



Multimedia Design

Career Cluster	Arts, A/V Technology, & Communications
Course Code	10203
Prerequisite(s)	None
Credit	0.5 to 1.0 Credit
Program of Study and Sequence	Intro to Arts, A/V Technology & Communications – Visual Communications or Journalistic Design – Photography I – Multimedia Design – Media Production
Student Organization	Skills USA, FBLA
Coordinating Work-Based Learning	Field trips, guest speakers, advisory board, job shadowing
Industry Certifications	National Career Readiness Certificate (NCRC)
Dual Credit or Dual Enrollment	https://sdmylife.com/images/Approved-CTE-Dual-Credit.pdf
Teacher Certification	Arts AV Technology & Communications Cluster Endorsement; Visual Arts Pathway Endorsement; Business Management & Administration Cluster Endorsement; Information Technology Cluster Endorsement; Web & Digital Communication Pathway Endorsement; Sales, Merchandising & Marketing Research Support Pathway Endorsement; Marketing Cluster Endorsement; *K12 Classroom Technology; *K12 Educational Technology; *Multimedia
Resources	Local postsecondary institutions, media outlets and online tools

Course Description

Multimedia Design gives students experience and knowledge in all forms of mixed media and content. Multimedia presentations combine text, graphics, animation, images and sound from a wide range of media, such as films, newspapers, magazines, online information, television, videos, streaming and electronic media-generated images. Students will learn how to select the appropriate medium for each element of the presentation and gauge the needs of clients and the intended audience. In addition to their general academic and technical knowledge and skills, students gain an understanding of career opportunities available in technology and what employers require to gain and maintain employment in these careers. The course may concentrate on a particular medium within the selected pathway(s).

Program of Study Application

Multimedia Design is a level III pathway course in the Arts, A/V Technology and Communications career cluster.

Course Standards

MD 1: Explore career opportunities in multimedia.

<i>Webb Level</i>	<i>Sub-indicator</i>
One Recall	MD 1.1 Summarize multimedia career opportunities
Two Skill/Concept	MD 1.2 Explain professional behaviors, skills and abilities needed for multimedia careers
Three Strategic Thinking	MD 1.3 Recognize levels of quality in multimedia based on industry standards

MD 2: Explore fundamentals within multimedia collaboration.

<i>Webb Level</i>	<i>Sub-indicator</i>
Two Skill/Concept	MD 2.1 Interpret use of multimedia in everyday life
Two Skill/Concept	MD 2.2 Interpret design layout to reflect client expectations
Three Strategic Thinking	MD 2.3 Demonstrate appropriate use of multimedia tools
Two Skill/Concept	MD 2.4 Apply proper operation and maintenance procedures for equipment

MD 3: Organize multimedia projects.

<i>Webb Level</i>	<i>Sub-indicator</i>
Two Skill/Concept	MD 3.1 Outline customer requirements
Four Extended Thinking	MD 3.2 Construct a multimedia plan
Two Skill/Concept	MD 3.3 Categorize project tasks into tools, techniques and personnel

MD 4: Create a multimedia project based on current industry standards.

<i>Webb Level</i>	<i>Sub-indicator</i>
Four Extended Thinking	MD 4.1 Construct multimedia projects based on developed plans
Four Extended Thinking	MD 4.2 Analyze multimedia presentation