



TEKS Requirement (Secondary)		Sem. A	Lesson & Assignment Number	Textbook Chapter/Page #	Bloom's Taxonomy
(C) research technologies that have surfaced within the last three years in the area of interactive media.		A	Unit I-IV--eGuide Readings, Assignments, Projects		Create
<b>(4) The student complies with standard practices and behaviors that meet legal and ethical responsibilities. The student is expected to:</b>					
(A) examine copyright and fair use guidelines in the digital media industry;		A	Unit II--eGuide Readings, Discussion, Assignments		Create
(B) model ethical and legal acquisition of digital information, including the correct citing of sources through the use of established methods; and		A	Unit II--eGuide Readings, Discussion, Assignments		Create
(C) demonstrate proper netiquette and acceptable use policies when using networks.		A	Unit II--eGuide Readings, Discussion, Assignments		Create
<b>(5) The student analyzes and applies design and layout principles. The student is expected to:</b>					
(A) compare and contrast printed and digital communications products that demonstrate appropriate and inappropriate use of design and layout principles;		A	Unit II--Slide Presentation, Internet Resource, Assignment;		Evaluate
(B) identify and use perspective such as backgrounds, light, shades, shadows, and scale to capture a focal point and create depth;		A	Unit II--Slide Presentation, Internet Resource, Assignment;		Evaluate
(C) identify and use principles of proportion, balance, variety, emphasis, harmony, symmetry, unity, and repetition in type, color, size, line thickness, shape, and space;		A	Unit II--Slide Presentation, Internet Resource, Assignment;		Evaluate
(D) identify and use three-dimensional effects such as foreground, middle distance, and background images;		A	Unit II--Slide Presentation, Internet Resource, Assignment;		Apply
(E) identify and use typography;		A	Unit II--Slide Presentation, Internet Resource, Assignment;		Understand
(F) identify and use color theory; and		A	Unit II--Slide Presentation, Internet Resource, Assignment;		Understand
(G) recreate and improve existing multimedia products by applying the appropriate design and layout principles.		A	Unit II--Assignment		Create
<b>(6) The student designs and creates digital graphics. The student is expected to:</b>					
(A) compare and contrast the characteristics of raster-based bitmap graphics and vector-based graphics;		A	Unit III--Slide Presentation		Evaluate
(B) demonstrate appropriate file storage and file size management skills;		A	Unit III--Slide Presentation		Create
(C) recognize the various file extensions used in digital and interactive media such as compression, conversion, and use and modification;		A	Unit III--Slide Presentation		Understand
(D) identify and choose appropriate software applications for specific digital media types such as photo, graphics, video, audio, and animation editing software; and		A	Unit III--Slide Presentation, Online Tutorials		Understand
(E) differentiate between the color mode selections in determining product output.		A	Unit III--Slide Presentation		Create
<b>(7) The student demonstrates appropriate use of digital photography equipment and techniques. The student is expected to:</b>					
(A) demonstrate proper use of safety procedures while using digital photography equipment;		A			Evaluate
(B) capture still shot images using digital photography equipment incorporating various photo composition techniques such as lighting, perspective, candid versus posed, rule of thirds, and level of horizon;		A			Create
(C) transfer still shot images from equipment to the computer; and		A			Create
(D) demonstrate photographic enhancement techniques such as feathering, layering, masking, and color enhancement using appropriate digital manipulation software.		A			Create
<b>(8) The student demonstrates appropriate use of digital graphics. The student is expected to:</b>					
(A) create and modify digital graphics using appropriate vector-based and raster-based software following standard design principles; and		A	Unit III--Assignments		Create

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(B) export and set graphics to be used in both print and digital formats.		A	Unit III--Assignments		Create
<b>(9) The student demonstrates appropriate use of video equipment and techniques. The student is expected to:</b>					
(A) demonstrate proper use of safety procedures while using digital video equipment;		A			Create
(B) demonstrate proper use of terminology in relation to video technology;		A			Create
(C) demonstrate proper use of digital video photography equipment to capture video images;		A			Create
(D) transfer video images from equipment to the computer;		A			Create
(E) demonstrate videographic enhancement and editing techniques such as panning, transitions, zooming, content editing, and synchronizing audio and video using appropriate digital manipulation software; and		A			Create
(F) export video files in digital formats to be used in various delivery systems such as podcasting, downloadable media, and streaming.		A			Create
<b>(10) The student demonstrates appropriate use of audio equipment and techniques. The student is expected to:</b>					
(A) demonstrate proper use of safety procedures while using digital audio equipment;		A			Evaluate
(B) demonstrate proper use of terminology and concepts in relation to audio technology;		A			Evaluate
(C) demonstrate proper use of digital audio equipment to capture audio files;		A			Create
(D) transfer audio files from equipment to the computer;		A			Create
(E) demonstrate proper use of audio editing software such as adding effects, fading, volume control, and manipulation of waveforms using appropriate digital manipulation software; and		A			Create
(F) export audio files to be used in digital formats in various delivery systems such as podcasting, downloadable files, and streaming.		A			Create
<b>(11) The student demonstrates appropriate use of animation. The student is expected to:</b>					
(A) use the principles of motion graphics such as frames and key frames, integration of audio into an animation, and user interactive controls;		A			Create
(B) create and modify a linear and a nonlinear animation using appropriate software following standard design principles; and		A			Create
(C) export and set animation to be used in various digital formats and on various video animation players.		A			Create
<b>(12) The student demonstrates appropriate project management in the creation of digital media projects. The student is expected to:</b>					
(A) develop a plan for a media project such as a storyboard, stage development, and identification of equipment and resources; and		A	Units II-IV--Assignments		Create
(B) evaluate a project plan along its timeline and make suggested revisions until completion of the project.		A	Units II-IV--Assignments		Create
<b>(13) The student deploys digital media into print, web-based, and video products. The student is expected to:</b>					
(A) incorporate video, audio, text, graphics, and motion graphics into an existing web page;		A	Units II-IV--Assignments		Create
(B) incorporate various digital media into a printed document such as a newsletter, poster, or report;		A			Create
(C) develop an interactive medium such as a compact disk or digital video disk to display video, audio, and animation products; and		A	Units II-IV--Assignments		Create
(D) collect and organize student created products to build an individual portfolio.		A	Units II-IV--Assignments		Create
Source: The provisions of this §130.278 adopted to be effective August 23, 2010, 34 TexReg 5934.					