Florida Department of Education

CURRICULUM FRAMEWORK

Program Title: New Media Technology
Program Type: Job Preparatory
Occupational Area: Business Technology Education
Components: Core and Three Occupational Completion Points

	Secondary	PSAV
Program Number:	8207400	Not offered at the post secondary level
CIP Number:	0510010100	

Grade Level	9-12		
Standard Length	4 credits		
Certification:	BUS ED	@4 1 @2	
	VOE	@7	
	TEACH CBE	@7	
	BUS DP	@7 G	
	ELECT DP	@7 G	
	CLERICAL	@7 G	
	SECRETAR	@7 G	
	STENOG	@4 @7 G	
	TEC ELEC	@7 @G	
OCP B, C, and D Only	COMP SCI	@6 @2	
Additional	I ART-TEC	1 @2	
certification accepted:	COMM ART	@7 G	
	TV PRO TEC	@7 G	
CTSO	FBLA		
	BPA		
Coop Method	Yes		
Apprenticeship	No		
Facility Code	212		
Basic Skills:			
Math	9		
Language	9		
Reading	9		

I. **PURPOSE**: This program is designed to prepare students for employment in entry-level positions in New Media, Multimedia, and Digital Media as a Presentation Specialist or Multimedia Production Assistant.

This program offers a broad foundation of knowledge and skills to prepare students for employment in digital media, new media, and multimedia positions. The content includes an overview of the skills needed for entry-level positions in these career fields through practical experiences in digital photography, Web page design, digital video editing, and presentation development. Specialized skills in multimedia presentations and production such as video editing, audio input, and simple animation are used to produce a variety of multimedia projects.

This program focuses on broad, transferable skills and stresses understanding and demonstration of the following rudiments of the digital media/multimedia industry: collaboration/teamwork, presentation planning, elements of presentation design, storyboarding, integration of video, graphics, digital image

manipulation, animation, and audio elements into new media
projects/presentations.

II. **PROGRAM STRUCTURE**: This program is a planned sequence of instruction
consisting of the Business Technology Core (Business Systems and
Technology—OCP A) and three additional occupational completion
points. Secondary students who have previously completed the
Business Technology Education Core will not have to repeat the core.
A student who completes the applicable competencies at any
occupational completion point may either continue with the training
program or exit as an occupational completer.

The following diagram illustrates the New Media Technology program
structure:

Computer Technology Cluster

Secondary Program

OCP D	**Fundamentals of Web Page Design** (Note: Competencies in this course can transfer into Post Secondary Multimedia program at OCP B)	Web Production/Design Assistant (Industry Title) Course Number 8207430 150 hours
OCP C	**Digital Video and Sound Fundamentals** (Note: This course will transfer to Post Secondary Multimedia program at OCP C).	Presentation Graphic Artist (Industry Title) Course Number 8207420 150 hours
OCP B	**New Media and Digital Imaging Fundamentals** (Note: Competencies in 203 and 205 in this course can transfer into the Post Secondary Multimedia program at OCP B)	Presentation Specialist (Industry Title) Course Number 8207410 150 hours
OCP A	**Business Systems and Technology** (Business Program Core)	OES Code 55321 Course Number 8209020 150 hours

8209020   Business Systems and Technology 1 (Business
                    Technology Education) - core course
8207410_____New Media and Digital Imaging Fundamentals
8207420_____Digital Video and Sound Fundamentals
8207430_____Fundamentals of Web Page Design

III. **LABORATORY ACTIVITIES**: Laboratory activities are an integral part of
this program and include the use of keyboarding systems; computer
systems; and digital equipment for storage, scanning, retrieval,
presentation, CD recording, video, and printing purposes.

IV. **SPECIAL NOTES**: Future Business Leaders of America (FBLA) and Business Professionals of America (BPA) are the appropriate Career and Technical Student Organizations (CTSO) for providing leadership training and for reinforcing specific career and technical skills. Career and Technical Student Organizations, when provided, shall be an integral part of the career and technical instructional program, and the activities of such organizations are defined as part of the curriculum in accordance with Rule 6A-6.065, FAC.

Cooperative training - OJT is appropriate for this program. Whenever cooperative training - OJT is offered, the following are required for each student: a training plan, signed by the student, teacher, and employer, which includes instructional objectives and a list of on-the-job and in-school learning experiences; a workstation that reflects equipment, skills, and tasks that are relevant to the occupation which the student has chosen as a career goal. The student must receive compensation for work performed.

This program may be offered in courses. Vocational credit shall be awarded to the student on a transcript in accordance with Section 230.643 F.S.

The standard length of this program is 600 hours.

To be transferable statewide between institutions, this program must have been reviewed, and a "transfer value" assigned the curriculum content by the appropriate Statewide Course Numbering System discipline committee. This does not preclude institutions from developing specific program or course articulation agreements with each other.

When a student with a disability is enrolled in a vocational class with modifications to the curriculum framework, the particular outcomes and student performance standards, which the student must master to earn credit, must be specified on an individual basis. The job or jobs for which the student is being trained should be reflected in the student's desired post-school outcome statement on the Transition Individual Educational Plan (Transition IEP).

SCANS Competencies: Instructional strategies for this program must include methods that require students to identify, organize, and use resources appropriately; to work with each other cooperatively and productively; to acquire and use information; to understand social, organizational, and technological systems; and to work with a variety of tools and equipment. Instructional strategies must also incorporate the methods to improve students' personal qualities and high-order thinking skills.

Equipment List: A generic equipment list is available for this program.

V. **INTENDED OUTCOMES:** After completing the following competencies, the student will be able to:

OCCUPATIONAL COMPLETION POINT – DATA CODE A
     GENERAL OFFICE CLERK

01.0   Demonstrate knowledge, skill, and application of information systems to accomplish job objectives and enhance workplace performance. Apply ergonomic principles applicable to the configuration of computer workstations. [Student Performance Standards: 01.01, 01.02, 01.03, 01.04, 01.05, 01.06, 01.07, 01.08.]

02.0   Use technology to enhance communications in technical reading, writing, speaking, listening, and viewing. [Student Performance Standards: 02.01, 02.02, 02.03, 02.04, 02.05.]

03.0   Use technology to apply and enhance communication skills in technical reading, writing. [Student Performance Standards: 03.01, 03.02, 03.03, 03.04, 03.05, 03.06.]

04.0   Develop an awareness of management functions and organizational structures as they relate to today's workplace and employer/employee roles. Demonstrate initiative, courtesy, loyalty, honesty, cooperation, and punctuality as a team member. [Student Performance Standards: 04.01, 04.02, 04.03.]

05.0   Practice quality performance in the learning environment and the workplace. [Student Performance Standards: 05.01, 05.02.]

06.0   Incorporate appropriate leadership and supervision techniques, customer service strategies, and standards of personal ethics to accomplish job objectives and enhance workplace performance. [Student Performance Standards: 06.01, 06.02, 06.03.]

07.0   Apply mathematical operations and processes as well as financial planning strategies to commonly occurring situations in the workplace to accomplish job objectives and enhance workplace performance. [Student Performance Standards: 07.01, 07.02, 07.03.]

08.0   Assess personal strengths and weaknesses as they relate to job objectives, career exploration, personal development, and life goals. [Student Performance Standards: 08.01, 08.02, 08.03.]

09.0   Incorporate knowledge gained from individual assessment and job/career exploration to design an individual career plan that reflects the transition from school to work, lifelong learning, and personal and professional goals. Experience work-based learning through job shadowing, mentoring, e-coaching, etc. [Student Performance Standards: 09001,09.02, 09.03, 09.04, 09.05, 09.06, 09.07, 09.08, 09.09.]

10.0   Demonstrate personal and interpersonal skills appropriate for the workplace. [Student Performance Standards: [10.01, 10.02, 10.03.]

11.0   Perform office functions and responsibilities to accomplish job objectives and enhance workplace performance. [Student Performance Standards: 11.01, 11.02, 11.03.]

OCCUPATIONAL COMPLETION POINT – DATA CODE B

NEW MEDIA AND DIGITAL IMAGING FUNDAMENTALS – Presentation Specialist (Industry Title)

Intended outcomes of OCP A (BST) must be completed previously or concurrently. After completing the following competencies, the student will have achieved the Occupational Completion Point B and the student will be able to:

200.0 Demonstrate knowledge of presentation production issues. [Student Performance Standards: 200.01, 200.02, 200.03, 200.04, 200.05, 200.06, 200.07]
201.0 Demonstrate proficiency in using presentation software and equipment. [Student Performance Standards 201.01]
205.0 Demonstrate proficiency in using a WYSIWG editor, web design, or web animation software for web page creation. [Student Performance Standards 205.04, 205.14, 205.15, 205.16, 205.17]
206.0 Demonstrate proficiency in using Digital Photography and Digital Imaging. [Student Performance Standards 206.01, 206.02, 206.03, 206.04, 206.05, 206.06]

OCCUPATIONAL COMPLETION POINT – DATA CODE C

Digital Video and Sound Fundamentals – Presentation Graphic Artist (Industry Title)

Intended outcomes of OCP A (Business Systems and Technology) and B (New Media And Digital Imaging Fundamentals) must be completed previously or concurrently. After completing the following additional competencies, the student will have achieved the occupational completion point of C and the student will be able to:

201.0 Demonstrate proficiency in using presentation software and equipment. [Student Performance Standards: 201.02, 201,03, 201.04]
202.0 Demonstrate proficiency using video editing software and equipment [Student Performance Standards: 202.01, 202.02, 202.03, 202.04, 202.05, 202.06, 202.07, 202.08, 202.09, 202.10, 202.11, 202.12]

OCCUPATIONAL COMPLETION POINT – DATA CODE D

Fundamentals of Web Page Design – Web Production/Design Assistant

Intended outcomes of OCP A (Business Systems and Technology) and OCP B (New Media And Digital Imaging Fundamentals) and OCPA C (Digital Video and Sound Fundamentals) must be completed previously or concurrently. After completing the following additional competencies, the student will have achieved the occupational completion point of D and the student will be able to:

201.0 Demonstrate proficiency in using presentation software and equipment. [Student Performance Standards: 201.05]
203.0 Demonstrate proficiency in Web page design applicable to the WWW. [Student Performance Standards: 203.01, 203.02, 203.03, 203.4]
205.0 Demonstrate proficiency in using a WYSIWG editor, web design, or web animation software for web page design [Student Performance Standards [205.01, 205.2, 205.3, 205.05, 205.07, 205.08, 205.09, 205.11, 205.18]

Florida Department of Education

STUDENT PERFORMANCE STANDARDS

OCP A

Program Title: New Media Technology

Course Title: Business Systems and Technology 1 (Business Systems and Technology)

Course Number: 8209020

Course Credit: 1

COURSE DESCRIPTION:

This course is designed to provide a basic overview of current business and information systems and trends and to introduce students to the basic skills and foundations required for today's business environments. Emphasis is placed on developing proficiency with touch keyboarding and fundamental computer applications, so that they may be used as communication tools for enhancing personal and workplace proficiency in an information based society. After successful completion of this core course, students will have met Occupational Completion Point - Data Code A, General Office Clerk - OES 55321.

INFORMATION SYSTEMS

01.0   DEMONSTRATE KNOWLEDGE, SKILL, AND APPLICATION OF INFORMATION SYSTEMS TO ACCOMPLISH JOB OBJECTIVES AND ENHANCE WORKPLACE PERFORMANCE. APPLY ERGONOMIC PRINCIPLES APPLICABLE TO THE CONFIGURATION OF COMPUTER WORKSTATIONS.-The student will be able to:

01.01 Develop keyboarding skills to enter and manipulate text and data. LA.B.1.4.3
01.02 Describe and use current and emerging computer technology and software to perform personal and business related tasks. LA.B.2.4.4
01.03 Identify and describe communications and networking systems used in workplace environments.
01.04 Use reference materials such as on-line help, vendor bulletin boards, tutorials, and manuals available for application software. LA.B.2.4.4, LA.A.2.4.6
01.05 Demonstrate basic file management skills. LA.A.2.4.2, LA.B.2.4.4, LA.B.2.4.6
01.06 Troubleshoot problems with computer software,hardware, peripherals, and other office equipment. LA.D.2.4.4
01.07 Describe ethical issues and problems associated with computers and information systems.
01.08 Apply ergonomic principles applicable to the configuration of computer workstations.

WORKPLACE COMMUNICATIONS

02.0   USE TECHONOLOGY TO APPLY AND ENHANCE COMMUNICATION SKILLS IN TECHNICAL READING, WRITING, SPEAKING, LISTENING, AND VIEWING—The student will be able to:

02.01 Select and use appropriate modes of communication for specific job and work situations. LA.B.2.4.4

02.02 Organize ideas and communicate oral and written messages appropriate to listeners and situations in workplace and business environments. LA.B.2.4.2

02.03 Use listening, speaking, and nonverbal skills and strategies to communicate effectively with supervisors, co-workers, and customers. LA.C.1.4.1, LA.C.3.4.1, HE.B.3.4.1

02.04 Select and use standard written business communication formats. LA.B.1.4.1, LA.B.1.4.3

02.05 Use professional business vocabulary appropriate for entry-level jobs in business environments. LA.A.1.4.3

03.0 USE TECHNOLOGY TO APPLY AND ENHANCE COMMUNICATION SKILLS IN TECHNICAL READING, WRITING —The student will be able to:

03.01 Select and use word processing software and accompanying features to enhance written business communications. LA.B.1.4.1

03.02 Use the writing process to create/edit business documents appropriate to the subject matter, purpose, and audience. LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3

03.03 Use database, spreadsheet, presentation software, scheduling, and integrated software packages to enhance communications. LA.B.2.4.1, LA.B.2.4.2

03.04 Explore and demonstrate effective and efficient use of telecommunications systems including telephone techniques for handling incoming and placing outgoing business calls. LA.B.1.4.3

03.05 Use computer networks (e.g., Internet, on-line databases, e-mail) to facilitate collaborative or individual learning and communication.

03.06 Respond to and utilize information derived from multiple sources (e.g., written documents, instructions, e-mail, voice mail) to solve business problems and complete business tasks.

MANAGEMENT

04.0 DEVELOP AN AWARENESS OF MANAGEMENT FUNCTIONS AND ORGANIZATIONAL STRUCTURES AS THEY RELATE TO TODAY'S WORKPLACE AND EMPLOYER/EMPLOYEE ROLES. DEMONSTRATE INITIATIVE, COURTESY, LOYALTY, HONESTY, COOPERATION AND PUNCTUALITY AS A TEAM MEMBER— The student will be able to:

04.01 Explore, design, implement, and evaluate organizational structures and cultures for managing project teams.

04.02 Explore and demonstrate an awareness of current trends in business and the employee's role in maintaining productive business environments in today's global workplace.

04.03 Collaborate with individuals and teams to complete tasks and solve business-related problems and demonstrate initiative, courtesy, loyalty, honesty, cooperation, and punctuality as a team member.

CURRENT TRENDS/ISSUES IN THE WORKPLACE

05.0 PRACTICE QUALITY PERFORMANCE IN THE LEARNING ENVIRONMENT AND THE WORKPLACE—The student will be able to:

05.01 Assess personal, peer, and group performance and identify and implement strategies for improvement (e.g., organizational skills, note taking/outlining, advance organizers, reasoning skills, problem-solving and decision-making skills).

05.02 Develop criteria for assessing products and processes that incorporate effective business practices (e.g., time management, productivity, total quality management).

MANAGEMENT

06.0 INCORPORATE APPROPRIATE LEADERSHIP AND SUPERVISION TECHNIQUES, CUSTOMER SERVICE STRATEGIES, AND STANDARDS OF PERSONAL ETHICS TO ACCOMPLISH JOB OBJECTIVES AND ENHANCE WORKPLACE PERFORMANCE—The student will be able to:

06.01 Demonstrate an awareness of quality service and the personal and professional standards required to establish an effective service-based culture in the workplace, business, or learning environment.

06.02 Identify, analyze, and implement managerial skills necessary for maintaining a high quality work environment, goals, and strategic planning in business settings.

06.03 Follow accepted rules, regulations, policies, procedures, processes, and workplace safety.

COMPUTATION AND FINANCE

07.0 APPLY MATHEMATICAL OPERATIONS AND PROCESSES AS WELL AS FINANCIAL PLANNING STRATEGIES TO COMMONLY OCCURRING SITUATIONS IN THE WORKPLACE AND TO ACCOMPLISH JOB OBJECTIVES AND ENHANCE WORKPLACE PERFORMANCE—The student will be able to:

07.01 Analyze, interpret, compile and demonstrate the ability to present/communicate data in understandable and measurable terms using common statistical procedures. MA.E.1.4.1, MA.E.A.4.2

07.02 Use common standards of measurement including the metric system in solving work-related or business problems (e.g., length, weight, currency, time). MA.B.3.4.1

07.03 Select and use the correct mathematical processes and tools to solve complex problem settings that are typical of business settings and use formulas when appropriate. MA.A.3.4.3

JOB READINESS AND CAREER DEVELOPMENT

08.0 ASSESS PERSONAL STRENGTHS AND WEAKNESSES AS THEY RELATE TO JOB OBJECTIVES, CAREER EXPLORATION, PERSONAL DEVELOPMENT, AND LIFE GOALS—The student will be able to:

08.01 Assess, analyze and reassess individual talents, aptitudes, interests, and personal characteristics as they relate to potential future careers in business environments.

08.02 Use personal assessment tools to identify personal strengths and weaknesses related to learning and work environments.

08.03 Analyze job and career requirements and relate career interests to opportunities in the global economy.

09.0 INCORPORATE KNOWLEDGE GAINED FROM INDIVIDUAL ASSESSMENT AND JOB/CAREER EXPLORATION TO DESIGN AN INDIVIDUAL CAREER PLAN THAT REFLECTS THE TRANSITION FROM SCHOOL TO WORK, LIFELONG LEARNING,

AND PERSONAL AND PROFESSIONAL GOALS. EXPERIENCE WORK-BASED
LEARNING THROUGH JOB SHADOWING, MENTORING, E-COACHING, ETC. —The
student will be able to:

09.01 Analyze personal skills and aptitudes in comparison with
      various business related job and career options.
09.02 Use career resources to develop an information base that
      reflects local and global business related occupations and
      opportunities for continuing education and workplace
      experience.
09.03 Demonstrate job-seeking skills required for entry-level
      employment (e.g., resume, application, interview, follow
      up). LA.C.3.4.4
09.04 Design, initiate, refine, and implement a plan to facilitate
      personal growth and skill development related to anticipated
      job requirements and career expectations.
09.06 Demonstrate an awareness of specific job requirements and
      career paths (e.g., requirements, characteristics needed) in
      business environments.
09.07 Demonstrate an awareness of the potential impact of local
      and global trends on career plans and life goals.
09.08 Experience work-based learning through volunteerism, job
      shadowing, mentoring, e-coaching, etc.

HUMAN RELATIONS/INTERPERSONAL SKILLS

10.0 DEMONSTRATE PERSONAL AND INTERPERSONAL SKILLS APPROPRIATE FOR THE
      WORKPLACE—The student will be able to:

10.01 Accept constructive criticism. SS.B.1.4.5
10.02 Apply appropriate strategies to manage and resolve conflict
      in work situations. LA.D.1.4.2, SS.B.1.4.5, HE.B.3.4.5

10.03 Demonstrate personal and interpersonal skills appropriate
      for the workplace (e.g., responsibility, dependability,
      punctuality, integrity, positive attitude, initiative, and
      respect for self and others, professional dress, etc.).

ADMINISTRATIVE OFFICE PROCEDURES

11.0 PERFORM OFFICE FUNCTIONS AND RESPONSIBILITIES TO ACCOMPLISH JOB
      OBJECTIVES AND ENHANCE WORKPLACE PERFORMANCE—The student will be
      able to:

11.01 Perform business tasks (e.g., filing and records management,
      scheduling, reprographics, mail handling, etc.). LA.A.2.4.4,
      LA.A.2.4.7, LA.A.2.4.8, LA.B.2.4.2
11.02 Demonstrate knowledge of ethical behavior in a business
      environment (e.g., confidentiality of information, employee
      right to know, hiring practices, plagiarism, copyright
      violations, sexual harassment, mission statement, code of
      ethics, etc.).

Florida Department of Education

STUDENT PERFORMANCE STANDARDS

OCP B:

Program Title: New Media Technology

Course Title: New Media And Digital Imaging Fundamentals

Course Number: 8207410

Course Credit: 1

COURSE DESCRIPTION:

This course provides an overview of presentation guidelines and design elements associated with various presentation types. Effective digital photography composition and digital imaging software features including optimizing digital photographs for Web publication are covered. Students will create an electronic slide presentation using presentation software. After successful completion, students will have met Occupational Completion Point – Data Code B, Presentation Specialist.

PRESENTATION PRODUCTION

200.0 <u>DEMONSTRATE KNOWLEDGE OF PRESENTATION PRODUCTION ISSUES</u>—The student will be able to:

  200.01 Identify characteristics of various types of presentations (informing, selling, teaching, entertaining)
  200.02 Identify presentation materials (e.g.. handouts, seminar notebooks, business cards, coupons, etc.) and presentation marketing mediums (ex. print media such as newspaper, magazines; TV; movies; computer presentations; interactive CD ROM; kiosks, and Web pages, etc.)
  200.03 Identify design characteristics (fonts, size and styles, backgrounds, etc.) that are suited for each type of presentation format and material.
  200.04 Demonstrate knowledge of copyright laws including copyright statue, disclaimers, and filing procedures.
  200.05 Research and identify skills needed for career positions in multimedia
  200.06 Demonstrate an understanding of graphic and other file formats (e.g., EPS, TIFF, JPEG, ASCII, MPEG, MIDI, AVI, WAV, etc.) and knowledge of image size when scanning and saving files for use in different presentation types (Web, computer, print, etc.)
  200.07 Demonstrate knowledge of presentation vocabulary/terms.

201.0 <u>DEMONSTRATE PROFICIENCY IN USING PRESENTATION SOFTWARE AND EQUIPMENT</u> – The student will be able to:

  201.01 Produce a simple presentation that includes handouts and present it using a projection system

205.0 <u>DEMONSTRATE PROFICIENCY IN USING A WYSIWG EDITOR, WEB DESIGN, OR WEB</u>
<u>ANIMATION SOFTWARE FOR WEB PAGE CREATION</u>

205.04 Create and edit images, photographs for Web pages using
digital imaging software (e.g. ImageReady in Photoshop)
205.14 Optimize images to make them "Web ready"
205.15 Demonstrate knowledge of image formats related to photos and
graphics on the Internet (e.g. Graphic formats (Tiff & EPS),
Web formats (JEPG, GIF, PNG), etc.
205.16 Demonstrate an understanding of photograph compression factors
such as transmission speed, color reduction, and browser
support
205.17 Save and export a photograph to the Web in the format best for
image quality and file size.

206.0 <u>DEMONSTRATE PROFICIENCY IN USING DIGITAL PHOTOGRAPHY AND DIGITAL</u>
<u>IMAGING</u>

206.01 Demonstrate knowledge of ethics related to digital imaging,
and legal and consent issues.
206.02 Apply effective design principles in digital photography
compositions
206.03 Illustrate the essence of an event, quote, or slogan through
digital photography/imaging
206.04 Demonstrate skill in using digital imaging software for image
manipulation, color correction, and special effects to
creatively convey a message or literary interpretation.
206.05 Demonstrate skill in scanning and cropping photographs
206.06 Incorporate scanned or digitally taken photographs into
documents (poster, brochure, card, photo journalism story,
report or book covers, letterhead, etc.) that have been
designed using desktop publishing software or the desktop
publishing features of word processing software.

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STUDENT PERFORMANCE STANDARDS

Postsecondary Course OCP C:

Course Title: Digital Video and Sound Fundamentals

Course Number: 8207420

Course Credit: 1

COURSE DESCRIPTION: This course covers advanced planning and video editing for multimedia presentations. Students design presentations through various steps of development, implementation, and final output. After successful completion, students will have met Occupational Completion Point – Data Code C. This course transfers to the Post Secondary Multimedia program Occupational Completion Point Data Code C, Presentation Graphic Artist.

PRESENTATION PRODUCTION

201.0 <u>DEMONSTRATE PROFICIENCY IN USING PRESENTATION SOFTWARE AND EQUIPMENT</u>
The student will be able to:

201.02 Using presentation software, create a multimedia presentation that incorporates shot and edited video, animation, music, narration and adheres to good design principles, use of transitions, and effective message conveyance.
201.03 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, videographer, inerface designers/programmers, etc.)
201.04 Collaborate with team members to plan, edit, evaluate, and present a multimedia presentation where individuals on the team function in specific production roles that were outlined in mastery of 201.03.

VIDEO EDITING
202.0 <u>DEMONSTRATE PROFICIENCY USING VIDEO EDITING SOFTWARE AND EQUIPMENT</u>—
The student will be able to:

202.01 Demonstrate knowledge of video and sound editing vocabulary, terms, and acronyms.
202.02 Demonstrate knowledge of non-linear editing software (NLEs) and compare the strengths and weaknesses of these programs.
202.03 Identify components of non-linear video editing equipment
202.04 Set-up non-linear video editing equipment
202.05 Compare offline to "real time" video editing
202.06 Use storyboarding to <u>plan</u> a short nonlinear video project that includes <u>existing</u> video footage with a title, transitions, background sound, voice-over, animation, and rolling credits.
202.07 <u>Create and edit</u> a movie using video editing software that includes <u>existing</u> video footage with a title, transitions, background sound, voice-over, and rolling credits and output to video.
202.08 Collaborate with team members to create a short movie utilizing good lighting and sound: plan, shoot, and edit video footage as a team.

202.09 Using a video editor, create animated GIFs.

202.10 Collaborate with team members to plan, edit, and shoot video footage utilizing advanced video editing techniques and output to video

202.11 Discuss the use of batch processing and project trimming

202.12 Plan, create, edit and present a short nonlinear QuickTime movie with title, transitions, sub and virtual clips, sound, background music, voice-over, and credits.

Florida Department of Education

STUDENT PERFORMANCE STANDARDS

Postsecondary Course OCP D:

Course Title: **F**undamentals of Web Page Design

Course Number: 8207430

Course Credit: 1

COURSE DESCRIPTION:

This course is designed to provide a basic understanding of Web page
layout and integration of video and animation into Web pages. Special
emphasis is placed on good design, proper usage of typography and images
for delivery on the Internet. After successful completion, students will
have met Occupational Completion Point – Data Code D, Web
Production/Design Assistant. Competencies in this course can transfer
into the Post Secondary Multimedia program at OCP B (Web Page Design
Fundamentals).

PRESENTATION PRODUCTION

201.0 <u>DEMONSTRATE PROFICIENCY IN USING PRESENTATION SOFTWARE AND
       <u>EQUIPMENT</u></u>–The student will be able to:
       201.05 Create a self-running presentation with synchronized audio,
              convert presentation slides (e.g. PowerPoint) into streaming
              ASF files for use on the Web.

WEB PAGE CREATION

203.0 <u>DEMONSTRATE PROFICIENCY IN WEB PAGE DESIGN APPLICABLE TO THE WWW</u>
       The student will be able to:

       203.01 Determine the objectives and the audience for Web pages.
       203.02 Identify design strategies to reach and keep an audience
       203.03 Use storyboarding to plan a Web site.
       203.04 Create styles and other design elements (e.g. backgrounds,
              colors, fonts, buttons, etc.)
205.0 <u>DEMONSTRATE PROFICIENCY IN USING A WYSIWG EDITOR, WEB DESIGN, OR WEB
       ANIMATION SOFTWARE FOR WEB PAGE DESIGN</u>

       205.01 Create Web pages for publication
       205.02 Apply style sheets for consistent Web site design.
       205.03 Format text for Web pages (e.g., font families, sizes)
       205.05 Insert created buttons into a Web page and test for accuracy
       205.07 Insert audio files into a Web page
       205.08 Create, edit and integrate video files into a Web page
       205.09 Create, edit and integrate animation files into a Web page
       205.11 Optimize page size for effective downloading to browsers
       205.18 Demonstrate knowledge of the terms and vocabulary used with
              the animation process, animation software, and types of
              animation (e.g. 2D vs. 3D, Cel and Keyframe animation)

JOB READINESS AND CAREER DEVELOPMENT

208.0 <u>APPLY JOB READINESS, CAREER PLANNING AND JOB SEEKING SKILLS TO
       OBTAIN PERSONAL AND PROFESSIONAL GOALS</u>—The student will be able to:

       208.01 Create a digital resume
       208.02 Create a digital portfolio

WORK-BASED LEARNING

209.0 <u>PARTICIPATE IN WORK-BASED LEARNING EXPERIENCES</u>—The student will be
able to:

       209.01 Participate in work-based learning experiences in a
       multimedia environment