

**MULTIMEDIA BASICS**  
**ACTIVITY CODE: 2703**

**COURSE DESCRIPTION:** The Multimedia Basics course introduces the student to the multimedia industry's concepts, processes, and applications which utilize text, graphics, animation, audio, and video. Students will design, develop, and create various multimedia projects incorporating collaboration, communication, and productivity.

**OBJECTIVE:** Given the necessary equipment, supplies, and facilities, the student will be able to successfully complete all of the following standards.

**RECOMMENDED GRADE LEVELS:** 7 - 8

**PREREQUISITE:** None

**COMPUTER REQUIREMENT:** One computer per student with Internet access

**RECOMMENDED SOFTWARE:** See Materials and Resources

**RESOURCES:** Instructional Materials

**A. SAFETY**

**Proficient professionals know the academic subject matter, including safety as required for proficiency within their area. They will use this knowledge as needed in their role. The following accountability criteria are considered essential for students in any program of study.**

1. Review school safety policies and procedures.
2. Review classroom safety rules and procedures.
3. Review safety procedures for using equipment in the classroom.
4. Identify major causes of work-related accidents in office environments.
5. Demonstrate safety skills in an office/work environment.

**B. STUDENT ORGANIZATIONS**

**Proficient professionals know the academic subject matter, including professional development, required for proficiency within their area. They will use this knowledge as needed in their role. The following accountability criteria are considered essential for students in any program of study.**

1. Identify the purpose and goals of a Career and Technology Student Organization (CTSO).
2. Explain how CTSOs are integral parts of specific clusters, majors, and/or courses.
3. Explain the benefits and responsibilities of being a member of a CTSO.
4. List leadership opportunities that are available to students through participation in

CTSO conferences, competitions, community service, philanthropy, and other activities.

5. Explain how participation in CTSOs can promote lifelong benefits in other professional and civic organizations.

### **C. TECHNOLOGY KNOWLEDGE**

**Proficient professionals know the academic subject matter, including the ethical use of technology as needed in their role. The following accountability criteria are considered essential for students in any program of study.**

1. Identify proper netiquette when using e-mail, social media, and other technologies for communication purposes.
2. Identify potential abuse, threats and unethical uses of laptops, tablets, computers, and/or networks.
3. Identify the consequences of social, illegal, and unethical uses of technology (e.g., piracy; illegal downloading; cyberbullying; licensing laws; inappropriate uses of software, hardware, and mobile devices in the work environment).
4. Discuss legal issues and the terms of use related to copyright laws, fair use laws, and ethics pertaining to downloading of images, photographs, documents, video, sounds, music, trademarks, and other elements for personal use.
5. Describe ethical and legal practices of safeguarding the confidentiality of personal information.

### **D. SOCIAL AND EMOTIONAL SKILLS**

**The student will demonstrate appropriate social and emotional skills as needed in their position. The following accountability criteria are considered essential for students in any program of study.**

1. Demonstrate self-awareness (e.g., independence, self-awareness, and self-advocacy).
2. Demonstrate creativity (e.g., imaginative, inventive, divergent, and resourceful).
3. Demonstrate problem solving (e.g., investigator, researcher, and decision maker).
4. Demonstrate integrity (e.g., equitable, helpful, accountable, and courageous).
5. Demonstrate motivation (e.g., self-motivated, collaborative, focused, and purposeful).
6. Demonstrate communication skills (e.g., articulate, persuasive, audience-aware).
7. Demonstrate information and media literacy (e.g., researcher, analyzer).
8. Demonstrate career awareness (e.g., proactive, career-minded, career-connected).

### **E. DIGITAL LITERACY**

**Proficient professionals demonstrate appropriate digital literacy skills as needed in their role. The following accountability criteria are considered essential for students in any program of study.**

1. Demonstrate keyboarding speed and accuracy on a computing device.
2. Demonstrate proper keyboarding technique when keying letters, numbers, and symbols at

a rate of 25-30 words per minute.

3. Collaborate in small groups to create and edit online documents in real time (e.g. multiple users editing one document in a shared online space.)
4. Identify and use appropriate file sharing strategies (e.g., copy and paste, links, e-mail attachments).
5. Produce documents according to industry standards (e.g., citation styles, agendas, financial statements, resumes).
6. Identify and use tabs in a word processing document (i.e., left, right, center, decimal).
7. Identify and use appropriate file compression techniques (e.g., zipping folders and files, image and file compression).

## **F. COMPUTING SYSTEMS**

**Proficient professionals understand computing systems and how they are used as needed in their role. The following accountability criteria are considered essential for students in any program of study.**

1. Determine appropriate hardware, operating systems, and software based upon the needs of users in various career fields (e.g., computing devices used by professional video producers and students differ).
2. Analyze the use of computing to solve relevant problems.

## **G. NETWORKS AND THE INTERNET**

**Proficient professionals understand networks and the internet and how they are used as needed in their role. The following accountability criteria are considered essential for students in any program of study.**

1. Identify and define basic Internet terminology (e.g., World Wide Web, browsers, networks, Internet, intranet, search engine, cloud computing).
2. Describe the uses of the Internet.
3. Identify types of Internet connections.
4. Identify methods to protect data, information, and computing devices across networks.

## **H. IMPACT OF COMPUTING**

**Proficient professionals understand the impact of computing, as needed in their role. The following accountability criteria are considered essential for students in any program of study.**

1. Identify traditional and nontraditional careers that use computer science (e.g., computer science in agriculture, medical, and public safety fields).
2. Identify and describe emerging technologies (e.g., virtual reality, robotics, animation, gaming).

## **I. MULTIMEDIA BASICS**

**Proficient Business professionals demonstrate basic knowledge of data, terminology, hardware, and software used for multimedia purposes, as needed in their role. The following accountability criteria are considered essential for students in any Business**

### **program of study.**

1. Define terms related to multimedia.
2. Identify multimedia hardware and software components.
3. Analyze the six formats of multimedia (i.e., tutorials, website, print media, presentation, simulation, and game).
4. Analyze the five elements used in multimedia formats, (i.e., audio, video, graphics/images, text, and 2D animation).

## **J. MULTIMEDIA DESIGN PROCESS**

**Proficient Business professionals demonstrate basic project management skills used for developing multimedia projects, as needed in their role. The following accountability criteria are considered essential for students in any Business program of study.**

1. Identify the purpose and audience when preparing a multimedia project.
2. Describe the process of planning, organizing, and storyboarding a multimedia project.
3. Summarize how designers decide what type of content to include in a project, such as copyright, project fit, permissions, and licensing.
4. Explain the multimedia design process (identify the problem, brainstorm, design, build, test and evaluate, redesign, share/present solution).

## **K. VISUAL DESIGN PRINCIPLES**

**Proficient Business professionals demonstrate basic knowledge of visual design principles used in multimedia projects, as needed in their role. The following accountability criteria are considered essential for students in any Business program of study.**

1. Demonstrate effective use of color.
2. Demonstrate effective use of type fonts.
3. Demonstrate effective use of graphics.
4. Explain the term "effective white space."

## **L IMAGES AND GRAPHICS**

**Proficient Business professionals demonstrate basic knowledge and usage of images and graphics used in multimedia projects, as needed in their role. The following accountability criteria are considered essential for students in any Business program of study.**

1. Differentiate between raster and vector graphics.
2. Identify various image file extensions, (e.g., TIF, JPG, PNG, GIF, etc.)
3. Acquire digital images from various sources such as scanners/device-enabled scanners, digital cameras, cell phones, Internet/cloud (open source/royalty free), etc.
4. Demonstrate digital image editing skills based on project requirements.

## M. AUDIO

**Proficient Business professionals demonstrate basic knowledge of using audio in multimedia projects, as needed in their role. The following accountability criteria are considered essential for students in any Business program of study.**

1. Define various types of audio files, (e.g., wav, avi, mp3, mp4, etc.)
2. Create audio files, (e.g. narration/voice-over).
3. Insert audio files from various media based on project requirements.

## N. VIDEO

**Proficient Business professionals demonstrate basic knowledge of using video in multimedia projects, as needed in their role. The following accountability criteria are considered essential for students in any Business program of study.**

1. Define various types of video files, (e.g., mov, mpg, mp4, etc.)
2. Create video files.
3. Insert digital video files utilizing appropriate licensing guidelines based on project requirements.

## O. ANIMATION

**Proficient Business professionals demonstrate basic knowledge of using animation in multimedia projects, as needed in their role. The following accountability criteria are considered essential for students in any Business program of study.**

1. Define various types of animation files.
2. Create animated objects and symbols.
3. Create 2-D animations.
4. Insert animation into a thematic multimedia projects.

## P. MULTIMEDIA PROJECT

**Proficient Business professionals demonstrate effective multimedia presentation skills, as needed in their role. The following accountability criteria are considered essential for students in any Business program of study.**

1. Determine the appropriate type of multimedia project based upon purpose and intended audience.
2. Create an outline/storyboard for a presentation.
3. Create a thematic presentation using text, charts, tables, graphics, drawing tools, audio and video capabilities, etc.
4. Use rubrics to self-evaluate presentations.

## **Q. CAREERS**

**Proficient Business professionals demonstrate knowledge of careers found in digital multimedia. The following accountability criteria are considered essential for students in any Business program of study.**

1. Identify careers in the multimedia creation and publishing industry.
2. Identify education and training requirements for a career in multimedia creation and publishing.

[Additional Materials and Resources](#)

[Course Academic Standards and Indicators](#)