

- PS 1 Students will develop an awareness of digital media career opportunities. ([Standard 1, Objective 1](#))
- PS 2 Students will identify occupations related to digital media careers (graphic/commercial artist, project manager, technical writer, application programmer, video and sound specialist, and subject matter expert, instructional designers, art director, copy-writer, etc.) ([Standard 1, Objective 1a](#))
- PS 3 Students will develop employable competencies/characteristics: responsibility, dependability, ethics, respect, and cooperation. ([Standard 1, Objective 1d](#))
- PS 4 Students will implement communication, critical thinking, and problem solving skills ([Standard 2, Objective 2](#))
- PS 5 Students will understand and utilize digital technologies and the components of a basic digital media computer system. ([Standard 2, Objective 3](#))
- PS 6 Students will explain and justify appropriate application of Fair Use Guidelines and Copyright Law. ([Standard 2, Objective 5](#))
- PS 7 Students will recognize and apply effective visual design concepts ([Standard 3, Objective 1](#))
- PS 8 Students will recognize and apply the following concepts ([Standard 3, Objective 2](#)):
- Recognize and apply Color Properties (Hue, saturation, value)
  - Recognize and apply Color Schemes (complimentary, analogous, triadic, monochromatic)
  - Recognize and apply Symbolism/Emotion (warm, cool colors. What do different colors mean in different cultures?)
  - Recognize and apply Color depth/palettes (dithering)
  - Recognize and apply Color modes (RGB, CMYK, Grayscale)
- PS 9 Students will effectively use text in digital media. ([Standard 4](#))

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- PS 10 Students will recognize and apply the following concepts ([Standard 4, Objective 1](#)):
- Apply Font decisions (typeface/families, style/attributes, size)
  - Apply Typeface Design (serif, sans-serif, script)
  - Apply Text Layout Techniques (leading, kerning, tracking, alignment symmetric and asymmetric)
- PS 11 Students will use text format to effectively communicate content ([Standard 4, Objective 3](#))
- Utilize correct spelling and grammar
  - Utilize proper organization (Headings, indents, bullets, interface, navigation, etc.)
  - Utilize effective visual design layout principles
- PS 12 Students will produce bitmap and vector 2D graphics. ([Standard 5](#))
- PS 13 Students will understand, create, manipulate and appropriately use *bitmap (raster)* graphics ([Standard 5, Objective 1](#))
- Identify graphic formats and their appropriate use (e.g., JPG, GIF, TIF, BMP, PSD, PNG, PDF, EPS, etc.)
  - Acquire image assets (scanning, digital camera, internet search, stock sources, etc)
  - Create images using a digital camera using appropriate settings
  - Utilize appropriate visual design and image composition techniques
  - Export/import images for project requirements (compression, resolution)
  - Crop, Resize, Straighten Image, Transform an image
  - Utilize techniques to effectively edit an image
  - Use Layers, Mask, and Selection tools
  - Apply Filters and Effects
  - Adjust color, contrast
  - Create Gradient
  - Apply and maintain Transparency
  - Restore Images
  - Utilize Color selection techniques
  - Use Painting and drawing tools
- PS 14 Students will plan, produce, edit, and publish digital audio. ([Standard 10](#))

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- PS 15 Students will demonstrate proper planning and design by utilizing an instructional design model such as ADDIE, Adobe Professional Design, Rapid Deployment Model, and so forth in the development of *digital media projects*. ([Standard 6](#))
- PS 16 Students will participate in individual and team (group) activities. ([Standard 7](#))
- PS 17 Students will demonstrate 21st Century Life and Career Skills in the ability to work as a team member in the completion of digital media projects. ([Standard 7, Objective 2](#))