

Digital Communications I: Grades 10, 11, 12

Adopted 2010

Introduction to Digital Media

1.1 Define terminology

1. Manipulate vocabulary and concepts individually and in groups [1.1.1](#)
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1.2 Define digital media and describe various types of publications

1. Collect and identify desktop publishing examples [1.2.1](#)
 2. Examine multimedia examples [1.2.2](#)
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1.3 Discuss the copyright laws and the applications to desktop publishing

1. Describe appropriate application of copyright laws & trademarks [1.3.1](#)
 2. Classify materials as fair use, freeware, royalty-free, public domain, shareware or trademark [1.3.2](#)
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1.4 Discuss career opportunities in digital media

1. Investigate careers in digital media [1.4.1](#)
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Communication of Color

2.1 Define terminology

1. Manipulate vocabulary and concepts individually and in groups [2.1.1](#)
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2.2 Discuss color theory and guidelines for selecting color

1. Explore the use of color to communicate [2.2.1](#)
 2. Distinguish between basic color schemes: i.e., complementary, split-complementary, analogous, triadic, monochromatic, etc. [2.2.2](#)
 3. Create custom colors [2.2.3](#)
 4. Explore color matching systems, i.e., Pantone, Trumatch [2.2.4](#)
 5. Analyze appropriate use of spot color in publications [2.2.5](#)
 6. Analyze appropriate use of process color in publications [2.2.6](#)
 7. Create and print publications using color theory [2.2.7](#)
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2.3 Discuss the characteristics of color in digital communications

1. Distinguish between RGB and CMYK [2.3.1](#)
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Layout and Design

3.1 Define terminology

1. Manipulate vocabulary and concepts individually and in groups [3.1.1](#)
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3.2 Discuss basic design principles and elements

1. Identify examples of basic design principles: alignment, balance, contrast, flow, focal point, repetition [3.2.1](#)
 2. Identify examples of basic design elements: line, shape, mass, color, value, texture, space [3.2.2](#)
 3. Critique design layouts [3.2.3](#)
 4. Create examples using basic design principles and elements [3.2.4](#)
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3.3 Discuss pre-planning activities

1. Describe basic pre-planning activities: target audience, purpose, time frame, layout, delivery [3.3.1](#)
 2. Develop a time frame for completing a project [3.3.2](#)
 3. Create and print a mock layout [3.3.3](#)
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3.4 Discuss specific costs associated with production

1. Identify paper sizes [3.4.1](#)
 2. Identify paper stock [3.4.2](#)
 3. Demonstrate types of folds [3.4.3](#)
 4. Identify types of binding [3.4.4](#)
 5. Create and print publications using various sizes of paper [3.4.5](#)
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Typography

4.1 Define terminology

1. Prepare a list of terms with definitions [4.1.1](#)
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4.2 Identify the basic characteristics and classifications of fonts

1. Label the parts of a character: baseline, x-height, cap height, ascender, descender [4.2.1](#)
 2. Describe how type is measured [4.2.2](#)
 3. Identify fonts from the basic categories: serif, sans, serif, decorative, script [4.2.3](#)
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4.3 Discuss the guidelines for selecting fonts

1. Describe appropriate guidelines for selecting point sizes [4.3.1](#)
2. Identify examples of appropriate and inappropriate use of fonts [4.3.2](#)

4.4 Discuss basic styles and special formats

1. Apply styles: bold, italicize, underline, shadow, small cap, outline, 3-D [4.4.1](#)
2. Apply special formats: contour, texture, color, drop cap, reverse type, text wrap [4.4.2](#)

4.5 Discuss spacing techniques

1. Apply spacing techniques: leading, kerning, tracking, etc. [4.5.1](#)

4.6 Review font characteristics, styles, and formats

1. Create a project incorporating typography [4.6.1](#)
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Publications

5.1 Define terminology

1. Manipulate vocabulary and concepts individually and in groups [5.1.1](#)

5.2 Discuss the basic layout of a newsletter

1. Identify basic components of a multi-column newsletter [5.2.1](#)
2. Create a multi-column newsletter [5.2.2](#)
3. Convert newsletter to PDF file [5.2.3](#)

5.3 Discuss the basic layout of a brochure

1. Identify basic characteristics of a brochure [5.3.1](#)
2. Create a brochure [5.3.2](#)

5.4 Review appropriate uses of layout and design

1. Create an electronic project [5.4.1](#)

5.5 Discuss the basic layout and size

1. Create a business cards [5.5.1](#)