

SEACOAST SCHOOL OF TECHNOLOGY Digital Media Arts Competencies

Technical Competencies
1. Demonstrate the ability to develop a clear message.
2. Break down complicated concepts into its most essential parts for effective communication.
3. Clearly present an idea.
4. Show the ability to collaborate on a common theme.
5. Demonstrate the ability to design individually and as a team.
6. Explain the general principles for user interface designs.
7. Navigate through on-line resources directly related to media arts, design and communications.
8. Evaluate a variety of creative work through collaborative participation and engagement.
9. Demonstrate the use of work stations, networks, peripherals, storage and input/output devices.
10. Explain the laws and regulations governing information gathering and media production.
11. Identify the influence of digital communication on individuals and society.
12. Discuss and be aware of ethics and regulatory policies of businesses in the industry.
13. Demonstrate the uses of design elements; shape, space, line, size, color, texture, and typography in a design composition.
14. Discuss and demonstrate how the primary and support principles of unity, variety, hierarchy, proportion, scale, balance, proximity, rhythm, and repetition affect the design composition and visual language as a whole.
15. Demonstrate the use of vector drawing tools including selections, color and gradients, and complex path operations.
16. Demonstrate the ability to work with bitmapped image editing tools including layers, selection, channels, and filters.
17. Discuss/explain the effective planning and sequencing of object movement along the animation timeline to effectively tell a story.
18. Demonstrate the fundamentals of positioning 3D objects in time and space contexts.
19. Demonstrate creating 3D objects from simple primitives, the use of textures and their properties as applied to a 3D surface, Boolean operations and transformations (scaling and rotation) of 3D objects.
20. Demonstrate the ability to complete the following in a 3D space: place, import and transform 3D objects, manipulation of camera properties and positioning.
21. Demonstrate the ability to apply digital lighting systems.

22. Demonstrate the ability to render a scene to desired output.
23. Demonstrate the use of a variety of elements (text, typography, still images and motion graphics) to compose one or more web pages.
24. Demonstrate and explain interaction design and placement, sequence of movement and storytelling.
25. Demonstrate and explain the principles of using current Cascading Style Sheets (CSS).
26. Demonstrate and explain the use of the principles behind web content management tools to control and manage a web property.
27. Demonstrate the effective use of industry-standard mark-up and other coding languages.
28. Discuss, explain and demonstrate the use of storyboarding and other pre-visualization process of pre-production.
29. Discuss and demonstrate basic camera techniques.
30. Discuss and demonstrate the concept of continuity through the utilization of A Roll and B Roll and other methods of timeline editing.
31. Discuss and demonstrate the use of natural and studio lighting in video production.
32. Discuss and demonstrate the effective use of a digital and still video camera.
33. Discuss and demonstrate the post-production process (editing, input and output, clip management, storage, etc.).
34. Demonstrate the ability to input scene transitions and motion graphics to a video production.
35. Discuss and demonstrate the effective use of video delivery methods including compression and output options.
Core Competencies
36. Discuss and assess venture creation possibilities and identify the steps in planning the venture.
37. Identify the resources needed for venture startup and operation.
38. Discuss the options in planning the venture's future (growth, development, demise).
39. Identify and discuss the traits and behaviors of an entrepreneur (leadership, personal assessment, personal management).
40. Demonstrate personal growth, community leadership, democratic principles and social responsibility by participating in activities/events offered through student organizations.

41. Decision-Making & Problem-Solving
42. Self-Management
43. Communication Skills
44. Ability to Work with Others

45. Information Use – Research, Analysis & Technology
46. Mathematical Concepts
47. General Safety
48. Career Development