Florida Department of Education
Curriculum Framework

Program Title: **Digital Media/Multimedia Production**
Career Cluster: **Arts A/V Technology and Communication**

CCC	
CIP Number	0610010507
Program Type	College Credit Certificate (CCC)
Program Length	15 credit hours
CTSO	SkillsUSA
SOC Codes (all applicable)	27-4099 – Media and Communication Equipment Workers, All Other
CTE Program Resources	http://www.fldoe.org/academics/career-adult-edu/career-tech-edu/program-resources.stml

Purpose

The purpose of this program is to prepare students for initial employment as a digital media/multimedia production technician, digital media/multimedia developer, or to provide supplemental training for persons previously or currently employed in these occupations.

The content should include, but not be limited to, the use of multimedia hardware and software and the design and production of digital media/multimedia projects, including manipulation of video and/or animations and audio.

This certificate program is part of the Digital Media/Multimedia Technology (60) AS degree program (1611080103).

A College Credit Certificate consists of a program of instruction of less than sixty (60) credits of college-level courses, which is part of an AS or AAS degree program and prepares students for entry into employment (Rule 6A-14.030, F.A.C.).

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.

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

Standards

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

01.0   Use industry standard digital media/multimedia hardware and software.
02.0   Create, alter and/or adjust presentations utilizing a variety of digital media/multimedia technologies.
03.0   Design and generate video and/or animations in a multimedia project(s).
04.0   Design and execute audio technology for a digital media/multimedia project(s).
05.0   Use computer applications for digital media/multimedia projects.
06.0   Produce digital media/multimedia projects.

Florida Department of Education
Student Performance Standards

Program Title: **Digital Media/Multimedia Production**
CIP Number: **0610010507**
Program Length: **15 credit hours**
SOC Code(s): **27-4099**

This certificate program is part of the Digital Media/Multimedia Technology (60) AS degree program (1611080103). At the completion of this program, the student will be able to:
01.0 Use industry standard digital media/multimedia hardware and software. The student will be able to:
01.01 Familiarize with industry standard equipment and software.
02.0 Create, alter and/or adjust presentations utilizing a variety of digital media/multimedia technologies. The student will be able to:
02.01 Analyze the strengths and weaknesses of presentational media.
02.02 Demonstrate the ability to locate appropriate production resources.
02.03 Utilize production techniques to create industry standard outcomes.
02.04 Adapt learned skills and generate new approaches in order to solve unique production problems.
03.0 Design and generate video and/or animations in multimedia project(s). The student will be able to:
03.01 Capture, manipulate and apply a video and/or animation image in digital media/multimedia projects.
03.02 Apply elements of design, principles of composition and qualities of light to video and/or animation in digital media/multimedia projects.
04.0 Design and execute audio technology for digital media/multimedia project(s). The student will be able to:
04.01 Capture, manipulate and apply audio and sound in digital media/multimedia projects.
05.0 Use computer applications for digital media/multimedia projects. The student will be able to:
05.01 Demonstrate a basic proficiency with digital media/multimedia software packages.
05.02 Design and produce digital media/multimedia content.
05.03 Test, edit and de-bug digital media/multimedia content.

06.0	**Produce digital media/multimedia projects. The student will be able to:**
	06.01 Assess the needs of the end user or client.
	06.02 Analyze available resources.
	06.03 Create the written form of a story/script appropriate to the digital media/multimedia projects.
	06.04 Create and prepare a storyboard(s) appropriate to the digital media/multimedia projects.

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)

SkillsUSA is the intercurricular career and technical student organization(s) 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.

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.

Additional Resources

For additional information regarding articulation agreements, Bright Futures Scholarships, Fine Arts/Practical Arts Credit and Equivalent Mathematics and Equally Rigorous Science Courses please refer to:
http://www.fldoe.org/academics/career-adult-edu/career-tech-edu/program-resources.stml