

CHINO VALLEY UNIFIED SCHOOL DISTRICT  
INSTRUCTIONAL GUIDELINE  
DIGITAL IMAGING 2

Course Number	5809
Department	Business/Technology
Prerequisite	Completion of Digital Imaging 1 with a C or better or Teacher approval
Length of Course	One (1) year/Two (2) semesters
Grade Level	11-12
Credit	5 units per semester/10 total units – elective
Repeatable	Not repeatable for credit
UC/CSU	Meets the a-g “f” VPA requirement
Board Approved	December 10, 2009 / November 1, 2012

**Description of Course** – This course is designed to build upon skills learned in Digital Imaging 1 and provide project-based learning experiences focusing on the use of graphics and their impact on society. Students produce projects based on visual elements and principles of design using vector graphic and raster graphic software and apply them to print, commercial web design, and marketing. This course is aligned with the Information Technology, Industry Sector, within the California Career Technical Education Standards.

**Rationale for Course** – The field of business, marketing, and computer operations have changed immensely with the emergence of digital graphics software and its ability to transform graphics. Digital graphics professionals are in high demand. The course will emphasize the commercial aspects of developing an idea, presenting a product electronically, and marketing the product to the consumer. Students will compile a portfolio that can be used to demonstrate their abilities for college entrance or employment in the digital graphics field.

**Standard 1** – Students learn media production, development, and project management.

- 1.1 Objective: Understand the effective use of tools for media production, development, and project management.
  - 1.1.1 Performance Indicator: Students will know the basic functions of media design software, such as two-dimensional design and three-dimensional design.
  - 1.1.2 Performance Indicator: Students will use appropriate software to design and produce professional-quality images, documents, and presentations.
  - 1.1.3 Performance Indicator: Students will analyze the purpose of the media to determine the appropriate file format and level of compression.

- 1.1.4 Performance Indicator: Students will analyze media and develop strategies that target the specific needs and desires of the audience.
- 1.1.5 Performance Indicator: Students will know the basic design elements necessary to produce effective print, and web-based media.
- 1.1.6 Performance Indicator: Student will be able to use technical skills (e.g., pagination, printing, folding, cutting, binding) to produce publishable materials.

**Standard 2** – Students understand the communication transmission between software programs and systems.

- 2.1 Objective: Understand the effective use of communication software to access and transmit information.
  - 2.1.1 Performance Indicator: Students will know multiple ways in which to transfer information and resources (e.g., text, data, sound, video, still images) between software programs and systems.
  - 2.1.2 Performance Indicator: Students will understand the differences between various Internet protocols (e.g., http, ftp).
  - 2.1.3 Performance Indicator: Students will use multiple online search techniques and resources to acquire information.

**Standard 3** – Students understand peripherals and hardware.

- 3.1 Objective: Understand the use of different types of peripherals and hardware appropriate to media and technology.
  - 3.1.1 Performance Indicator: Students will understand the appropriate peripherals and hardware needed to achieve maximum productivity for various projects.
  - 3.1.2 Performance Indicator: Students will know how to identify and integrate various types of peripherals and hardware to meet project requirements.
  - 3.1.3 Performance Indicator: Students will use various types of audio and video equipment (e.g., digital cameras, recorders, scanners, web cams, CD and DVD recorders), as appropriate, for different projects.
  - 3.1.4 Performance Indicator: Students will understand the types of media storage and the use of appropriate file formats and know how to convert data between media and file formats.

**Standard 4 – Students understand problem solving.**

- 4.1 Objective: Apply technical and interpersonal skills and knowledge to support the user.
  - 4.1.1 Performance Indicator: Students will use a logical and structured approach to isolate and identify the source of problems and to resolve problems.
  - 4.1.2 Performance Indicator: Students will know the available resources for identifying and resolving problems.
  - 4.1.3 Performance Indicator: Students will have technical writing and communication skills to work effectively with diverse groups of people.
  - 4.1.4 Performance Indicator: Students will understand the principles of a customer-oriented service approach to users.

**Standard 5 – Students learn web page design.**

- 5.1 Objective: Understand and apply knowledge of effective web page design.
  - 5.1.1 Performance Indicator: Students will understand the purpose, scope, and development of a web site.
  - 5.1.2 Performance Indicator: Students will know the tools needed to enable multimedia capabilities (e.g., still images, animated graphics, sound, video) for web sites.
  - 5.1.3 Performance Indicator: Students will know strategies for optimizing web design for fast delivery and retrieval.