

**Florida Department of Education
Curriculum Framework**

Program Title: Digital Design 2
Program Type: Career Preparatory
Career Cluster: Art, A/V Technology and Communication

Program Number	K700200	
CIP Number	0510030308	
Grade Level	30, 31	
Program Length	600 hours	
Teacher Certification	Refer to the Program Structure section.	
CTSO	SkillsUSA	
SOC Codes (all applicable)	For program SOC codes, please see the Program and Course Tables section of the CTE Program Resources page linked below.	
CTE Program Resources	http://www.fldoe.org/academics/career-adult-edu/career-tech-edu/program-resources.shtml	
Basic Skills Level	Computation (Mathematics): 9	Communications (Reading and Language Arts): 9

Purpose

The purpose of this program is to prepare students for employment in digital publishing positions, such as Information Technology Assistants, Production Assistants, Digital Assistant Designers, Graphic Designers, and Multimedia Designers.

This program offers a sequence of courses that provides coherent and rigorous content aligned with challenging academic standards and relevant technical knowledge and skills needed to prepare for further education and careers in the Arts, A/V Technology and Communication career cluster; provides technical skill proficiency, and includes competency-based applied learning that contributes to the academic knowledge, higher-order reasoning and problem-solving skills, work attitudes, general employability skills, technical skills, and occupation-specific skills, and knowledge of all aspects of the Arts, A/V Technology and Communication career cluster.

The content includes, but is not limited to, enhanced practical experiences in computer generated art and text, graphic design, graphic production, electronic design skills, preparation of electronic layouts and illustrations, and electronic scanning, and development of specialized skills in multimedia presentations.

Additional Information relevant to this Career and Technical Education (CTE) program is provided at the end of this document.

Program Structure

This program is a planned sequence of instruction consisting of two (2) occupational completion points.

This program is comprised of courses which have been assigned course numbers in the SCNS (Statewide Course Numbering System) in accordance with Section 1007.24 (1), F.S. Career and Technical credit shall be awarded to the student on a transcript in accordance with Section 1001.44(3)(b), F.S.

To teach the courses listed below, instructors must hold at least one of the teacher certifications indicated for that course.

The following table illustrates the postsecondary program structure:

OCP	Course Number	Course Title	Length
A	GRA0026	Graphic Designer	300 hours
B	GRA0027	Media Designer	300 hours

MANAG SUPV 7G
 BUS DP @7 %G
 BUS ED 1 @2
 CLERICAL @7 7G
 COMM ART @7 7G
 COMP SCI 6 @2
 ELECT DP @7 %G
 PRINTING @7 7G
 SECRETAR 7 G
 TC COOP ED @7
 TEC ED 1 @2
 ENG&TEC ED1@2
 TEC ELEC \$7 G
 VOE @7

Florida's Career Readiness Skills for CTE Programs

01.0	Apply academic skills to workplace scenarios.
01.01	Use reading skills.
01.02	Use writing skills.
01.03	Use mathematical strategies and procedures.
01.04	Use scientific principles and procedures.
02.0	Design a solution to an industry problem.
02.01	Use critical thinking.
02.02	Use creativity.
02.03	Make sound decisions.
02.04	Solve problems.
02.05	Reason.
02.06	Plan and organize.
03.0	Manage resources within an industry project
03.01	Manage time.
03.02	Manage money or resources.
03.03	Manage materials.
03.04	Manage personnel.
04.0	Oversee the subcomponents, operations and output of a technical or organizational system.
04.01	Manage systems.
04.02	Monitor systems.
04.03	Improve systems.
05.0	Use information for decision making.
05.01	Locate information.
05.02	Organize information.
05.03	Use information.
05.04	Analyze information.
05.05	Communicate information.
06.0	Apply relevant technology to workplace scenarios to aid productivity.
06.01	Use technology.
07.0	Interpret and express interpersonal communication.
07.01	Communicate verbally.
07.02	Listen actively.
07.03	Comprehend written material.
07.04	Convey information in writing.
07.05	Communicate nonverbally.
07.06	Interpret nonverbal communication.

08.0	Interact with others to accomplish workplace goals.
08.01	Collaborate with others in a team.
08.02	Respond to customer needs.
08.03	Exercise leadership.
08.04	Negotiate to resolve conflict.
08.05	Respect others.
09.0	Manage personal behavior to maximize productivity and professional growth.
09.01	Demonstrate responsibility and self-discipline.
09.02	Adapt and show flexibility.
09.03	Work independently.
09.04	Demonstrate a willingness to learn.
09.05	Demonstrate integrity.
09.06	Demonstrate professionalism.
09.07	Take initiative.
09.08	Display positive attitude.
09.09	Take responsibility for professional growth.
10.0	Find, assess and apply to job opportunities.
10.01	Identify online job posts relevant to his or her career aspirations.
10.02	Compare and contrast the job posts' required qualifications, job duties, compensation, benefits and employers.
10.03	Define what information, documentation and writing prompts are required for the positions.
11.0	Communicate personal competence, character and fit for a job opportunity.
11.01	Develop a resume.
11.02	Write a cover letter.
11.03	Curate a professional portfolio that includes work products.
11.04	Prepare for and experience a mock job interview.
12.0	Cultivate and leverage relationships to professionally advance.
12.01	Request a signed reference letter, letter of recommendation and/or an online skill/professionalism endorsement.
12.02	Develop a plan to cultivate a professional digital footprint.
12.03	Develop a networking plan for a specific industry of interest.

Standards

After successfully completing this program, the student will be able to perform the following:

Graphic Designer

- 01.0 Demonstrate mastery in digital publishing operations.
- 02.0 Demonstrate proficiency in website design.
- 03.0 Compare and contrast various digital media delivery systems.
- 04.0 Demonstrate advanced project design capabilities associated with digital publishing.
- 05.0 Refine a portfolio (print and/or digital).
- 06.0 Demonstrate proficiency in the creation of digital design solutions involving motion or special effects.
- 07.0 Demonstrate advanced ability to create and manipulate digital images using software applications.
- 08.0 Maintain a portfolio (print and/or digital).

Media Designer

- 09.0 Organize and carry out independent project plans for creating various digital design products.
- 10.0 Demonstrate mastery in creating and manipulating digital images using software applications.
- 11.0 Demonstrate advanced understanding of the Elements and Principles of Art and Design.
- 12.0 Consolidate coursework into a professional portfolio.

01.0

**Florida Department of Education
Student Performance Standards**

Program Title: Digital Design 2
Career Certificate Program Number: K700200

01.0	Demonstrate mastery in digital publishing operations. The student will be able to:
01.01	Establish workflows using advanced features in desktop publishing software.
01.02	Create documents using advanced features in desktop publishing software.
02.0	Demonstrate proficiency in website design. The student will be able to:
02.01	Compare and contrast various specialized web design programs.
02.02	Demonstrate proficiency using a WYSIWYG editor.
02.03	Understand how to prepare interactive components (hyperlinks, buttons, etc.).
03.0	Compare and contrast various digital media delivery systems. The student will be able to:
03.01	Explain the benefits and constraints of fixed versus streaming digital media.
03.02	Describe the variations in design considerations between the mass display and on-demand display of digital media.
03.03	Discuss the variations in design considerations related to digital signage.
03.04	Describe the design implications of digital images and/or graphics based on projected, mobile and Wi-Fi delivery media.
04.0	Demonstrate advanced project design capabilities associated with digital publishing. The student will be able to:
04.01	Demonstrate advanced capabilities in the use of tools and techniques in digital publishing software applications (e.g., layout of a document, text, graphics, color/transparency, and output).
05.0	Refine a portfolio (print and/or digital). The student will be able to:
05.01	Refine a portfolio.
05.02	Present an updated portfolio to an audience.
06.0	Demonstrate proficiency in the creation of digital design solutions involving motion or special effects. The student will be able to:
06.01	Demonstrate proficiency in the use of editing software to create a product featuring special visual effects.
06.02	Design and create an interactive digital design product featuring the use of rich media.
07.0	Demonstrate advanced ability to create and manipulate digital images using software applications. The student will be able to:
07.01	Demonstrate advanced capabilities in the use of tools and techniques in raster-based software applications.
07.02	Demonstrate advanced capabilities in the use of tools and techniques in vector-based software applications.
08.0	Maintain a portfolio (print and/or digital). The student will be able to:
08.01	Continue to update the portfolio.
08.02	Refine and present digital portfolio to an audience.

09.0	Organize and carry out independent project plans for creating various digital design products. The student will be able to:
09.01	Apply the design process to determine the goal, scope, criteria, constraints, and timeline of the project.
09.02	Work as part of the project team; support the project's focus, direction and progress.
09.03	Identify the required resources for a specified project.
09.04	Plan and conduct research, design, development, and evaluation activities for the successful completion of the project.
09.05	Carry out the project plan to successful completion.
09.06	Create a presentation to articulate the problem, the solution, the selected process, conclusions, and lessons learned (self-reflection).
10.0	Demonstrate mastery in creating and manipulating digital images using software applications. The student will be able to:
10.01	Demonstrate mastery using tools and techniques in raster-based software applications (e.g., layers, adjustments, filters, special effects, selections, masks, and channels).
10.02	Demonstrate mastery using tools and techniques in vector-based software applications (e.g., line art, drawing, transforming/ applying effects to objects, painting, type and type effects, and layers).
11.0	Demonstrate advanced understanding of the Elements and Principles of Art and Design. The student will be able to:
11.01	Apply the Elements of Art and Design (line, shape, mass, value, space, texture, color, lighting).
11.02	Apply the Principles of Art and Design (balance, unity, contrast, rhythm, proportion, emphasis, movement, scaling).
11.03	Apply the Elements and Principles of Art and Design to enhance the message of the image/text and layout.
11.04	Utilize design elements and principles to create cohesive digital design projects.
12.0	Consolidate coursework into a professional portfolio. The student will be able to:
12.01	Assess personal interests and create an individual career plan that reflects the transition from school to work, lifelong learning, and personal and professional goals.
12.02	Refine and implement a plan to facilitate personal growth and skill development related to career opportunities in digital design.
12.03	Develop a personal identity brand package (business cards, letters of interest, resume).
12.04	Finalize a traditional (hard copy) portfolio.
12.05	Finalize a digital portfolio.
12.06	Present the finalized portfolio(s) to an audience.

Additional Information

Laboratory Activities

Laboratory investigations that include scientific inquiry, research, measurement, problem solving, emerging technologies, tools and equipment, as well as, experimental, quality, and safety procedures are an integral part of this career and technical program/course. Laboratory investigations benefit all students by developing an understanding of the complexity and ambiguity of empirical work, as well as the skills required to manage, operate, calibrate and troubleshoot equipment/tools used to make observations. Students understand measurement error; and have the skills to aggregate, interpret, and present the resulting data. Equipment and supplies should be provided to enhance hands-on experiences for students.

Career and Technical Student Organization (CTSO)

CTSOs are co-curricular career and technical student organizations providing leadership training and reinforcing specific career and technical skills. Career and Technical Student Organizations provide activities for students as an integral part of the instruction offered. Other CTSOs not listed in this curriculum framework or recognized by the Florida Department of Education are permissible provided they support student mastery over the standards and benchmarks of this curriculum framework.

Cooperative Training – OJT

On-the-job training is appropriate but not required for this program. Whenever offered, the rules, guidelines, and requirements specified in the OJT framework apply.

Basic Skills

In Career Certificate Programs offered for 450 hours or more, in accordance with Rule 6A-10.040, F.A.C., the minimum basic skills grade levels required for postsecondary adult career and technical students to complete this program are: Computation (Mathematics) and Communications (Reading and Language Arts). These grade level numbers correspond to a grade equivalent score obtained on a state designated basic skills examination.

Adult students with disabilities, as defined in Section 1004.02, Florida Statutes, may be exempted from meeting the Basic Skills requirements (Rule 6A-10.040). Students served in exceptional student education (except gifted) as defined in s. 1003.01, F.S., may also be exempted from meeting the Basic Skills requirement. Each school district and Florida College System Institution must adopt a policy addressing procedures for exempting eligible students with disabilities from the Basic Skills requirement as permitted in Section 1004.91, F.S.

Accommodations

Federal and state legislation requires the provision of accommodations for students with disabilities to meet individual needs and ensure equal access. Postsecondary students with disabilities must self-identify, present documentation, request accommodations if needed, and develop a plan with their counselor and/or instructors. Accommodations received in postsecondary education may differ from those received in secondary education. Accommodations change the way the student is instructed. Students with disabilities may need accommodations in such areas as instructional methods and materials, assignments and assessments, time demands and schedules, learning environment, assistive technology and special communication systems. Documentation of the accommodations requested and provided should be maintained in a confidential file.

Note: postsecondary curriculum and regulated secondary programs cannot be modified.