2024 – 2025
MEDIA ARTS COURSES

KENTUCKY CTE
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MEDIA ARTS COURSES
2024 – 2025

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Advanced Production Design 480922

This course emphasizes an advanced and independent use of compositional theory, elements and principles of design, techniques, and creative processes for effectively performing the function of persuasion and information through the use of materials and media to create visual effects to produce original authentic works. Students will demonstrate an advanced level of creative expression to a variety of authentic design products (various print mediums such as magazines, newspapers, billboards, fictional and informational texts, product wrappers, and displays) through a purposeful arrangement of images and/or text and develop a strategic product presentation both independently and as a collaborative team. The course focuses on advanced computer-generated designs as well as the use of various software and hardware with an emphasis on students creating, producing, responding, and connecting in visual art and new media. An in-depth independent study of career opportunities in media art is performed. Contemporary, cultural, and historical design may be studied. Participation in Kentucky Technology Student Association or SkillsUSA will greatly enhance instruction.

Recommended Grade Level: 11 – 12

Recommended Credit: 1

Students will:

1. Demonstrate an advanced understanding of color models and their application to diverse media.
2. Demonstrate proper equipment operation and following procedures in a safe manner and achieve one hundred percent on a written/demonstration safety test.
3. Utilize information and ideas about the art and design around them and throughout the world.
4. Explain and use colors (HSB/RGB/CMYK/Pantone/TruMatch/Focoltone).
5. Describe and demonstrate how to apply spot color to graphics and text.
6. Identify and incorporate a variety of historical and cultural contexts in their artistic thinking and production.
7. Critically investigate and strategically interact with legal, technological, systemic, and vocational contexts of media arts.
8. Develop basic copywriting skills needed to acquire an entry level media arts job.
9. Discuss basic legal issues involved in media arts.
10. Independently select and prepare artwork for exhibition.
11. Identify and define authentic problems and significant questions for investigation.
12. Plan and manage activities to develop a solution or complete a project.
13. Collect and analyze data to identify solutions and/or make informed decisions.
14. Use multiple processes and diverse perspectives to explore alternative solutions.
15. Demonstrate the development of a professional portfolio and self-branding.
16. Independently utilize and adapt tools, styles, and systems in standard, innovative, and experimental ways in the production of complex media artworks.

17. Demonstrate an advanced skill level in one or more electronic media processes using diverse media, software, and hardware.
18. Independently and collaboratively present a product design to a client, either hypothetical or authentic.
19. Research and report on media arts related careers of their choice in planning for college/career paths.
20. Demonstrate employability skills required by business and industry.
21. Review and use portfolio presentation and interview skills.
22. Prepare a portfolio of students' best work.
23. Design and produce a creative resume, cover letter, and self-promotional material.
24. Examine how related student organizations are integral parts of career and technical education courses through leadership development, school and community service projects, and competitive events.
25. Constructively critique their media art designs and the work of others while using visual arts terminology at an advanced level.
26. Connect media arts to other art forms, academic content areas, and the global community.
27. Demonstrate and expound on the use of media artworks to consummate new meaning, knowledge, and impactful cultural experiences.
28. Make connections among the arts, other disciplines, other cultures, and the world of work.
29. Identify and explain the functional roles and activities of advertising for the marketing plan of a company.
30. Identify the two basic components that are the foundation on which all advertising is built.
31. Identify the business segments where most advertising is used and explain their differences.
32. Apply correct terminology to projects and marketing plans.
33. Identify and troubleshoot problems with marketing strategies.
34. Demonstrate an advanced independent skills level in the use of compositional theory, elements and principles of design, techniques and creative processes.
35. Demonstrative a conscientious use of a personal style.
36. Use imagination and creativity to develop multiple solutions to problems, expand their intellectual scope, and create ideas for original works of art and design.
37. Fluently employ mastered creative and innovative adaptability in formulating lines of inquiry and solutions, to address complex challenges within and through media arts productions.
38. Develop basic copywriting skills needed to acquire an entry level visual communication job.
39. Discuss basic legal issues involved in visual communication.

Advanced Studio Production – Moving Images 480912

In this course, students will explore the creative and conceptual aspects of designing and producing moving images for a variety of cinematic, film/video, and multimedia presentations including fictional dramas, documentaries, music videos, artistic and experimental presentations and/or installations, interactive, immersive, and performance media. Participation in Kentucky Technology Student Association or SkillsUSA will greatly enhance instruction.

Recommended Grade Level: 11 – 12

Recommended Credit: 1

Students will:
1. Integrate principles with a variety of methods forming original ideas, solutions, and innovations in media arts creation processes.
2. Analyze important contexts such as historical or cultural considerations and target audiences in reference to their impact on productions.
3. Produce moving image (multimedia) works that are effective in communicating ideas, thoughts, and feelings to target audiences in a variety of production genres.
4. Research production topics using the internet, video archives, and other informational sources.
5. Demonstrate an understanding of the ethics and laws that impact the production of various genres of video programs.
6. Integrate knowledge of systems processes in forming, testing, and proposing original design ideas, prototypes, and production frameworks, considering constraints of goals, time, resources, and personal limitations.
7. Synthesize content, processes, and components to express compelling purpose, story, emotion or ideas in complex media arts productions.
8. Refine elements and components to form impactful expressions in media arts designs, directed at specific purposes, audiences, and contexts.
9. Synthesize media arts forms and academic content into unified media arts productions retaining design fidelity across platforms.
10. Employ design, technical, and soft skills in managing and producing media designs.
11. Employ creative and innovative adaptability in formulating lines of inquiry and solutions addressing challenges within and through media arts productions.
12. Utilize and adapt tools, styles, and systems in standard, innovative, and experimental ways in the production of media arts.
13. Design a presentation of media arts for intentional impacts, through a variety of contexts.
14. Evaluate, compare, and integrate improvements presenting media arts, considering personal to global impacts.
15. Determine effective media and equipment for production demands.
16. Write and edit news stories from information collected by reporters and other resources.
17. Write effective scripts in appropriate formats for genres of video production.
18. Demonstrate style and esthetic meaning in video production.

19. Supervise and coordinate the work of camera, lighting, design, and sound crew members.
20. Coordinate the activities of writers, directors, managers, and other personnel throughout the production process.
21. Conduct meetings with staff to discuss production progress and to ensure production objectives are attained.
22. Review film, recordings, or rehearsals to ensure conformance to production and broadcast standards.
23. Resolve personnel problems that arise during the production process by acting as liaisons between dissenting parties when necessary.
24. Demonstrate advanced graphics production and special effects utilizing industry standards editing tools and software.
25. Monitor postproduction processes to ensure accurate completion of details.

Digital Imaging 480921

This course is an accomplished study and production of creative and conceptual aspects of designing and producing digital imagery, graphics, and photography. This includes techniques, genres, and styles from fine arts and commercial advertising, internet and multimedia, web design, and industrial and virtual design. Students use a computer as an electronic drawing tool to solve visual communications and illustration problems in designing authentic products. This course entails an accomplished use of current software for two-dimensional illustration, creating and integrating text, using color, and importing and exporting files. Typical course topics include aesthetic meaning and analysis of computer-generated works; composing, capturing, processing, and programming of imagery and graphical information; their transmission, distribution, and marketing; as well as contextual, cultural, and historical aspects and considerations. Participation in Kentucky Technology Student Association or SkillsUSA will greatly enhance instruction.

Recommended Grade Level: 10 – 12

Recommended Credit: 1

Students will:
1. Examine careers and entrepreneurial opportunities associated with the media arts (photography).
2. Explore terminology and reporting to define terms used in digital photography.
3. Identify the application of simplicity, rule of thirds, point of view, focal points, proportion/scale, and framing.
4. Communicate a specific idea through the subject matter and the composition of a photograph.
5. Use critical thinking skills to describe, interpret, analyze, and make judgments about composition.
6. Prove knowledge of image types and how to access resulting imagines in raster-based software.
7. Apply knowledge of filters.
8. Prove knowledge of color correction using industry standard photo editing/raster-based software.
9. Synthesize and relate knowledge and personal experiences to make art.
10. Cite evidence of typography.
11. Revise knowledge of project management tasks and responsibilities.
12. Synthesize and relate knowledge and personal experiences to make media designs.
13. Organize and assess media arts ideas and work.
14. Demonstrate and construct a proficient understanding of marketing concepts, product development, and distribution.
15. Connect the purpose of media arts to persuasive advertising and marketing through the arrangement of principles and elements of design.
16. Utilize key terminology when working with digital images.
17. Identify elements of industry standard photo editing/raster-based software user interface demonstrating knowledge of its functions.

18. Demonstrate knowledge of retouching and blending images.
19. Apply knowledge of layers and masks in raster-based software.
20. Apply knowledge of working with selections.
21. Apply corrections to the tonal range, color, or distortions of an image.
22. Cite evidence and demonstration of knowledge about image resolution, image size, and image file formats for web, video, and print.
23. Develop an accomplished level of techniques using multiple forms of technology to produce authentic media arts projects.
24. Demonstrate knowledge of importing, exporting, organizing, and saving designs.
25. Evaluate and strategically seek feedback for media arts projects and production processes, considering complex goals and factors.
26. Analyze, evaluate, and interpret meaning in works of media arts of self, peers, and professional works communicating verbally and in writing.
27. Refine and compare a professional portfolio reflecting personal growth and development of a personal style.
28. Research and synthesize media arts elements, aesthetics, genres, influences, styles, and techniques.
29. Employ entrepreneurial discovery strategies to generate feasible ideas for business ventures/products.
30. Demonstrate an understanding of and select the appropriate features and options required to implement a color management workflow.
31. Gain career awareness and the opportunity to test career choice.

Interactive Design 480902

This course allows students to use the creative and conceptual aspects of designing and producing interactive media arts experiences and products and services. This includes reactive (sensory-based [touch, proximity, movement] devices) and interactive technologies, 3D video game animation, interface design, mobile device applications, web multimedia, social media-based, augmented, and/or virtual reality. Participation in Kentucky Technology Student Association or SkillsUSA will greatly enhance instruction.

Recommended Grade Leve: 10 – 12

Recommended Credit: 1

Students will:
1. Define digital animation identifying uses within media arts.
2. Identify the purpose, audience, and audience needs for a project.
3. Identify multimedia project content that is relevant to the project purpose and appropriate for the target audience.
4. Identify basic principles of multimedia project usability, readability, and accessibility.
5. Demonstrates effective use of flowcharts, storyboards, wireframes, and design concepts to create media elements and a project map that maintains the planned multimedia project hierarchy.
6. Maintain effective records of creative ideas that could include lists, journals, notebooks, sketches, storyboards, folders or other methods of organizing ideas, writing, and research.
7. Write internal and external business correspondence to convey and obtain information effectively.
8. Assess global trends and opportunities for business ventures and products and develop concepts for a new business venture to evaluate its success potential.
9. Utilize research, critical thinking, planning, and documenting skills to determine a central problem or challenge to overcome.
10. Select conceptual considerations to provide unity and flexibility in the creation of the Media Arts projects.
11. Identify and apply the processes for the development and collaboration of media projects.
12. Plan and develop strategies for effective use of the selected media and how connections arise between individual components of the work.
13. Demonstrate the importance of time and self-management.
14. Describe the importance of collaboration and roles in a design team environment.
15. Identify and apply design principles and software used for interactive media.
16. Introduce and develop the ability to form and defend value judgments about media arts and design and to communicate design ideas.
17. Apply the concepts related to visual, spatial, sound, motion, interactive and temporal elements/features of digital technology and principles for their use in the creation and application of digital media-based work.
18. Recognize competencies with principles of visual organization, including the ability to work with visual elements.

19. Model and create objects using a variety of tools and techniques.
20. Analyze and critique how society has viewed 3D media products.
21. Apply the concepts of hardware and software development methodologies to 3D media.
22. Introduce and demonstrate appropriate math concepts and principles related to video and animation.
23. Demonstrate from Media Art careers and entrepreneurial opportunities one or two specific careers specifically looking at directors, animators, and game developers.
24. Explore the use of technology specific to Media Arts and research technological advances in the field of film, animation, and gaming.
25. Analyze and critique design goals in accordance with the target audience and desired response.
26. Identify the purpose, audience, and audience needs for preparing animated stories and games.
27. Synthesize the talents of a multi-disciplinary team to complete the development.
28. Differentiate between the varied production roles fulfilled by team members.

Introduction to Media Arts 480901

This course is an introduction to and survey of the creative and conceptual aspects of designing media arts experiences and products, including techniques, genres, and styles from various and combined media and forms, including moving image, sound, interactive, spatial, and/or interactive design. Participation in Kentucky Technology Student Association or SkillsUSA will greatly enhance instruction.

Recommended Grade Level: 9 – 11

Recommended Credit: 1

Students will:
1. Examine careers in Media Arts.
2. Analyze ethics as it relates to Media Arts and demonstrate copyright rules for artwork, animation and graphic use.
3. Research and synthesize historical and cultural knowledge of Media Arts anesthetics, genres, influences, styles and techniques relating to film, animation and gaming.
4. Explore how to collaborate and interact with teams and with clients.
5. Demonstrate project management tasks and practice brainstorming and ideation to develop a concept.
6. Explore the use of technology specific to Media Arts.
7. Examine how to pitch and present a project.
8. Identify how to constructively critique fellow students' work.
9. Identify an audience and when the use of specific media tools is appropriate.
10. Analyze and critique design goals in accordance with the target audience and desired response.
11. Explore how to use the elements and principles of design.
12. Demonstrate the production process.
13. Visually communicate concepts and ideas.
14. Investigate notable milestones in the development of Media Arts products, including platforms, hardware and software change and advancements.
15. Demonstrate standard copyright rules for artwork, animation, and graphic use.

Media Arts Co-op[*] 480950

Cooperative Education for CTE courses provides supervised worksite experience related to the student's identified career pathway. A student must be enrolled in an approved course during the same school year that the co-op experience is completed. Students who participate receive a salary for these experiences, in accordance with local, state and federal minimum wage requirements according to the Work-Based Learning Manual.

Recommended Grade Level: 11 – 12

Recommended Credit: 1 – 3

Students will:

1. Demonstrate and practice safe work habits at all times.
2. Gain career awareness and the opportunity to test career choices.
3. Receive work experience related to career interests.
4. Integrate classroom studies with work experience.
5. Receive exposure to facilities and equipment unavailable in a classroom setting.
6. Increase employability potential.

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[*] Co-op can only be taken after the first four credits are earned, OR along with another course in the pathway, OR if the student is enrolled in an approved pre-apprenticeship program.

Media Arts Internship 480951

Internship for CTE courses provides supervised work-site experience for high school students who are enrolled in a course associated with their identified career pathway. Internship experiences consist of a combination of classroom instruction and field experiences. A student receiving pay for an intern experience is one who is participating in an experience that lasts a semester or longer and has an established employee-employer relationship. A non-paid internship affects those students who participate on a short-term basis (semester or less). All information references to the Work-Based Learning Manual.

Recommended Grade Level: 11 – 12

Recommended Credit: 1

Students will:
1. Demonstrate and practice safe work habits at all times.
2. Gain career awareness and the opportunity to test career choices.
3. Receive work experience related to career interests.
4. Integrate classroom studies with work experience.
5. Receive exposure to facilities and equipment unavailable in a classroom setting.
6. Increase employability potential.

Moving Image Animation 480903

This course introduces students to the creative and conceptual aspects of designing and producing animated images for a variety of storytelling and multimedia presentations (dramatic narrative; artistic and experimental presentations and/or installations; ambient, interactive, immersive, and performance media). Participation in Kentucky Technology Student Association or SkillsUSA will greatly enhance instruction.

Recommended Grade Level: 10 – 12

Recommended Credit: 1

Students will:
1. Apply multimedia project development decisions based on your analysis and interpretation of design specifications.
2. Design and implement flowcharts, storyboards, wireframes, and design comps to create media elements and a project map that maintains the planned multimedia project hierarchy.
3. Organize and compose ideas intended for internal and external business correspondence to convey or obtain information in a cohesive, meaningful order effectively.
4. Use applicable terminology, layout, and design principles to create animations and moving images.
5. Utilize critical thinking and planning skills to determine the best options and outcomes.
6. Implement processes for the development and coordination of digitally based art and design strategies such as storyboarding, concept mapping, and the use of scenarios and personas.
7. Revise and refine projects based on peer evaluations processes for effective connections within individual components of the work.
8. Demonstrates effective time and self-management strategies and practices for completing individual components of the work.
9. Describe and apply the collaboration and roles in a design team environment.
10. Utilize appropriate design principles and software used for interactive media.
11. Apply principles of media critique to media arts and design projects.
12. Apply the visual, spatial, sound, motion, interactive, and temporal elements/features, concepts and principles of digital technology to the creation and application of digital media-based work.
13. Plan a media project using industry standard visual elements and principles of visual organization.
14. Demonstrate and utilize appropriate mathematical concepts and principles related to moving image animation.
15. Create short animated sequences to communicate with a specific purpose.

Special Topics – Graphic Design 480923

Special Topics courses may be utilized, with justification for the course and course objectives related to the career major, upon approval by the Media Arts Consultant.

Prerequisite: Successful completion of at least (4) four courses in the Media Arts pathway.

Recommended Grade Level: 11 – 12

Recommended Credit: 1

Students will:
1. Tasks will vary based on the topic covered.
2. Investigate employment opportunities and responsibilities.
3. Develop work habits necessary for individual maturity and job competence.
4. Create a plan for productive time management.
5. Formulate a plan for postsecondary education and/or employment.
6. Prepare a written and oral culminating report based on experiences in the Media Arts program.
7. Integrate literacy and numeracy concepts and processes across all curricular units.
8. Demonstrate employability and social skills relevant to Media Arts career.

Special Topics – Interactive Media 480925

Special Topics courses may be utilized, with justification for the course and course objectives related to the career major, upon approval by the Media Arts Consultant.

Prerequisite: Successful completion of at least (4) four courses in the Media Arts pathway.

Recommended Grade Level: 11 – 12

Recommended Credit: 1

Students will:
1. Tasks will vary based on the topic covered.
2. Investigate employment opportunities and responsibilities.
3. Develop work habits necessary for individual maturity and job competence.
4. Create a plan for productive time management.
5. Formulate a plan for postsecondary education and/or employment.
6. Prepare a written and oral culminating report based on experiences in the Media Arts program.
7. Integrate literacy and numeracy concepts and processes across all curricular units.
8. Demonstrate employability and social skills relevant to Media Arts career.

Special Topics – Cinematography / Video Production 480924

Special Topics courses may be utilized, with justification for the course and course objectives, upon approval by the Media Arts Consultant related to the career major.

Prerequisite: Successful completion of at least (4) four courses in the Media Arts pathway.

Recommended Grade Level: 11 – 12

Recommended Credit: 1

Students will:
1. Tasks will vary based on the topic covered.
2. Investigate employment opportunities and responsibilities.
3. Develop work habits necessary for individual maturity and job competence.
4. Create a plan for productive time management.
5. Formulate a plan for postsecondary education and/or employment.
6. Prepare a written and oral culminating report based on experiences in the Media Arts program.
7. Integrate literacy and numeracy concepts and processes across all curricular units.
8. Demonstrate employability and social skills relevant to Media Arts career.

Studio Directing and Performance 480911

This course explores the role of the director within the studio system. Students develop knowledge and skills in studio multi-camera and field television production. Students also develop performance skills for broadcasting including interpretation of copy, newscasting, and ad-lib announcing. The course covers techniques of narrative and non-fiction writing and scripting, the analysis and writing of radio, television, and video materials, including storytelling and screenwriting. Participation in Kentucky Technology Student Association or SkillsUSA will greatly enhance instruction.

Recommended Grade Level: 10 – 12

Recommended Credit: 1

Students will:
1. Utilize methods to formulate multiple ideas, refine design goals increasing the originality of approaches in media arts creation process.
2. Write proficient quality scripts for entertainment genre video productions, including visual poems, short narratives, and music videos.
3. Write proficient quality scripts for persuasive genre video productions, including public service announcements, commercials, and promotional videos.
4. Identify news and feature story leads using a proficient knowledge of the news element.
5. Cover news events to produce proficient quality news and feature story packages.
6. Apply a personal aesthetic in designing, testing, and refining original design ideas, prototypes, and production strategies for media arts productions.
7. Demonstrate choices in organizing and integrating content and stylistic conventions in media arts production, demonstrating an understanding of associated principles.
8. Refine aesthetic elements and technical components to form impactful expressions in media arts projects for specific purposes, intentions, audiences, and contexts.
9. Select scripts for production determining how material should be interpreted and performed.
10. Research scripts determining how they should be directed.
11. Integrate various arts, media arts forms, and academic content into unified media arts productions that retain thematic integrity and stylistic continuity.
12. Demonstrate proficient knowledge of camera operations skills, apply appropriate camera angles, and demonstrate knowledge of depth of field and appropriate camera placement.
13. Demonstrate proficient knowledge of lighting techniques as applied to studio and field productions.
14. Apply proficient sound capture in studio and field productions demonstrating sound editing skills.
15. Direct productions in the studio and field demonstrating accomplished knowledge of compositional concepts and intended audience.
16. Demonstrate leadership and collaboration skills when working with peers.
17. Demonstrate skills in the use of computer software for video production and editing.

18. Demonstrate performance skills in newscasting, radio announcing, hosting, and ad lib announcing.
19. Provide leadership in producing, directing, and performing in narratives and non-fiction productions.
20. Provide leadership when working with others to produce entertainment and persuasive genre video productions.
21. Obtain necessary copyright permissions complying with copyright regulations.
22. Produce scripts for information genre productions.
23. Analyze productions, evaluate programs success, and create future production goals.
24. Supervise and coordinate the work of camera, lighting, design, and sound crew members.
25. Plan details such as framing, composition, camera movement, sound, and actor movement for each shot or scene.
26. Direct live broadcasts, films and recordings, or non-broadcast programming for public entertainment or education.
27. Collaborate with technical directors, managers, crew members and writers discussing details of production.
28. Compile cue words, phrases and cue announcers, cast members and technicians during performances.
29. Identify and approve equipment and elements required for production.
30. Consult with writers, producers, or actors about script changes or "workshop" scripts, through rehearsals with writers and actors to create final drafts.
31. Demonstrate command of design, technical and soft skills in managing and producing media arts projects.
32. Demonstrate ability in creative and adaptive innovation abilities addressing challenges within and through media arts productions.
33. Demonstrate adaptation and combination of tools, styles, techniques, and interactivity to achieve goals in the production of a variety of media art designs.
34. Design a presentation and distribution of collections of media art designs through a variety of contexts, such as mass audiences and physical and virtual channels.
35. Evaluate and implement improvements in presenting media art designs, considering personal, local, and social impacts.
36. Analyze the qualities and relationships of the components in a variety of media art designs and give feedback on how they impact an audience.
37. Analyze how a broad range of media art designs manage audience experience, create intention and persuasion through multimodal perception.
38. Analyze the intent, meanings, and influence of a variety of media art designs, based on personal, societal, historical and cultural contexts.
39. Evaluate and give a constructive critique of media art designs and production processes.
40. Synthesize internal and external resources enhancing the creation of persuasive media art designs.
41. Demonstrate the use of media arts synthesizing new meaning and knowledge.
42. Demonstrate the relationships of media arts ideas and works to various contexts, purposes, and values.
43. Investigate and interact with legal, technological, systemic, and vocational contexts of media arts, considering ethics, media literacy, digital identity, and artist/audience interactivity.

Two-Dimensional Media Design 480920

This course is a proficient study and production of creative and conceptual aspects of signing and producing digital imagery, graphics, and photography. This includes techniques, genres, and styles from fine arts and commercial advertising, internet and multimedia, web design, and industrial and virtual design. Students use a computer as an electronic drawing tool to solve visual communications and illustration problems in designing products. This course entails the use of current software for two-dimensional illustration, creating and integrating text, using color, and importing and exporting files. Participation in Kentucky Technology Student Association or SkillsUSA will greatly enhance instruction.

Recommended Grade Level: 10 – 12

Recommended Credit: 1

Students will:
1. Begin to develop a professional portfolio reflecting their personal growth and development of a personal style.
2. Examine careers and entrepreneurial opportunities associated with the media arts and look specifically at Interactive Design and multimedia animators and artists.
3. Research and synthesize historical and cultural knowledge of media arts aesthetics, genres, influences, styles, and techniques.
4. Identify the purpose, audience, and audience needs for preparing graphics.
5. Demonstrate standard copyright rules for artwork, graphics, and graphic use.
6. Demonstrate project management tasks and responsibilities.
7. Communicate with others (such as peers and clients) about design plans.
8. Demonstrate a proficient level of compositional theory, principles and elements of design electronic two-dimensional drawing processes using diverse media.
9. Gain functional competence with principles of visual organization, including the ability to work with visual elements in two and three dimensions; color theory and its applications; and drawing.
10. Develop an understanding of the common elements and vocabulary of art/design and of the interaction of these elements and be able to employ this knowledge in analysis.
11. Identify and use tools and materials for freehand drawing.
12. Demonstrate the ability to transfer traditional drawing knowledge and skills to electronic media.
13. Identify and apply methods for producing perspective drawing.
14. Demonstrate design principles, elements, and graphic composition.
15. Demonstrate graphic resolution, graphic size, and graphic file formats for web, video, and print.
16. Demonstrate effective use of typography.
17. Demonstrate effective use of symbols and representative graphics.
18. Define key terminology when working with graphics.
19. Develop a proficient level of techniques using multiple forms of technology to produce media art works specifically in two-dimensional media.

20. Identify elements of the vector-based drawing software user interface and demonstrate knowledge of their functions.
21. Use non-printing design tools in the software interface.
22. Demonstrate an understanding of and select the appropriate features and options required to manage color, pattern, and gradient swatches.
23. Demonstrate an understanding of vector drawing concepts.
24. Demonstrate how to work with brushes, symbols, graphic styles, and patterns.
25. Demonstrate layers and masks.
26. Import, export, and save files.
27. Demonstrate how to create documents.
28. Demonstrate effective use of drawing and shape tools.
29. Demonstrate how to effectively use type tools.
30. Demonstrate how to effectively use scanned or photographic images.
31. Demonstrate the ability to create realistic graphics.
32. Demonstrate how to effectively modify and transform objects.
33. Create proficient graphic arts products that communicate ideas, thoughts, and feelings specific to a target audience.
34. Develop a proficient level of techniques using multiple forms of technology to produce media art works specifically in two-dimensional graphics.
35. Collaboratively and individually demonstrate proficient use of marketing concepts, product development, and distribution concepts.
36. Prepare vector graphics for web, print, and video.
37. Review and explain the role of advertising as an integral part of a company's marketing strategy.
38. Produce an advertisement for print media.
39. Demonstrate standard copyright rules for content use in page layouts.
40. Demonstrate project management tasks and responsibilities.
41. Communicate with others (such as peers and clients) about design plans.
42. Demonstrate appropriate properties of page layouts for print, web, and digital publishing.
43. Demonstrate design principles, elements, and page layout composition.
44. Apply key terminology when working with page layouts.
45. Identify elements of the page layout and design software interface and demonstrate knowledge of their functions.
46. Demonstrate usage of features and options required to manage colors.
47. Demonstrate effective use of layers.
48. Demonstrate exporting, packaging, saving, and organizing files.
49. Demonstrate how to create multiple-page documents.
50. Demonstrate how to use styles.
51. Demonstrate how to use frames in a page layout.
52. Add text to a page layout.
53. Add graphics, image, and video content to a page layout.
54. Demonstrate how to create special page elements using page layout and design software tools.
55. Demonstrate how to add interactive elements using page layout and design software.
56. Demonstrate how to prepare page layouts for publishing to print.
57. Demonstrate how to prepare page layouts for export to multi-screen devices.

Video Studio Fundamentals 480910

This course will expose students to the materials, processes, and artistic techniques involved in creating video productions. Students learn about the operation of cameras, lighting techniques, camera angles, depth of field, composition, storyboarding, sound capture, and editing techniques. Course topics may include production values and various styles of video production including documentary, storytelling, news magazines, and animation. Students may be exposed to digital and traditional films. As students advance, they are encouraged to develop their own artistic styles. Major filmmakers, cinematographers, video artists, and their work may be studied. Participation in Kentucky Technology Student Association or SkillsUSA will greatly enhance instruction.

Recommended Grade Level: 10 – 12

Recommended Credit: 1

Students will:
1. Utilize identified methods to formulate multiple ideas, develop media arts goals, and problem-solve in media arts creation processes.
2. Apply aesthetic criteria in developing, proposing, and refining design ideas, plans, prototypes, and production processes for media arts productions, considering original inspirations, goals, and presentations.
3. Consolidate productions processes to demonstrate choice in organizing and integrating content and stylistic conversations in media arts production, demonstrating understanding of associated principles.
4. Refine and elaborate aesthetic elements and technical components to intentionally form impactful expressions in media arts projects for specific purposes, intentions, audiences, and contexts.
5. Integrate multiple contents and forms into unified media arts productions that convey specific themes or ideas, such as interdisciplinary projects for multimedia theatre.
6. Demonstrate a defined range of design, technical and soft skills, through performing specified roles in producing media arts projects, such as strategizing and collaborative communication.
7. Define a range of creative and adaptive innovation abilities such as divergent solutions and vending conventions, in developing new solutions for identified problems within and through media arts productions.
8. Demonstrate adaptability using tools, techniques, and content in standard and experimental ways to communicate intent in the production of media arts projects.
9. Apply basic knowledge of camera operation skills, including applying appropriate camera placement.
10. Apply basic knowledge of lighting techniques as applied to studio and field productions.
11. Apply basic sound capture and sound editing skills in studio productions.
12. Write basic scripts for production using the appropriate genre formats.
13. Write for the purposes of production, persuasion, information, and narration.
14. Utilize conventions of Standard English, including capitalization, punctuation, and spelling when writing.

15. Generate new ideas in scripting, creating, and applying storyboards in the production of videos.
16. Work with peers completing jobs associated with the various styles of studio, field, and film style production.
17. Demonstrate basic skills in the use of computer software for video production and editing.
18. Demonstrate basic performance skills in newscasting, hosting, and ad lib announcing.
19. Write scripts for entertainment genre video production, including visual poems, short narratives, and music videos collaborating with others.
20. Write scripts for persuasive genre video productions, including public service announcements, commercials, and promotional videos collaborating with others.
21. Identify news and feature story leads using a basic knowledge of news elements.
22. Cover news events to produce news and feature story packages.
23. Demonstrate journalistic ethics in story coverage and production.
24. Schedule and complete interviews for produced packages.
25. Comply with copyright requirements in production.
26. Write scripts for information genre video productions, including news and sports stories, and news feature packages collaborating with others.
27. Review assembled films of edited video on screens or monitors determining if corrections are warranted.
28. Trim film or video segments to specified lengths and reassemble segments in sequences that present stories with maximum effect.
29. Select and combine the most effective shots of each scene to form a logical and smoothly running story.
30. Edit films and videotapes to insert music, dialogue, and sound effects arranging films into sequences correcting errors using editing equipment.
31. Cut shot sequences to different angles at specific points in scenes, making each individual cut as fluid and seamless as possible.
32. Determine the specific audio and visual effects and music necessary to complete films.
33. Set up and operate computer editing systems, electronic titling systems, video switching equipment, and digital video effects units to produce a final product.
34. Design the presentation and distribution of collections of media arts projects considering combinations of designs, formats, and audiences.
35. Evaluate making improvements in presenting media arts productions, considering personal and local impacts, such as the benefits for self and others.
36. Analyze and evaluate video productions using quality standards.
37. Analyze the qualities of and relationships between the components, style, and preferences communicated by media arts and artists.
38. Analyze how a variety of media art designs manage audience experience and create intention through multimodal perception.
39. Analyze the intent, meanings, and reception of a variety of media arts, focusing on personal and cultural contexts.
40. Evaluate media arts and production processes at decisive stages, using identified criteria and considering context and design goals.
41. Access, evaluate, and integrate personal and external resources to inform the creation of original media arts projects, such as experiences, interests, and cultural experiences.

42. Explain and demonstrate the use of media arts to expand meaning and knowledge, creating cultural experiences, such as learning and sharing through online environments.
43. Demonstrate and explain how media arts and ideas relate to various contexts, purposes and values, such as social trends, power, equality, and personal/cultural identity.
44. Critically evaluate and effectively interact with legal, technological, systemic and vocational contexts of media arts, considering ethics, media literacy, social media, virtual worlds, and digital identity.

Virtual Design 480904

This course introduces students to the creative and conceptual aspects of designing and producing simulative and virtual, 3D media arts experiences, products, and services for storytelling and multimedia presentations (dramatic narratives; artistic and experimental presentations and/or installations; ambient, interactive, immersive and performance media). Participation in Kentucky Technology Student Association or SkillsUSA will greatly enhance instruction.

Recommended Grade Level: 11 – 12

Recommended Credit: 1

Students will:
1. Demonstrate personal growth and personal style through a professional portfolio.
2. Demonstrate a proficient level of compositional theory, principles, and elements of design animations and gaming using diverse media.
3. Make development decisions based on your analysis and interpretation of animation and game design specifications.
4. Demonstrates knowledge of flowcharts, storyboards, and wireframes to create animations and games.
5. Conduct visual research to provide references for a project.
6. Conceptualize and utilize virtual 3D space.
7. Compare and contrast modeling methodologies (for example, polygons, NURBS, splines).
8. Explain the application of low polygon and high polygon construction.
9. Modify and manipulate polygonal and NURBS objects.
10. Modify and apply surface attributes.
11. Create an original texture and animate textures over time.
12. Identify UVW mapping coordinates.
13. Create normal maps and explain various mapping techniques.
14. Describe the difference between forward and inverse kinematics.
15. Create a parent/child hierarchy.
16. Create a joint/bone chain and apply rotational limits.
17. Practice skinning models.
18. Apply and adjust weight maps.
19. Demonstrate and explain the use of constraints to animate objects.
20. Explain the properties and uses of different types of lights.
21. Use three-point lighting in a project.
22. Compare and contrast indirect lighting and direct lighting.
23. Create environmental lighting and animated lighting.
24. Describe the use of final gather and global illumination.
25. Demonstrate and apply the 12 basic principles of animation to animated sequences.
26. Explain the role of visual language in an animation project.
27. Illustrate actions with sequential panels.
28. Evaluate, Revise and refine storyboards for effectiveness and feasibility.
29. Describe appropriate shop composition for desired results.

30. Compare and contrast types of camera movements.
31. Create and modify key frames and key poses.
32. Change an object's state of position over time and establish an object's relative speed.
33. Demonstrate an object following a path.
34. Simulate a naturally occurring or mechanical cycle such as walking.
35. Apply various animation techniques such as pose-to-pose and straight ahead.
36. Identify rendering types and purposes.
37. Apply appropriate rendering settings for a period and render a sequence of frames.
38. Create a particle system.
39. Create atmospheric effects.
40. Adjust the dynamic properties such as gravity and wind speed.
41. Simulate soft dynamics such as fabric.
42. Simulate rigid body dynamics such as shattering walls and breaking glass.
43. Create animated cameras.
44. Use multiple cameras in a scene.
45. Evaluate and select camera settings to achieve desired results.
46. Place cameras to match an existing storyboard.
47. Demonstrate editing techniques.
48. Manipulate and apply audio to an animation project.
49. Select appropriate distribution format.
50. Render for distribution.
51. Demonstrate compositing by using a variety of techniques.
52. Demonstrate knowledge of how to organize and plan a video sequence.
53. Demonstrate knowledge of visual techniques and the use of still images to enhance video content.
54. Demonstrate knowledge of using audio to enhance video content and manage sound in a video sequence.
55. Identify elements of the Video Editing Software interface.
56. Identify the functions of Video Editing Software interface elements.
57. Organize and customize the Video Editing Software workspaces.
58. Import media assets (video, image, and audio files).
59. Trim clips.
60. Organize, trim and manage video clips and sound in a sequence.
61. Manage superimposed text and shapes in a video sequence.
62. Add and manage effects and transitions in a video sequence.
63. Demonstrate knowledge of export options for video and of how to export video from video editing software.
64. Produce designs that work equally well on various operating systems, browser versions/configurations, and devices.
65. Design interfaces that communicate appropriate design information using the principles of human-computer interactions.
66. Apply the concepts of probability and statistics to various aspects of design systems and the environment.
67. Acquire mastery of advanced programming concepts as needed to complete design projects.
68. Collaboratively and individually demonstrate a proficient understanding of marketing concepts, product development, and distribution.