

ND BUSINESS EDUCATION FRAMEWORKS

Multimedia

Course Code	Course Name/Course Description	Grade Levels	High School Credit Options
14099	Multimedia: Students will use digital images and videos to create meaningful documentation, production, and presentations. Images, logos, backgrounds, and navigation tools for digital display will be used in multimedia and Internet applications. The topics of image-editing, animation, file compression, digital audio/video editing, and planning for multimedia applications will also be discussed. Enhancements include proper format and appropriate use of graphics, animations, and transitions.	9-12	1/2 or 1
Topic	Performance Expectations		
Ethics	<ul style="list-style-type: none"> • Explain the relationship between law and ethics (2.1a.1.6) • Identify ethical and legal issues regarding the use of digital information (4.1d.1.26) • Explain the consequences of illegal and unethical use of information technologies (7.3.1.7) • Demonstrate respectful and responsible use and creation of media and technology (7.3.1.8) • Demonstrate the legal and ethical behaviors when using information technologies (7.3.1.10) • Review acceptable use policies for legal and ethical use of information (7.3.1.14) 		
Copyright/Intellectual Property	<ul style="list-style-type: none"> • Discuss copyright rules, creative commons, and regulations (e.g., images, music, video, software) (7.2.1.6) (Level 1) • Explain plagiarism and its consequences (7.2.1.7) (Level 1) • Demonstrate the appropriate and legal use of intellectual property (7.3.1.9) • Identify the types of intellectual property (e.g., trademark, trade-name, trade-dress, copyright, patent, trade-secret) (2.5c.1.1) • Describe how each type of intellectual property is created and legally protected (2.5c.1.2) 		
Audience	<ul style="list-style-type: none"> • Choose content appropriate for the purpose and audience (4.1b.1.4) • Select an appropriate medium by which to deliver the message (4.1b.1.6) 		

	<ul style="list-style-type: none"> • Select the proper technology tool to communicate information based on audience and context (4.1d.1.15) • Demonstrate appropriate etiquette when using information technologies (7.3.1.12)
Digital Media	<ul style="list-style-type: none"> • Read, interpret, and adhere to software license agreements and legal mandates (7.3.1.20) • Compare and contrast various storage devices (e.g., local, removable, remote, cloud) (7.4.1.11) • Identify appropriate input technology for various tasks (7.6.1.2) (Level 1) • Select appropriate input technology to optimize performance (7.6.1.4) • Use a variety of input technologies to optimize academic and workplace performance (7.6.1.6) • Create media using a variety of input technologies (7.6.1.7) • Select and apply digital media appropriate for specific tasks (7.7.1.2) • Identify and select appropriate delivery methods and tools for digital media projects (7.7.1.4)
Creating Publications	<ul style="list-style-type: none"> • Use basic applications (word processing, spreadsheets, presentations, and graphics) (4.1d.1.5) (Level 1) • Refine documents using spell check, thesaurus, and grammar check tools (4.1d.1.17) • Enhance documents through the use of advanced layout, design, and graphics (4.1d.1.25) • Proofread documents to ensure correctness (4.3a.1.5) • Create media using a variety of input technologies (7.6.1.7) • Produce projects that include a variety of media (e.g., images, text, video, web-based tools, and audio) (7.7.1.3) (Level 1) • Create digital media projects collaboratively (7.7.1.6) • Use elements of digital and visual literacy appropriately (7.7.1.7) • Create an original high-end, professional quality media production (7.7.1.9)
Publishing and Distributing Productions	<ul style="list-style-type: none"> • Use technology tools to communicate information (4.1d.1.2) (Level 1) • Record, edit, and transfer audio files (4.1d.1.19) • Identify techniques to protect confidential messages that are transmitted digitally (4.1d.1.29) • Create and deliver virtual conferences and presentations (4.1d.1.34) (Level 4)
Presentations	<ul style="list-style-type: none"> • Create and deliver virtual conferences and presentations (4.1d.1.34) • Deliver impromptu information effectively (4.4a.1.14) • Use standard English when speaking on the job, especially avoiding the use of expletives, slang, unfamiliar jargon, and technical terms (4.4a.1.19)

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| | <ul style="list-style-type: none">• Use strategies to reduce or eliminate vocal segregates such as um, uh, er, like, etc. (4.4a.1.20)• Interact effectively with people with various cultural, ethnic, and racial backgrounds by using culturally sensitive language (4.4a.1.23) (Level 4)• Demonstrate ability to speak persuasively for a specific cause (4.4a.1.24)• Use multiple technology tools to deliver presentations (4.4b.1.13)• Use proper techniques to deliver professional business presentations (4.4b.1.21)• Use audio technology to support presentation delivery (4.4b.1.22)• Consider how the use of handouts will impact presentations (4.4b.1.23)• Respond skillfully to audience questions (4.4b.1.25) |
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