Program of Study Scope & Sequence
with
Certification Outcomes

Multimedia Design

10.9999

Task #	Task Description	Level/ Marking Pd	Career Path CIP/Soc 10.9999 Multimedia Design	Career Path CIP/Soc 27-4021 Photographer	Career Path CIP/Soc 27-1024 Graphic Designer	Career Path CIP/Soc 27-4031 Camera Operators	Certification to test for Adobe Certified Professional (Illustrator, Photoshop, InDesign, Dreamweaver, Premiere)
PA100	Orientation	2.2					
PA101	Investigate career pathways in Communications Technology.	2.2	X	X	X	X	
PA102	Use digital media literacy and follow copyright laws, fair use guidelines, and legal issues when producing media.	2.2	X		X	X	
PA200	Graphic Design						
PA201	Use graphic software to create, format, and edit	1.2,3,4	X	X	X	X	X

	documents.						
PA202	Change application settings and manage files within a graphic software application.	1.2,3,4	X		X	X	X
PA203	Prepare files for appropriate output.	1.2,3,4	X		X	X	X
PA204	Produce a logo using thumbnails, roughs, and comprehensives.	1.2,3,4	X		X	X	X
PA205	Distinguish between vector and raster graphics.	1.2,3,4	X		X		X
PA206	Use a vector-based application.	1.1	X		X		X
PA207	Use a bitmap-based application.	1.3	X	X	X		X
PA208	Use a desktop publishing application.	1.4	X		X		X
PA209	RESERVED						
PA210	RESERVED						
PA300	Media Composition	1.2	X	X	X		X
PA301	Apply the principles of typography.	1.2	X		X		X
PA302	Apply color theory (including: primary, secondary, additive/subtractive, contrast, lighting design, color themes, psychology, hue/saturation/value/luminance).	1.1	X	X	X		X
PA303	RESERVED						
PA304	RESERVED						
PA305	Apply the principles of visual composition (including: rule of thirds, 180-degree rule, framing, depth of field, angles, balance, and hierarchy).	1.2	X	X	X	X	X
PA306	Apply basic principles of composition and field of view.	1.2	X	X	X	X	X
PA307	Apply elements of design (e.g., line, shape, texture, mass, form, value, color).	2.2	X	X	X	X	X
PA308	Apply principles of design (e.g., balance, emphasis,	2.2	X	X	X	X	X

	unity, alignment, repetition, motion).						
PA400	Photography						
PA401	Operate a digital still camera or other photographic device.	1.3	X	X	X	X	
PA402	Import, capture, and transfer images from camera.	1.3	X	X	X	X	
PA403	Identify the parts of a digital still camera.	1.3	X	X	X	X	
PA404	Apply principles of exposure.	2.1	X	X	X	X	
PA405	Apply principles of focus.	2.1	X	X	X	X	
PA406	Demonstrate the proper use of support systems (e.g., monopod, tripod).	2.1	X	X	X	X	
PA407	Demonstrate the proper use of lighting (e.g., strobe, continuous, natural).	2.1	X	X	X	X	
PA500	Web Media			X			
PA501	Identify hypertext markup language (HTML) elements.	3.2	X	X	X		X
PA502	Integrate graphics and links to an HTML page.	3.2	X	X	X		X
PA503	Identify properties of typography in HTML and Cascading Style Sheets (CSS).	3.2	X	X	X		X
PA504	Identify concepts of responsive Web Design (e.g., cell phone, tablet, desktop).	3.2	X	X	X		X
PA505	Create, publish, and manage a supervised site (e.g., social media site, website, wiki, blog).	3.2	X	X	X		X
PA506	Identify network protocols (e.g., file transfer protocol (FTP), simple mail transfer protocol (SMTP), hypertext transfer protocol (HTTP)).	3.2	X	X	X		X
PA600	Video, Cinematography, and Audio Production	2.2					
PA601	Use various script formats (e.g., radio, 2-column, screenplay).	3.1	X	X	X	X	X

PA602	Develop a storyboard and a shot list.	2.2	X	X	X	X	X
PA603	Import, transfer, and organize media into editing software.	2.2	X	X	X	X	X
PA604	Use video effects, audio effects, and transitions.	2.2	X	X	X	X	X
PA605	Add titles and graphical elements to a video production.	2.2	X	X	X	X	X
PA606	Export finished project for distribution.	2.2	X	X	X	X	X
PA607	Identify types of microphones and pickup patterns.	2.3	X	X	X	X	X
PA608	Apply story-telling concepts to a project.	3.1	X	X	X	X	X
PA609	Apply frame rates, aspect ratio, and resolution.	3.1	X	X	X	X	X
PA610	Operate a video camera.	3.1	XX	X	X	X	
PA611	Apply white balance procedures.	3.1	X	X	X	X	X
PA612	Monitor, control, record audio levels.	2.3	X	X	X	X	X
PA613	Apply the principles of motion (including: pan, tilt, zoom, dolly truck, arc, and pedestal).	3.1	X	X	X	X	X
PA614	Apply principles of sound (including: harmony, melody, rhythm, ambient, diegetic, and non-diegetic).	3.1	X	X	X	X	X
PA615	Apply color correction and color grading to postproduction.	3.1	X	X	X	X	X
PA616	Apply equalization and compression to audio postproduction.	3.1	X	X	X	X	X
PA617	Apply three-point lighting.	3.1	X	X	X	X	X
PA700	Professional Practices						
PA701	Create and manage a production schedule.	2.3	X	X	X	X	
PA702	Create a budget for media projects.	2.3	X	X	X	X	

PA703	RESERVED	2.3					
PA704	Use critical thinking skills to plan and conduct research, manage projects, solve problems, and make informed decisions using appropriate digital tools and resources collaboratively.	2.3	X	X	X	X	
PA705	RESERVED						
PA706	Create format and present media presentation.	2.4	X	X	X	X	
PA707	Research new industry trends.	2.4	X	X	X	X	
PA708	Create a self-marketing package, including portfolio, demo reel, and resume.	2.4, 3.4	X	X	X	X	
PA709	Participate in ongoing critiques of media projects.	2.4	X	X	X	X	
PA710	Develop, publish, and present an advertising campaign.	2.4	X	X	X	X	
PA711	Produce media for an intended target audience, including those with disabilities.	2.4	X	X	X	X	
PA800	Safety						
PA801	RESERVED						
PA802	Use proper ergonomics.	1.1, 2.1, 3.1	X	X	X	X	
PA803	Prevent hazards when working with electrical equipment.	1.1, 2.1, 3.1	X	X	X	X	
PA804	Review Safety Data Sheets (SDS).	1.1, 2.1, 3.1	X	X	X	X	
PA805	Identify types of fire extinguishers.	1.1, 2.1, 3.1	X	X	X		
PA806	RESERVED						
PA807	Use cable management and storage techniques.	1.1, 2.1, 3.1	X	X	X	X	
PA900	Computer Operations and Applications/Computer Literacy	3.3	X	X	X	X	

PA901	Maintain computer equipment and solve common problems relating to computer hardware and software.	3.3	X	X	X	X	
PA902	Use file formats in media productions (e.g., print formats, web formats, video/audio formats, photography).	3.3	X	X	X	X	
PA903	Use terminology associated with hardware.	3.3	X	X	X	X	
PA904	Create a file management system.	3.3	X	X	X	X	
PA905	Identify different types of software, and general concepts related to software categories (e.g., graphics, video, web, word processing, audio).	3.3	X	X	X	X	
PA906	Identify types of communication networks (e.g., Wi-Fi, Bluetooth, Local and Wide Area Networks).	3.3	X	X	X	X	
PA907	Locate services and resources on the internet.	3.3	X	X	X	X	
PA908	Distinguish between different input and output devices.	3.3	X	X	X	X	
PA909	Identify various cables and connectors.	3.3	X	X	X	X	
PA910	Explain the ways software manufacturers protect against software piracy.	3.3	X	X	X	X	
PA911	Identify concepts of internet safety (e.g., firewalls, viruses, worms, captcha, trojan horses, encryption, phishing).	3.3	X	X	X	X	
PA912	Communicate using netiquette across digital platforms.	3.3	X	X	X	X	
	Local Task List						
301	Draw using perspective.		X		X		
302	Draw basic geometric and organic forms showing texture and tone.		X		X		
303	Draw line art.		X		X		
304	Apply anatomy concepts in drawing.		X		X		
305	Draw from direct observation.		X		X		

306	Produce illustrations using various media.		X		X		
307	Illustrate using value.		X		X		