.10.02 Apply pen tools to create and modify a path
- 07.10.03 Create shapes
- 07.10.04 Convert paths and selections

**07.11 Transforming type**

- 07.11.01 Modify using a bounding box
- 07.11.02 Create warped type with a unique shape
- 07.11.03 Screen back type with imagery
- 07.11.04 Create a faded type effect

**08 Animation artist****08.01 Applying graphic design to video**

- 08.01.01 Define standards for Television Graphics
- 08.01.02 Identify types of graphics
- 08.01.03 Distinguish between 2D and 3D animation
- 08.01.04 Explore the After Effect Workspace
- 08.01.05 Design a Graphics Package
- 08.01.06 Demonstrate changing motion properties
- 08.01.07 Demonstrate filter application

**08.03 Utilizing animation**

- 08.03.01 Identify Adobe After Effects features in collaboration with Premiere Pro
- 08.03.02 Edit a PSA
- 08.03.03 Edit a commercial for television
- 08.03.04 Edit a commercial developed for the internet
- 08.03.05 Create an animation to open a show

**08.04 Demonstrating advanced non-linear editing and graphic animation**

- 08.04.01 Identify types of 3D animation and view examples
- 08.04.02 Demonstrate advanced After Effects application
- 08.04.03 Create an animation to open a show
- 08.04.04 Design an animated special effects video sequence