Competency Task List – Secondary Component
Web Page, Digital/Multimedia and Information Resources Design CIP 11.0801
High School Graduation Years 2022, 2023, 2024, 2025, 2026

100 Safety in the Multimedia Laboratory

Item	Task	(X) Indicates Proficiency [1]	Secondary Course Crosswalk
101	Explain the Safety Data Sheet (SDS) system for hazardous chemicals and materials.		
	RESERVED (102-103)		
104	Practice correct ergonomic strategies, i.e., posture, wrist placement, monitor configuration).		
105	Identify the characteristics of positive digital citizenship.		
106	Demonstrate a positive digital footprint.		

200 Reserved

300 Foundations of Information Technology

Item	Task	(X) Indicates Proficiency [1]	Secondary Course Crosswalk
301	Research the evolution of information technology.		
302	Analyze the impact of information technology on business.		
	RESERVED (303)		
304	Identify basic data types used as web assets.		
305	Describe the evolution of the Internet and how it is used.		
306	Identify emerging information technologies.		
307	Analyze the impact of information technology on society.		
308	Identify file storage sizes and the relationship to each other.		
309	Demonstrate consistent and clear file naming conventions.		

400 Computer Applications

Item	Task	(X) Indicates Proficiency [1]	Secondary Course Crosswalk
401	Create documents using word processing/publishing software.		
	RESERVED (402)		
403	Create spreadsheets for real-world business problems.		
	RESERVED (404)		
405	Differentiate the features and advantages of code editors.		
406	Implement advanced Internet and Boolean search parameters.		

500 Fundamentals of Computer Operation

Item	Task	(X) Indicates Proficiency [1]	Secondary Course Crosswalk
	RESERVED (501-502)		
503	Use connectivity devices and peripheral equipment.		
504	Manage the various file types in accordance with asset management principles.		
505	Compare and contrast the basic differences among operating systems.		
506	Investigate basic issues affecting system purchase and upgrade decisions.		
	RESERVED (507)		
508	Perform basic software preference configurations.		
509	Describe the importance of data backup strategies.		
	RESERVED (510)		

600 Network Fundamentals

Item	Task	(X) Indicates Proficiency [1]	Secondary Course Crosswalk
601	Identify the elements that are required to connect to the Internet.		
	RESERVED (602-603)		
604	Compare the features of web browsers.		
605	Differentiate storage transfer technologies and processes.		
	RESERVED (606-607)		
608	Describe file transfer as it relates to web publishing.		
609	Examine Secure Socket Layers (SSL) and Transport Layer Security (TLS) and encryption implementation on websites.		
610	Identify Payment Card Industry (PCI) compliance as it relates to e-commerce offerings.		

700 Reserved

800 Creating Graphic Content

Item	Task	(X) Indicates Proficiency [1]	Secondary Course Crosswalk
	RESERVED (801)		
802	Apply various software programs associated with graphics and interactive design.		
	RESERVED (803)		
804	Perform image file optimization for use on web.		
805	Create a comprehensive brand identity, including style guide/tiles.		
	RESERVED (806-809)		

810	Differentiate between raster and vector images as they apply to graphic and web design.		
811	Practice typographic concepts, e.g., legibility, readability, hierarchy, leading, kerning, tracking.		
812	Create an object using graphic design software.		
813	Apply color theory to design content.		
814	Convert and optimize raster and vector file formats.		

900 Principles of Layout and Design

Item	Task	(X) Indicates Proficiency [1]	Secondary Course Crosswalk
901	Implement project and time management components.		
902	Plan an effective design for a project using wireframing, thumbnails, or storyboard procedures.		
903	Apply principles of design, layout, and typography to a project.		
904	Practice the steps in a web design life cycle, e.g., planning, development, deployment, testing, and revision.		
905	Utilize classic design principles in the creation of a responsive design.		
	RESERVED (906)		
907	Critique a project to determine whether it meets the designated guidelines.		
908	Use the golden ratio and rule of thirds in graphic content.		

1000 Reserved

1100 Multimedia Presentation/Projects

Item	Task	(X) Indicates Proficiency [1]	Secondary Course Crosswalk
	RESERVED (1101)		
1102	Create a storyboard or outline for a multimedia project.		
1103	Create master slides, templates, and/or themes.		
	RESERVED (1104-1107)		
1108	Create a multimedia project using charts, graphs, tables, and user interactivity from other sources.		
1109	Create handouts and/or other visuals for a multimedia presentation.		
1110	Present a multimedia presentation.		
	RESERVED (1111-1112)		
1113	Summarize and present information using communication technology skills.		

1200 Legal and Ethical Issues in Internet Technology

Item	Task	(X) Indicates Proficiency [1]	Secondary Course Crosswalk
1201	Explain the security issues related to computers and Internet technology.		
	RESERVED (1202)		
1203	Comply with copyright laws when creating advanced desktop-published, multimedia, and website design projects.		
1204	Adhere to ethical and appropriate use of elements in projects.		
1205	Comply with copyright licensing agreements.		
1206	Implement security measures to guard against computer crimes.		
	RESERVED (1207)		
1208	Comply with accessibility and accommodation of persons with special needs.		
1209	Research and articulate the Digital Millennium Copyright Act requirements and related legislation.		

1210	Analyze and evaluate Acceptable Use Policies (AUP).		
1211	Analyze and evaluate privacy policies and related legislation.		
1212	Analyze and evaluate the Controlling the Assault of Non-Solicited Pornography and Marketing Act (CAN-SPAM) and the opt-out provisions of the legislation.		

1300 Career Preparation

Item	Task	(X) Indicates Proficiency [1]	Secondary Course Crosswalk
1301	Identify certifications related to the career area.		
	RESERVED (1302-1303)		
1304	Compose a professional online career portfolio.		
1305	Create a professional resume that visually represents technical proficiencies.		

1400 Client Relations

Item	Task	(X) Indicates Proficiency [1]	Secondary Course Crosswalk
1401	Collaborate with peers and others to develop design and content plans.		
	RESERVED (1402)		
1403	Determine client needs by completing a client needs assessment for a client.		
1404	Create a client proposal.		
1405	Plan and develop a client job cost analysis.		
1406	Evaluate a client contractual agreement.		
	RESERVED (1407)		

1500 Design and Create Websites

Item	Task	(X) Indicates Proficiency [1]	Secondary Course Crosswalk
	RESERVED (1501)		
1502	Use an HTML text editor.		
1503	Create tables in HTML.		
	RESERVED (1504-1505)		
1506	Create hyperlinks.		
1507	Prepare website content using proper grammar and punctuation.		
1508	Test and validate a website.		
1509	Publish and update a website using file transfer protocols.		
	RESERVED (1510)		
1511	Embed images to a website.		
	RESERVED (1512-1513)		
1514	Embed audio and video to a website.		
1515	Embed animated image to a website.		
1516	Examine emerging trends in website design.		
	RESERVED (1517)		
1518	Use Search Engine Optimization (SEO) techniques in websites.		
1519	Analyze a website analytic report.		
1520	Examine web server technology.		
	RESERVED (1521)		
1522	Create page sections using the standards of HTML5		
1523	Implement DIV and SPAN elements to separate content on a webpage.		
1524	Practice proper head container metadata, i.e. title, keywords, description.		
1525	Publish a website using a content management system.		
1526	Create a website with responsive design.		
1527	Optimize media for web.		
1528	Create website elements compatible with touch screens.		
1529	Create a form.		

1530	Analyze and implement use of UX.		
1531	Analyze and implement use of UI.		
1532	Explore social media integration.		

1600 Cascading Styles

Item	Task	(X) Indicates Proficiency [1]	Secondary Course Crosswalk
1601	Practice the use of cascading style sheets (CSS) in web development.		
	RESERVED (1602-1603)		
1604	Implement an ID selector to apply and identify style rules.		
	RESERVED (1605)		
1606	Implement a class selector to apply and identify style rules.		
1607	Create and link a single external style sheet.		
1608	Validate CSS code.		
1609	Implement an HTML element selector to apply and identify style rules.		
1610	Implement external fonts.		

1700 JavaScript Fundamentals

Item	Task	(X) Indicates Proficiency [1]	Secondary Course Crosswalk
1701	Develop flowcharts to demonstrate program logic and explain object handlers.		
1702	Place JavaScript in HTML files internally and externally.		
1703	Construct JavaScript functions.		
1704	Write conditional statements and loops in JavaScript.		
1705	Implement event handlers in HTML files.		

[1] Student Demonstrated Entry-Level Industry Proficiency as Indicated by (X)

Secondary CTE Instructor Signature _____ Date _____

Student Signature _____ Date _____