



Digital Media Arts Competency Profile

EMPLOYABILITY SKILLS

- Prepare for employment
- Exhibit appropriate work ethic

PROFESSIONALISM

- Project professional image
- Demonstrate positive relations in the workplace

TEAMWORK

- Demonstrate knowledge of teamwork
- Demonstrate teamwork

PROFESSIONAL PRACTICES

- Explain professional responsibilities
- Explain purpose of copyright
- Explain purpose of trademarks

WORKPLACE SAFETY

- Maintain safe working environment

CUSTOMER RELATIONS

- Demonstrate positive relations with customers

BUSINESS LAW

- Demonstrate knowledge of intellectual property rights and multimedia law

WRITING

- Develop basic technical materials
- Use creative writing skills to write copy

APPRECIATION OF THE ARTS

- Demonstrate an appreciation and basic knowledge of music
- Demonstrate an appreciation and basic knowledge of visual art

BASIC COMPUTER CONCEPTS AND APPLICATIONS

- Describe personal computer operations
- Demonstrate basic computer literacy
- Operate computer hardware
- Explain operation of peripheral devices
- Operate peripheral devices
- Store media
- Explain software applications
- Use word processing packages
- Use graphic user interface (GUI) techniques

- Manage software packages
- Demonstrate basic knowledge of networks
- Use a shared environment
- Demonstrate knowledge of the Internet
- Use the Internet for research

GRAPHIC DESIGN FUNDAMENTALS

- Demonstrate basic technical art skills/traditional and electronic
- Demonstrate knowledge of principles of design
- Demonstrate design skills
- Demonstrate use of typography
- Operate photographic equipment

COMPUTER GRAPHICS/DIGITAL IMAGING/ANIMATION

- Demonstrate knowledge of computer graphics software packages
- Create computer graphics
- Demonstrate knowledge of digital imaging equipment
- Demonstrate knowledge of digital photography
- Demonstrate knowledge of scanners
- Scan images
- Archive images
- Manipulate images
- Demonstrate a knowledge of the basic principles of animation

VIDEO/FILM PRODUCTION

- Define the specific technical processes used by the camera, grip, lighting, sound, art, costume, special effects, make up, and editing departments
- Compare the differences between studio production and field production
- Execute pre-production, production, and post-production tasks for the area of gripping
- Perform lighting activities for a video/film production
- Operate video camera
- Perform editing operations

AUDIO PRODUCTION

- Use microphones effectively
- Explain various computer hardware and software used in studio recording