

# Arts, A/V Technology and Communications: 10203 Multimedia Design

## Explain career opportunities in Multimedia

- 1 Summarize multimedia career opportunities** Examples: ☒ List multimedia projects ☒ Research careers in multimedia ☒ Recognize the components of multimedia ☒ Describe necessary skills for multimedia creation **MD 1.1**
- 2 Explain the professional behaviors, skills and abilities for multimedia** Examples: ☒ Understand copyright laws concerning multimedia ☒ Differentiate between educational and commercial guidelines for copyright ☒ Compare multimedia tools used by professionals ☒ Research skills needed in multimedia professions **MD 1.2**
- 3 Exemplify quality in multimedia** Examples: ☒ Define criteria needed to create quality multimedia projects ☒ Recommend how the quality of a product can be improved ☒ Illustrate the client factors that affect the quality of products **MD 1.3**

## Apply the interactive fundamentals of multimedia

- 1 Interpret the use of multimedia in everyday life** Examples: ☒ Recognize the audio, visual & interactive components of multimedia ☒ Gather examples of multimedia embedded in websites. ☒ Explore the many uses of multimedia in advertising **MD 2.1**
- 2 Interpret design layout for customer situations** Examples: ☒ Apply the basic graphics, design and multimedia terminology ☒ Compare multimedia to meet specific needs ☒ Recognize areas where quality can be designed into multimedia communication and animation products, services, and systems **MD 2.2**
- 3 Use multimedia tools** Examples: ☒ Identify multimedia creation tools ☒ Practice recording sound and voice ☒ Locate recorded audio file in computer storage ☒ Manipulate an image or sound ☒ Use graphics, transitions and titles **MD 2.3**
- 4 Apply proper maintenance procedure for all equipment** Examples: ☒ Handle and store tools, equipment, and materials properly ☒ Locate and perform manufacturers' maintenance procedures on selected tools, equipment, and machines ☒ Follow safety manuals, instructions, and requirements **MD 2.4**

## Organize multimedia projects

- 1 Outline customer requirements** Examples: ☒ Research ways businesses use multimedia in marketing ☒ Brainstorm new ideas for a multimedia advertisement ☒ Write a paper identifying a product for a target audience, target audience needs, and how to meet those needs ☒ Observe an existing multimedia presentation and then brainstorm concept alternatives MD 3.1

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- 2 Organize project plans** Examples: ☒ Create a basic script and storyboard with an effective message ☒ Develop three or more ideas for multimedia projects ☒ Evaluate/revise scripts and storyboards ☒ Present script/storyboard to the class for feedback ☒ Analyze edited projects for quality ☒ Develop time line for completion ☒ Apply a budget for pre and post production ☒ Determine the most effective strategies to minimize costs MD. 3.2

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- 3 Organize project content into using tools, techniques, and personnel** Examples: ☒ Examine production roles to be filled ☒ Collaborate with design layout team ☒ Develop cast, props, locations, and sets ☒ Explore the role of the project leader in a project ☒ Explore software selections and equipment needed MD 3.3

## Create a Multimedia project

- 1 Construct multimedia projects based on plans** Examples: ☒ Produce a multimedia web advertisement for a client ☒ Produce an informational tutorial ☒ Create an interactive newsletter ☒ Proofread content in a multimedia project ☒ Publish a multimedia project to external media MD 4.1

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- 2 Analyze multimedia presentation** Examples: ☒ Review multimedia presentations ☒ Present final multimedia in class for peer review ☒ Present multimedia school assembly for audience review MD 4.2