

Digital and Interactive Media TEKS Alignment

TEKS Alignment – PEIMS: 13027800

Knowledge & Skills	Student Expectation	Bloom's Level		TEKS Alignment Evidence	Recommendations
		Guideline	Observed		
(1) The student demonstrates the necessary skills for career development, maintenance of employability, and successful completion of course outcomes. The student is expected to:	(A) identify and demonstrate positive work behaviors that enhance employability and job advancement such as regular attendance, promptness, attention to proper attire, maintenance of a clean and safe work environment, appropriate voice, and pride in work;	Apply	Select One Where:	
	(B) identify and demonstrate positive personal qualities such as flexibility, open-mindedness, initiative, listening attentively to speakers, and willingness to learn new knowledge and skills;	Apply	Select One Where:	
	(C) employ effective reading and writing skills;	Apply	Select One Where:	
	(D) employ effective verbal and nonverbal communication skills;	Apply	Select One Where:	
	(E) solve problems and think critically;	Apply	Select One Where:	
	(F) demonstrate leadership skills and function effectively as a team	Apply	Select One	

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	member;			Where:	
	(G) identify and implement proper safety procedures;	Apply	Select One Where:	
	(H) demonstrate an understanding of legal and ethical responsibilities in relation to the field of information technology; and	Apply	Select One Where:	
	(I) demonstrate planning and time-management skills such as project management and storyboarding.	Apply	Select One Where:	
(2) The student identifies employment opportunities in the information technology field with a focus in the area of interactive media. The student is expected to:	(A) identify job opportunities and accompanying job duties and tasks;	Understand	Select One Where:	
	(B) research careers of personal interest along with the education, job skills, and experience required to achieve personal career goals;	Analyze	Select One Where:	
	(C) examine the role of certifications, resumés, and portfolios in the information technology profession; and	Analyze	Select One Where:	
	(D) create a portfolio.	Create	Select One Where:	

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(3) The student uses emerging technologies to exchange and gather information and resources. The student is expected to:	(A) collaborate using various electronic technologies such as email, blogs, chat rooms, discussion threads, and wikis;	Understand	Select One Where:	
	(B) use Internet resources for research purposes; and	Apply	Select One Where:	
	(C) research technologies that have surfaced within the last three years in the area of interactive media.	Analyze	Select One Where:	
(4) The student complies with standard practices and behaviors that meet legal and ethical responsibilities. The student is expected to:	(A) examine copyright and fair use guidelines in the digital media industry;	Analyze	Select One Where:	
	(B) model ethical and legal acquisition of digital information, including the correct citing of sources through the use of established methods; and	Apply	Select One Where:	
	(C) demonstrate proper netiquette and acceptable use policies when using networks.	Apply	Select One Where:	
(5) The student analyzes and applies design and layout principles. The student is expected to:	(A) compare and contrast printed and digital communications products that demonstrate appropriate and inappropriate use of design and layout principles;	Analyze	Select One Where:	

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	(B) identify and use perspective such as backgrounds, light, shades, shadows, and scale to capture a focal point and create depth;	Apply	Select One Where:	
	(C) identify and use principles of proportion, balance, variety, emphasis, harmony, symmetry, unity, and repetition in type, color, size, line thickness, shape, and space;	Apply	Select One Where:	
	(D) identify and use three-dimensional effects such as foreground, middle distance, and background images;	Apply	Select One Where:	
	(E) identify and use typography;	Apply	Select One Where:	
	(F) identify and use color theory; and	Apply	Select One Where:	
	(G) recreate and improve existing multimedia products by applying the appropriate design and layout principles.	Apply	Select One Where:	
(6) The student designs and creates digital graphics. The student is expected to:	(A) compare and contrast the characteristics of raster-based bitmap graphics and vector-based graphics;	Analyze	Select One Where:	
	(B) demonstrate appropriate file storage and file size management skills;	Apply	Select One	

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				Where:	
	(C) recognize the various file extensions used in digital and interactive media such as compression, conversion, and use and modification;	Understand	Select One Where:	
	(D) identify and choose appropriate software applications for specific digital media types such as photo, graphics, video, audio, and animation editing software; and	Understand	Select One Where:	
	(E) differentiate between the color mode selections in determining product output.	Analyze	Select One Where:	
(7) The student demonstrates appropriate use of digital photography equipment and techniques. The student is expected to:	(A) demonstrate proper use of safety procedures while using digital photography equipment;	Apply	Select One Where:	
	(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;	Apply	Select One Where:	
	(C) transfer still shot images from equipment to the computer; and	Apply	Select One Where:	
	(D) demonstrate photographic enhancement techniques such as	Apply	Select One	

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	feathering, layering, masking, and color enhancement using appropriate digital manipulation software.			Where:	
(8) The student demonstrates appropriate use of digital graphics. The student is expected to:	(A) create and modify digital graphics using appropriate vector-based and raster-based software following standard design principles; and	Create	Select One Where:	
	(B) export and set graphics to be used in both print and digital formats.	Apply	Select One Where:	
(9) The student demonstrates appropriate use of video equipment and techniques. The student is expected to:	(A) demonstrate proper use of safety procedures while using digital video equipment;	Apply	Select One Where:	
	(B) demonstrate proper use of terminology in relation to video technology;	Apply	Select One Where:	
	(C) demonstrate proper use of digital video photography equipment to capture video images;	Apply	Select One Where:	
	(D) transfer video images from equipment to the computer;	Apply	Select One Where:	
	(E) demonstrate videographic enhancement and editing techniques such as panning, transitions, zooming, content	Apply	Select One Where:	

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	editing, and synchronizing audio and video using appropriate digital manipulation software; and				
	(F) export video files in digital formats to be used in various delivery systems such as podcasting, downloadable media, and streaming.	Apply	Select One Where:	
(10) The student demonstrates appropriate use of audio equipment and techniques. The student is expected to:	(A) demonstrate proper use of safety procedures while using digital audio equipment;	Apply	Select One Where:	
	(B) demonstrate proper use of terminology and concepts in relation to audio technology;	Apply	Select One Where:	
	(C) demonstrate proper use of digital audio equipment to capture audio files;	Apply	Select One Where:	
	(D) transfer audio files from equipment to the computer;	Apply	Select One Where:	
	(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	Apply	Select One Where:	
	(F) export audio files to be used in digital formats in various delivery systems such as podcasting,	Apply	Select One	

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	downloadable files, and streaming.			Where:	
(11) The student demonstrates appropriate use of animation. The student is expected to:	(A) use the principles of motion graphics such as frames and key frames, integration of audio into an animation, and user interactive controls;	Apply	Select One Where:	
	(B) create and modify a linear and a nonlinear animation using appropriate software following standard design principles; and	Create	Select One Where:	
	(C) export and set animation to be used in various digital formats and on various video animation players.	Apply	Select One Where:	
(12) The student demonstrates appropriate project management in the creation of digital media projects. The student is expected to:	(A) develop a plan for a media project such as a storyboard, stage development, and identification of equipment and resources; and	Create	Select One Where:	
	(B) evaluate a project plan along its timeline and make suggested revisions until completion of the project.	Evaluate	Select One Where:	
(13) The student deploys digital media into print, web-based, and video products. The student is expected to:	(A) incorporate video, audio, text, graphics, and motion graphics into an existing web page;	Apply	Select One Where:	
	(B) incorporate various digital media into a printed document such as a newsletter, poster, or report;	Apply	Select One Where:	

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	(C) develop an interactive medium such as a compact disk or digital video disk to display video, audio, and animation products; and	Create	Select One Where:	
	(D) collect and organize student created products to build an individual portfolio.	Apply	Select One Where:	

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Course Strengths of TEKS alignment

Required Changes for TEKS alignment (List the missing and partially covered TEKS ~AND~ summarize required TEKS modification, big or small, you believe must be completed prior to course approval)
Missing or Partially covered TEKS: List TEKS separated by comma TEKS Summary:

Additional Opportunities for Improvement-Optional (Non-required additions or changes that would improve this course)