

**COURSE COM1080: DIGITAL DESIGN 1****Level:** Introductory**Theme:** Audio/Video/Digital**Prerequisite:** None**Description:** Students are introduced to the integration of various media; e.g., audio, video, photographic, graphic, for the purpose of producing a multimedia message.**Parameters:** Access to a computer, CD ROM, scanner, audio/video equipment.**Supporting Course:** INF1070 Hypermedia Tools [Information Processing Strand]**Curriculum and Assessment Standards**

General Outcomes	Assessment Criteria and Conditions	Suggested Emphasis
<p><i>The student will:</i></p> <ul style="list-style-type: none"> <li>identify and describe tools, methods and processes used in digital design</li> <li>use specified tools to transfer media elements to and/or from various sources</li> <li>design and produce a simple message, using a combination of two or more media</li> <li>demonstrate basic competencies.</li> </ul>	<p><i>Assessment of student achievement should be based on:</i></p> <ul style="list-style-type: none"> <li>a grade of 50% or greater on a teacher-directed assessment designed to test the student's knowledge of tools, methods and processes used in digital design</li> <li>demonstrated skill in capturing, mixing and/or manipulating images and/or sounds from at least two sources for the purpose of communicating a message using digital technology (a computer) as a central component.</li> </ul> <p><i>Assessment Tool</i> <i>Portfolio Assessment, COM1080-1</i></p> <p><i>Standard</i> <i>Performance rating of 1 for each criteria</i></p>	<p>20</p> <p>20</p>
	<ul style="list-style-type: none"> <li>a multimedia message that requires combining and manipulating media elements from two or more sources into one product using digital technology.</li> </ul> <p><i>Assessment Tool</i> <i>Portfolio Assessment, COM1080-1</i></p> <p><i>Standard</i> <i>Performance rating of 1 for each criteria</i></p>	60
	<ul style="list-style-type: none"> <li>observations of individual effort and interpersonal interaction during the learning process.</li> </ul> <p><i>Assessment Tool</i> <i>Basic Competencies Reference Guide and any assessment tools noted above</i></p>	Integrated throughout

**COURSE COM1080: DIGITAL DESIGN 1 (continued)**

Concept	Specific Outcomes	Notes
Processes and Procedures	<p><i>The student should:</i></p> <ul style="list-style-type: none"> <li>• identify various media that may be used to communicate ideas and convey messages and outline their characteristics, strengths and weaknesses in the context of their use</li> <li>• prepare a message to deliver an idea using a combination of more than one media (e.g., video, CD ROM, audio) through digital technology</li> <li>• identify appropriate media to convey a message</li> <li>• justifying his or her selection based on the appropriateness of the media to the task; e.g., target audience, ease of use, potential impact, longevity, other characteristics identified by the teacher</li> <li>• communicate his or her understanding of the importance of planning in a project involving more than one form of media</li> <li>• prepare a plan for delivering a media product using a combination of two or three different media and digital technology; this plan should include:               <ul style="list-style-type: none"> <li>– statement of the message to be delivered and working title</li> <li>– identification of the target audience and their general characteristics; e.g., teens age 14–16 years, high energy, independently minded</li> <li>– preferred media and why it has been selected</li> <li>– associated resource requirements; e.g., equipment, facility, personnel</li> <li>– timeline with key delivery dates including interim review/critique and final presentation</li> </ul> </li> <li>• produce a message following stated plan</li> <li>• evaluate feedback from potential target audience during development/production and revise as required</li> <li>• repeat process as required to generate additional messages</li> <li>• demonstrate responsibility and ethical behaviour by working within school and community standards.</li> </ul>	<p>It is important for students to know that messages are produced through a series of deliberate decisions based on strengths of particular media to deliver ideas in a particular way.</p> <p>Emphasis should be placed on applying the techniques required in combining multiple sources of media to produce one effective message.</p> <p>A project of about 30 seconds in length provides the scope necessary to demonstrate message development and delivery.</p> <p>Students should follow their plan, only making modifications based on reasoned positions presented and approved by the teacher.</p>

**COURSE COM1080: DIGITAL DESIGN 1** (continued)

Concept	Specific Outcomes	Notes
Applied Technologies	<p><i>The student should:</i></p> <ul style="list-style-type: none"><li>• transfer images, messages, symbols, etc. between and among different media (e.g., computer, video, audio, print) using digital technology as either a source or a destination</li><li>• describe basic notions of the process by which this transfer occurs; e.g., a printed image that is scanned into a computer is digitized and the image described in electronic codes that are interpreted by the computer.</li></ul>	Students need to have some notion of how the process occurs, not just that it does.

