

CAPS Digital Design and Photography

UNIT 1: Technical Skill Development

ESSENTIAL QUESTION

What are the technical skills required to create digital images from photos and/or digital tools?

BIG IDEAS

- **Mastery of photography tools: DSLR cameras, lighting, additional and updated equipment**
- **Mastery of digital software tools including Adobe Lightroom, Photoshop, Illustrator, InDesign, Canva, ProCreate, and more.**
- **Preparation for and execution of Adobe Certification exam in program of student's choice**

GUIDING QUESTIONS

Content

- How can photographers and designers use technical, compositional and lighting techniques to capture images for the purpose of visual communication?
- What are the key software tools and technologies used in digital design, and how do they support design workflows?
- How can designers effectively use design techniques such as layering, masking, and blending to create visually appealing compositions?
- What considerations should designers keep in mind when preparing digital designs for different platforms and output mediums?

Process

- How can photographers and designers develop technical proficiency through hands-on practice and experimentation with design software, camera's, and lighting equipment?
- What resources and tutorials are available to help designers learn new tools and techniques and stay updated with industry trends?
- How do designers and photographers troubleshoot technical issues and optimize digital designs for quality and performance?

Reflective

- How do students continue to develop their skills as the pace of new technology innovations continue

to accelerate?

FOCUS STANDARDS

Digital Media Design & Production Course No. 30151

BENCHMARK 1: DEMONSTRATE TECHNICAL SKILLS RELATED TO CAREERS IN THE COMMUNICATIONS FIELD.

Competencies

- | # | DESCRIPTION |
|------|--|
| 1.1 | Apply design principles to convergent media using software applications currently in use by industry. |
| 1.2 | Capture, edit and/or manipulate photos, audio and/or video for digital media applications. |
| 1.3 | Create a digital media project for public presentation using relevant software |
| 1.4 | Understand ethical requirements of the work and adhere to a relevant ethical code, such as the Society of Professional Journalists Code of Ethics. |
| 1.5 | Practice digital file management procedures |
| 1.6 | Design and follow a production schedule for a digital media project |
| 1.7 | Demonstrate the proper use of terminology as they relate to desktop publishing, graphic design, photojournalism, journalistic writing and/or editing. |
| 1.8 | Collaborate with team members on a digital media project. |
| 1.9 | Perform tasks assigned as part of a project development team. |
| 1.10 | Demonstrate the ability to work as part of a team to see a project through to completion, including engaging in problem solving and conflict resolution as needed. |
| 1.11 | Apply design concepts in projects |
| 1.12 | Utilize composition principles when designing visual elements (i.e. images, text) in projects. |
| 1.14 | Understand and adhere to rules and laws regarding libel, slander, obscenity, fair use, plagiarism, invasion of privacy and copyright. |
| 1.15 | Demonstrate an understanding of the pre-production, production and post-production of media projects. |
| 1.16 | Develop a plan for a multi-media project (including contracts, budgeting concerns, costs, preparation, production and legal issues) |
| 1.18 | Embed audio, video or other appropriate content in digital formats (i.e. webpage). |
| 1.19 | Create a portfolio of digital media projects |

DISTRICT-PROVIDED RESOURCES

- **Adobe Creative Cloud**
- **Adobe Certification Materials**

KEY LEARNING EXPERIENCES

- Hands-on tutorials and exercises in design software such as Adobe Lightroom, Photoshop, Illustrator, InDesign, Canva, ProCreate.
- Practice projects focusing on specific design techniques and tools, such as photo manipulation, typography, and vector graphics.
- Exploration of design resources and online tutorials for self-directed learning.
- Critique and feedback sessions to review and improve technical skills and design projects.
- Collaboration on design projects to develop teamwork and communication skills.
- Final project showcasing mastery of technical skills through a comprehensive design portfolio.
- Studio and off-site photo shoots using various lighting techniques.

CAPS Digital Design and Photography

UNIT 2: Introduction to the Creative Process

ESSENTIAL QUESTION

BIG IDEAS

What are the steps required to inspire, generate, refine, critique, and produce creative products?

- Learn the fundamentals of visual communication, including composition, color theory, branding and typography.
- Learn and utilize the steps of the creative process as demonstrated in collegiate and professional design careers.
- Develop language, critical thinking, and technical skills to identify when and how to make effective design choices.
- Engage in frequent critique and feedback cycles to improve each iteration.

GUIDING QUESTIONS

Content

- What are the key components of the creative process, and how do they inform digital design practice?
- How can designers and photographers generate and develop creative ideas through brainstorming, sketching, and prototyping?
- What principles of design and composition should designers consider when creating digital artifacts?

Process

- How can designers and photographers effectively use research and inspiration to inform their design process?
- What strategies and techniques can designers employ to overcome creative blocks and foster innovation?
- How do designers evaluate and refine their ideas to create impactful and visually compelling designs?

Reflective

- What insights do students gain about their own creative strengths and areas for growth, and how can they continue to leverage them in future design projects?

FOCUS STANDARDS

Digital Media Project Management Course No. 31091

BENCHMARK 1: UNDERSTAND THE PROJECT VISION

Competencies

#	DESCRIPTION
1.1	Understand the function and importance of tailoring for different projects
1.2	Define a typical project lifecycle
1.3	Understand the concept of scope and demonstrate in context of assessing the size of a project.
1.4	Clearly identify what is desired to be created.
1.5	Create a multi-step project by defining the opportunity statement.
1.6	Define the intended end result of the project; what will be created.
1.7	List the impact of this project; why it is important and worthwhile to create.

KEY LEARNING EXPERIENCES

- Hands-on tutorials and exercises in design software such as Adobe Photoshop, Illustrator, and InDesign.
- Practice projects focusing on specific design techniques and tools, such as photo manipulation, typography, and vector graphics.
- Exploration of design resources and online tutorials for self-directed learning.
- Critique and feedback sessions to review and improve technical skills and design projects.
- Collaboration on design projects to develop teamwork and communication skills.
- Final project showcasing mastery of technical skills through a comprehensive design portfolio including client work.

CAPS Digital Design and Photography

UNIT 3: Client Project Management

ESSENTIAL QUESTION

How can effective project management contribute to successful client collaborations in digital design?

BIG IDEAS

- Understanding Client Needs, Goals, and Expectations
- Planning and Organizing Design Projects from Concept to Completion
- Communicating Effectively and Managing Client Feedback and Revisions

GUIDING QUESTIONS

Content

- What strategies can designers use to understand and define client requirements and project objectives?
- How do designers create project timelines, budgets, and deliverables to ensure project success?
- What techniques and tools are effective for communicating with clients, managing expectations, and resolving conflicts?

Process

- How do designers establish clear communication channels and processes for collaborating with clients throughout a project?
- What project management methodologies and tools can designers utilize to stay organized and track progress?
- How do designers adapt and respond to client feedback and revisions while maintaining project scope and deadlines?

Reflective

- What insights will students gain about effective communication, negotiation, and conflict resolution in client interactions, and can they plan to implement these strategies in their design practice?

FOCUS STANDARDS

Digital Media Project Management Course No. 31091

BENCHMARK 2: DEVELOP PLANS FOR PROJECT MANAGEMENT AND RESOURCE SCHEDULING FOR DIFFERENT RESOURCE TYPES (WORK, MATERIAL, COST, BUDGET, PERSONNEL/SKILLS, GENERIC, ETC.)

Competencies

#	DESCRIPTION
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|-----|---|
| 2.1 | Identify the resources and details needed for the project: the project deliverables, project budget, project sponsor, project manager, scope, due date and project team members and, if desired, their roles. |
| 2.2 | Determine essential tasks necessary for project completion. |
| 2.3 | Create strategies to manage project budgets. |
| 2.4 | Explore appropriate technologies for project. |
| 2.5 | Identify the factors and assets that may impact the outcome of a project |
| 2.6 | Document project initiation phase in a project Charter or Project Initiation Document (PID). |
| 2.7 | Create and present a project management and resource scheduling plan. |

BENCHMARK 3: IDENTIFY KEY PERSONNEL AND RESPONSIBILITIES FOR PROJECT.

Competencies

#	DESCRIPTION
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|-----|---|
| 3.1 | Work as a team to plan steps to complete the project deliverables within the budget and due date. |
| 3.2 | Outline the scheduling and utilization of project resources |
| 3.3 | Documented through the development of a GANTT chart for the project complete with schedule, tasks, resource assignments and graphical timeline. |

BENCHMARK 4: DETERMINE REQUIRED PERSONNEL GROUPS AND MANAGEMENT HIERARCHY.

Competencies

#	DESCRIPTION
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|-----|---|
| 4.1 | Practice communication, negotiation and effective teamwork skills to create a synergistic result. |
| 4.2 | Identify techniques for developing a team, managing conflict, and resolving resource-related problems |

BENCHMARK 5: IMPLEMENT PROJECT MANAGEMENT SKILLS TO DESIGN AND COMPLETE A COLLABORATIVE PROJECT.

Competencies

#	DESCRIPTION
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| 5.1 | Demonstrate effective teamwork and interaction |
| 5.2 | Execute project deliverables |
| 5.3 | Understand the reasons for and approaches to adapting quality management in different project environments |

BENCHMARK 6: DEVELOP STRATEGIES FOR MONITORING INTERCONNECTED ASSIGNMENT AND QUALITY

CONTROL.

Competencies

#	DESCRIPTION
6.1	Check, verify and document adherence to quality standards as defined in the project deliverable specifications.
6.2	Learn various survey strategies to track project progress.
6.3	Analyze workload of tasks and projects.
6.4	Develop SWOT analysis [Strengths, Weaknesses, Opportunities, and Threats] for project.
6.5	Conduct team progress meetings and/or formal status updates to report adherence to the project plan.
6.6	Build survey analysis for customer satisfaction
6.7	Prepare a team Closure Report that reconciles budgetary results, provides an overview of the project and analyzes the effectiveness of the project management and resource scheduling processes through use of a tool such as a Plus (what went well that we would want to repeat) / Delta (what could have gone better that we would modify next time) Analysis.

KEY LEARNING EXPERIENCES

- Role-playing exercises simulating client meetings, project briefings, and feedback sessions.
- Development of project proposals and contracts outlining project scope, deliverables, and timelines.
- Creation of project management documents such as Gantt charts, task lists, and project schedules.
- Case studies and analysis of real-world client projects, including successes and challenges.
- Peer collaboration on mock design projects, including client interactions and project management tasks.
- Reflection and analysis of personal experiences and lessons learned from client project management simulations and activities

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UNIT 4: Professional Skills Development through Career Exploration

ESSENTIAL QUESTION

What are key professional skills needed to prepare future professionals in a career they are exploring?

BIG IDEAS

- **Holistic Skill Development:** Prioritize a diverse set of skills beyond technical expertise and including an entrepreneurial mindset.
- **Experiential Learning:** Hands-on experiences, internships, apprenticeships, and project-based learning opportunities provide career exploration opportunities.
- **Mentorship and Networking:** Facilitate mentorship programs and networking events to connect young professionals with experienced individuals in their field.

GUIDING QUESTIONS

Content

- What are effective communication strategies and tools used in specific professions?
- Why are critical thinking, problem-solving and adaptability important?
- How can professional skill development bridge the gap between theoretical knowledge and practical application and enhance understanding of future career opportunities?
- How can mentors offer guidance, advice, and valuable insight most effectively?

Process

- How can students learn about their current strengths and opportunities for development?
- How can experiential learning opportunities holistically create opportunities to practice professional skills?

Reflective

- How does professional skill development foster lifelong learning and development?
- How can I take these skills and transfer them to post secondary and future careers?

FOCUS STANDARDS

CTE Professionalism Standards

- 1.1 Act as a responsible and contributing citizen and employee.
- 1.2 Apply appropriate academic and technical skills.
- 1.4 Communicate clearly, effectively and with reason.
- 1.5 Consider the environmental, social and economic impacts of decisions.
- 1.6 Demonstrate creativity and innovation.
- 1.7 Employ valid and reliable research strategies.
- 1.8 Utilize critical thinking to make sense of problems and persevere in solving them.
- 1.9 Model integrity, ethical leadership and effective management.
- 1.10 Plan education and career path aligned to personal goals.
- 1.11 Use technology to enhance productivity.
- 1.12 Work productively in teams while using cultural/global competence.

CAPS Professional Profile

Skills: Communication, Collaboration, Time Management, Conflict Resolution, Critical Thinking, Interpersonal Relationship, Creativity, Leadership

Attributes: Adaptability, Curiosity, Self-awareness, Drive, Confidence, Enthusiasm, Resourcefulness, Integrity, Empathy

Actions: Networking, Interviewing, Goal Setting, Professional Manner

KEY LEARNING EXPERIENCES

- Experiential learning opportunities such as project presentations, apprenticeships, client projects and internships.
- Interview opportunities with community members.
- Mentorship events where students are connected to professionals in their chosen careers.
- Development of digital portfolios and resume building that are industry standard and can grow with students.