Interactive Media prepares students for careers in business and industry working with interactive media products and services; which includes the entertainment industries. This course emphasizes the development of digitally generated or computer-enhanced products using multimedia technologies. Students will develop an understanding of professional business practices including the importance of ethics, communication skills, and knowledge of the “virtual workplace”.

- DOE Code: 5232
- Recommended Grade Level: 11, 12
- Required Prerequisite: Digital Applications and Responsibility
- Recommended Prerequisite: Introduction to Communications
- Credits: 2 semester course, 2 semesters required, 1-3 credit per semester, 6 credits maximum
- Counts as a Directed Elective or Elective for all diplomas

Dual Credit
This course provides the opportunity for dual credit for students who meet postsecondary requirements for earning dual credit and successfully complete the dual credit requirements of this course.

Application of Content and Multiple Hour Offerings
Intensive laboratory applications are a component of this course and may be either school based or work based or a combination of the two. Work-based learning experiences should be in a closely related industry setting. Instructors shall have a standards-based training plan for students participating in work-based learning experiences. When a course is offered for multiple hours per semester, the amount of laboratory application or work-based learning needs to be increased proportionally.

Career and Technical Student Organizations (CTSOs)
Career and Technical Student Organizations are considered a powerful instructional tool when integrated into Career and Technical Education programs. They enhance the knowledge and skills students learn in a course by allowing a student to participate in a unique program of career and leadership development. Students should be encouraged to participate in Business Professional of America, DECA, or Future Business Leaders of America. The CTSOs for this area.

Content Standards
Domain – Computer Literacy
Core Standard 1 Students perform common computer functions on standard platforms as they apply to digital media to create multimedia presentations

Standards
IM-1.1 Discuss the components of a basic digital media computer system and peripherals.
IM-1.2 Demonstrate proficiency in the use of digital imaging techniques and equipment
IM-1.3 Create appropriate documents using word processing software
IM-1.4 Create professional presentations using presentation graphics software
IM-1.5 Access and integrate information using electronic sources

Domain – Media Business Practices
Core Standard 2 Students interpret business law and ethics as they apply to multimedia.
  IM-2.1 Practice the Fair Use Guidelines and Copyright Laws as they apply to multimedia
  IM-2.2 Compare/contrast legal and ethical issues in interactive media communications
  IM-2.3 Apply practices that respect intellectual laws
  IM-2.4 Select information technology practices
  IM-2.5 Deliver a client presentation

Domain – Careers in Interactive Media
Core Standard 3 Students perform common computer functions on standard platforms as they apply to digital media to create multimedia presentations
  IM-3.1 Evaluate career opportunities in different areas of Interactive Media
  IM-3.2 Explain the importance of the different roles for working as members of a Digital Media project team
  IM-3.3 Explore careers and training opportunities, trends, and requirements for different roles in interactive media
  IM-3.4 Develop personal performance quality, positive work ethic, and professional respect.

Domain – Visual Arts and Graphic Design Fundamentals
Core Standard 4 Students demonstrate visual design fundamentals which are utilized throughout the design process to communicate ideas.
  Standards
    IM-4.1 Demonstrate knowledge of and an appreciation for the visual arts
    IM-4.2 Analyze basic technical art skills (traditional and electronic)
    IM-4.3 Apply and adapt the design principles and elements of design
    IM-4.4 Demonstrate design skills using visual design guidelines

Domain – Interactive Multimedia
Core Standard 5 Students create design solutions that demonstrate skill and understanding of different media processes to communicate ideas and information.
  Standards
    IM-5.1 Develop scripts, storyboards, and flowcharts used in Interactive Media
    IM-5.2 Analyze the types and uses of interactive media applications
    IM-5.3 Develop project concept proposals
    IM-5.4 Develop navigational structures
    IM-5.5 Demonstrate knowledge of the history of film and video production
    IM-5.6 Incorporate film and video production concepts and products in interactive media production
    IM-5.7 Combine media elements to produce an interactive multimedia product

Domain – Video/Audio Production
Core Standard 6 Students perform basic skills and understanding of different audio and video processes to be use for multimedia purposes.
  IM-6.1 Create a plan for video production
IM-6.2 Perform basic camera-related tasks for digital video production
IM-6.3 Practice basic preproduction activities for a digital video production
IM-6.4 Design backgrounds/scenery for a video production
IM-6.5 Perform basic video production editing processes
IM-6.6 Demonstrate knowledge of audio recording and production
IM-6.7 Demonstrate effective composition and compression concepts in the production of a simulation or game product
IM-6.8 Utilize the basic principles of 2-D animation
IM-6.9 Utilize the basic principles of 3-D animation

Domain – Photography/Digital Imaging
Core Standard 7 Students model photographic skills for the use in interactive media projects.

Stanards
IM-7.1 Develop competency in the use of photographic equipment
IM-7.2 Demonstrate knowledge of photographic terminology
IM-7.3 Prepare images for use in interactive media
IM-7.4 Apply photographic basic composition techniques

Domain – Programming/Animation/Gaming
Core Standard 8 Students incorporate basic programming, animation and gaming skills to be used in an interactive media projects.

Stanards
IM-8.1 Identify animation file formats and their appropriate use
IM-8.2 Create and manipulate animations 2D animations
IM-8.3 Compare 2D and 3D animation
IM-8.4 Demonstrate knowledge of the basic principles of 3-D modeling
IM-8.5 Utilize the basic principles of 3-D animation
IM-8.6 Demonstrate knowledge of programming language concepts
IM-8.7 Analyze technical documentation associated with software development
IM-8.8 Demonstrate knowledge of computational and string operations
IM-8.9 Debug programs

Domain – Project Management
Core Standard 9 Students reinforce their knowledge and skills in media design and production for project planning and project development.

Stanards
IM-9.1 Evaluate product planning methodology
IM-9.2 Apply technical writing requirements
IM-9.3 Develop and perform usability and testing integration
IM-9.4 Recommend and implement performance improvement
IM-9.5 Gather data and identify client requirements and scope of work
IM-9.6 Conduct technical research
Domain – Website Development, Design and Management

Core Standard 10 Students illustrate basic web standards and coding to create web pages.

Standards

IM-10.1 Review basic principles of how the Internet is constructed, how it functions, and how it is used.
IM-10.2 Identify and describe internet development and functions
IM-10.3 Differentiate between IP addresses and domain name
IM-10.4 Define important Internet communications protocols and their roles in delivering basic Internet services
IM-10.5 Apply the process of planning, designing and maintaining web pages.
IM-10.6 Demonstrate base knowledge of content and applications management
IM-10.7 Demonstrate knowledge of website design fundamentals
IM-10.8 Apply essential attributes of Cascading Style Sheets (CSS)
IM-10.9 Create content for a website
IM-10.10 Develop web site architecture, prototypes, and user interface specifications