

Digital Media 2

Exam Information	Description
Exam number 811 Items 31 National Career Cluster Digital Technology Arts, Entertainment, & Design Certification available Yes	Digital Media 2 is the second semester of the first-year digital media course sequence, expanding students' creative and technical skills in media production. In this course, candidates will design and develop digital projects using animation, video, and audio elements. They will explore industry-standard tools and techniques to produce compelling multimedia content across various formats. This course provides foundational knowledge of the media production industry and serves as a gateway to multiple career pathways, including Digital Media, Film Production, Animation, and Game Development.

Exam Blueprint and Performance Skills

Standard	Percentage of exam score
1. Planning, Design, & Development	8%
2. Digital Audio	29%
3. 2D Animation	18%
4. Digital Video	32%
5. Team Activities	8%
6. Digital Portfolio (optional)	0%
7. Laws, Ethics, & Legal Issues	5%

Standard 1 - Planning, Design, & Development (8% of exam score)

Candidates will understand the production pipeline in the creation of digital media projects.

Objective 1 Pre-Production

1. Story / Script
2. Storyboard
3. Production Schedule

Objective 2 Production

1. Correct use of equipment
2. Follow pre-production plans such as script, storyboard, and production schedule
3. Capture and create digital content

Objective 3 Post-Production

1. Edit captured and created content
2. Understand output formats and properties based on project needs

Performance Skills

Candidates will implement the production pipeline in the creation of digital media projects

Standard 2 - Digital Audio (29%)

Candidates will plan, produce, edit, and publish digital audio.

Objective 1 Plan and create digital audio

1. Prepare a script and record audio
2. Capture audio from an original or existing source
3. Understand clipping, stereo, and mono
4. Recognize and use appropriate types of sound such as voice over/narration, music, sound effects/foley, etc.

Objective 2 Edit digital audio

1. Edit sound
2. Apply special effects to audio files
3. Understand and manipulate frequency, amplitude, decibel, pitch, sample rate, bit depth, wavelength, and hertz

Objective 3 Export and publish digital audio

1. Identify different audio formats and containers such as WAV, MIDI, MP3, AIFF, AAC, MP4, M4A, WMA, FLAC, etc.
2. Understand quality differences between audio formats
3. Add, edit, and manipulate metadata
4. Export and convert audio into different formats
5. Publish an audio project

Performance Skills

Candidates will produce a complete audio project.

Standard 3 - 2D Animation (18%)

Candidates will plan, produce, edit, and publish 2D animations.

Objective 1 Plan an animation project.

1. Create animation script and storyboard
2. Introduce basic story elements, such as setting, pacing, plot, and resolution.

Objective 2 Create and manipulate animations.

1. Perform changes to position, scale, color, and properties of an animated object.
2. Create Keyframe and Frame-by-Frame animation
3. Create, import, and utilize assets
4. Publish an animation project
5. Recognize and apply major principles of animation such as squash and stretch, anticipation, timing, staging, etc.

Performance Skills

Candidates will produce an animation project.

Standard 4 - Digital Video (32%)

Candidates will plan, create, edit, and publish digital video

Objective 1 Plan Video Project

1. Create script, storyboard, and shot list
2. Define crew member roles, such as Producer, Director, Cinematographer, Editor, Sound Engineer, Talent, etc.

Objective 2 Create Video Project

1. Use video equipment, such as tripod, microphone, lights, camera
2. Demonstrate proper shooting techniques, such as camera settings, composition, and lighting
3. Demonstrate a variety of camera shots and angles, such as Close-up, Medium, Wide, Extra Wide, Extreme
4. Follow pre-production plans such as script, storyboard, and shot list
5. Close-up, Worm's Eye, and Bird's Eye

Objective 3 Edit and publish video project

1. Identify different video formats and codec such as MP4, MOV, AVI, H.264, etc.
2. Understand differences between aspect ratios (16:9 and 4:3) and resolution (1920 x 1080 and 640 x 480)
3. Use video editing techniques, such as transitions, effects, titling (safe area), credits, etc.

4. Recognize and use video settings, such as frame rates, compression, and resolution
5. Export and convert video into different formats
6. Publish a video project

Performance Skills

Candidates will produce a video project.

Standard 5 - Team Activities (8%)

Candidates will explore career opportunities and demonstrate understanding of employability competencies.

Objective 1 Develop career skills related to working in the digital arts industry, including social media.

1. Identify occupations related to digital media careers
2. Identify knowledge and skills necessary for careers in digital media

Objective 2 Define, create, manipulate, and appropriately use pixel-based raster graphics.

1. Collaborate within a team
2. Develop employable competencies and characteristics: responsibility, dependability, ethics, respect, and cooperation.
3. Understand the purpose and consequence of the message within your media
4. Evaluate information critically and competently

Standard 6 - Digital Portfolio (optional) (0%)

Candidates will design and develop a digital portfolio.

Objective 1 Create a digital portfolio adhering to copyright and Fair Use Guidelines of the student's best work.

1. Include individual and group projects in animation, video, and audio
2. For group projects, identify responsibilities and aspect of the project that the individual candidate created
3. May include cross-curricular content

Objective 2 Publish digital portfolio

1. Explore various publishing methods.

Performance Skills

Candidates will produce a digital portfolio in combination with their work from Digital Media 1 that demonstrates the students' abilities in raster graphics, vector graphics, animation, audio, video, and group work.

Standard 7 - Laws, Ethics, & Legal Issues (5%)

Candidates will be able to understand and practice copyright laws, ethics, and legal issues.

Objective 1 Define copyright, public domain, fair use, creative commons, and ethics.

Objective 2 Practice ethics and rules governing digital media work.

1. Fair use
2. Time limits
3. Copying and distribution limits

Objective 3 Explore generative artificial intelligence and its effects on the digital media industry

1. Explore intellectual property and copyright implications
2. Understand the importance of transparency and communication with use of AI