CHINO VALLEY UNIFIED SCHOOL DISTRICT
INSTRUCTIONAL GUIDELINE
DIGITAL IMAGING

Course Number	5817
Department	Business/Technology
Prerequisite	Computer Applications, or Teacher Approval
Length of Course	Two (2) semesters/One (1) year
Grade Level	10-12
Credit	5 units per semester/10 total units – elective
Repeatable	Not repeatable for credit
UC/CSU	Meets the "f" VPA requirement
Board Approved	June 5, 2003 / November 1, 2012

Description of Course – This course is designed to give students a broad overview of the use of graphics and their impact on society. Students will learn to identify visual elements and principles of design using the language of the visual arts and apply them to visual technology. Students are taught how to manipulate digital graphics and how to create and use original digital art for commercial web design and marketing. This course is aligned with the Information Technology, Industry Sector within the California Career Technical Education Standards.

Rationale for Course – The fields of business, marketing, and computer operations have changed immensely with the emergence of digital graphics software and its ability to transform graphics. Digital graphics professionals are in high demand. The course will emphasize the commercial aspects of developing an idea, presenting a product electronically, and marketing the product to the consumer.

Standard 1 – Students understand the effective use of tools for media production, development, and project management.

1.1   Objective: Understand the effective use of tools for media production and project management.

    1.1.1   Performance Indicator: Students will know the basic functions of media design software, such as key frame animation, two-dimensional design, and three-dimensional design.

    1.1.2   Performance Indicator: Students will be able to use appropriate software to design and produce professional-quality images, documents, and presentations.

    1.1.3   Performance Indicator: Students will analyze the purpose of the media to determine the appropriate file format and level of compression.

    1.1.4   Performance Indicator: Students will analyze media and develop strategies that target the specific needs and desires of the audience.

1.1.5 Performance Indicator: Students will understand the development and management process of a show (e.g., television programs, musicals, radio programs).

1.1.6 Performance Indicator: Students will know the basic design elements necessary to produce effective print, and Web-based media.

1.1.7 Performance Indicator: Students will be able to use technical skills (e.g., cutting and binding) to produce publishable materials.

Standard 2 – Students understand the effective use of communication software to access and transmit information.

2.1 Objective: Understand the effective use of communication software to access and transmit ingormation.

2.1.1 Performance Indicator: Students will know multiple ways in which to transfer information and resources (e.g., text, data, still images) between software programs and systems.

2.1.2 Performance Indicator: Students will use multiple online search techniques and resources to acquire information.

2.1.3 Performance Indicator: Students will know the appropriate ways to validate and cite Internet resources.

Standard 3 – Students understand the use of different types of peripherals and hardware appropriate to media and technology.

3.1 Objective: Understand the use of different types of peripherals and hardware appropriate to media and technology.

3.1.1 Performance Indicator: Students will understand the appropriate peripherals and hardware needed to achieve maximum productivity for various projects.

3.1.2 Performance Indicator: Students will know how to identify and integrate various types of peripherals and hardware to meet project requirements.

3.1.3 Performance Indicator: Students will use various types of equipment (e.g., digital cameras and scanners), as appropriate, for different projects.

3.1.4 Performance Indicator: Students will understand the types of media storage and the use of appropriate file formats, and know how to convert data between media and file formats.

Standard 4 – Students apply technical and interpersonal skills and knowledge to support the user.

4.1 Objective: Apply technical and interpersonal skills and knowledge to support the user.

    4.1.1 Performance Indicator: Students will use a logical and structured approach to isolate and identify the source of problems and to resolve problems.

    4.1.2 Performance Indicator: Students will know the available resources for identifying and resolving problems.

    4.1.3 Performance Indicator: Students will use technical writing and communication skills to work effectively with diverse groups of people.

    4.1.4 Performance Indicator: Students will understand the principles of a customer-oriented service approach to users.

Standard 5 – Students understand and apply knowledge of effective web page design and management.

5.1 Objective: Learn web page graphic design and simple web page design.

    5.1.1 Performance Indicator: Students will know the tools needed to enable multimedia capabilities (e.g., online portfolio) for web sites.

    5.1.2 Performance Indicator: Students will know strategies for optimizing web design for fast delivery and retrieval.