Digital Media Arts Competency Profile

Employability Skills

- Develop a career plan that reflects career interests, pathways and secondary and postsecondary options
- Describe the role and function of professional organizations, industry associations and organized labor and use networking techniques to develop and maintain professional relationships
- Apply problem-solving and critical-thinking skills to work-related issues when making decisions and formulating solutions

Professionalism

- Identify the correlation between emotions, behavior and appearance and manage those to establish and maintain professionalism
- Deliver formal and informal presentations
- Use proper grammar and expression in all aspects of communication
- Use electronic media (e.g., social media) to communicate and follow network etiquette guidelines
- Select and use software applications to locate, record, analyze and present information (e.g., word processing, e-mail, spreadsheet, databases, presentation, Internet search engines)

Customer Relations

- Describe how cultural intelligence skills influence the overall success and survival of an organization
- Recognize barriers in cross-cultural relationships and implement behavioral adjustments
- Recognize the ways in which bias and discrimination may influence productivity and profitability
- Learn how to value their own work and how to put a price on their services

Graphic Design Fundamentals

- Describe art elements of line, value, color, shape, space, form and texture in various media that are used individually or in combination
- Identify specific characteristics (i.e., positive and negative, organic, geometric, quality, weight, direction) of art elements that communicate and express ideas
- Determine how and when to apply the principles of design, including unity, variety, balance, movement, emphasis, visual hierarchy and proportion/scale to communicate ideas
- Compare and contrast unity and variety within a design
- Contrast formal/symmetrical, informal/asymmetrical and radial balance
- Observe movement shown through repetition, pattern and rhythm
- Interpret emphasis through contrast, isolation, size and placement
- Identify visual hierarchy used to establish dominance
- Recognize the use of proportion/scale

- Render a proportionately correct portrait and figure drawing
- Draw in one-point, two-point, multi-point and aerial perspectives
- Apply color using pencil, marker, dry media, wet media and digital media
- Demonstrate shape, volume, depth and dimension
- Compare and contrast choices using the psychology of color
- Describe how changes to tint, shade, hue, value, intensity and saturation relate to color theory
- Select typefaces (e.g., serif, sans serif)
- Apply typography kerning and leading to typefaces for readability
- Modify images through sizing, cropping and output resolution
- Scan images
- Draw digital graphics
- Arrange graphics using layers
- Render and export animations

Video Production

- Frame shots for proper composition, including extreme long, long, medium, close-up, extreme close- up, two-shot, over-the-shoulder, head room, nose room and lead room
- Create steady shots and smooth camera movements using handheld techniques, tripods and other stabilizing equipment
- Use professional color correction and color grading software to give videos a cinematic look
- Understanding all of the functions of professional video cameras to ensure high image quality

Audio Production

- Produce live sound, tracks and overdubbing (e.g., narrative, voiceover, music)
- Synchronize new audio tracks with previously recorded video and audio tracks

Animation

- Add special effects to a video through filters, keying and image control
- Create graphics for video products (e.g., titles, still images)
- Develop a plan and storyboard for an animation
- Import two-dimensional (2D) and three-dimensional (3D) assets
- Create key frames and apply tweens and paths
- Create special effects and virtual navigation
- Create environments for 2D and 3D animations
- Render and export animations