

Florida Department of Education
Curriculum Framework

The standards and/or benchmarks for this program were updated for the 2026-27 academic year.
The course title for Digital Information Technology (8207310) has been changed to Digital Business Foundations for the 2026-27 academic year.

Program Title: Digital Design
Program Type: Career Preparatory
Career Cluster: Arts, A/V Technology and Communication

Secondary – Career Preparatory

Program Number	8209600
CIP Number	0510030300
Grade Level	9-12
Program Length	6 credits
Teacher Certification	Refer to the Program Structure section.
CTSO	SkillsUSA, FBLA
SOC Codes (all applicable)	27-1024 – Graphic Designers 43-9031 – Desktop Publishers 15-1151 – Computer User Support Specialists
CTE Program Resources	http://www.fldoe.org/academics/career-adult-edu/career-tech-edu/program-resources.stml

Purpose

The purpose of this program is to prepare students for employment in the Digital Design industry as Information Technology Assistants, Production Assistants, Digital Assistant Designers, Graphic Designers, and Multimedia Designers.

This program offers a sequence of courses that provides coherent and rigorous content aligned with challenging academic standards and the relevant technical knowledge and skills needed to prepare for further education and careers in the Arts, A/V Technology and Communication career cluster; provides technical skill proficiency, and includes competency-based applied learning that contributes to the academic knowledge, higher-order reasoning and problem-solving skills, work attitudes, general employability skills, technical skills, and occupation-specific skills, and knowledge of all aspects of the Arts, A/V Technology and Communication career cluster.

The content includes, but is not limited to, enhanced practical experiences in computer-generated art and text, graphic design, graphic production, digital design skills, preparation of digital layouts and illustrations, scanning, and the development of specialized multimedia presentations.

Additional Information relevant to this Career and Technical Education (CTE) program is provided at the end of this document.

Program Structure

This program is a planned sequence of instruction consisting of six (6) credits.

To teach the courses listed below, instructors must hold at least one of the teacher certifications indicated for that course.

The following table illustrates the secondary program structure:

Course Number	Course Title	Teacher Certification	Length	SOC Code	Level	Graduation Requirement
8207310	Digital Business Foundations	DBF Teacher Certifications	1 credit	15-1151	2	CT
8209510	Digital Design 1	BUS ED 1 @2 CLERICAL @7 7G COMM ART @7 7G COMP SCI 6@2 MANAG SUPV 7G SECRETA 7 G TC COOP ED @7 ELECT DP @7 %G TEC ED 1 @2 ENG&TEC ED1@2	1 credit	43-9031	3	CT
8209520	Digital Design 2	MANAG SUPV 7G	1 credit	43-9031	3	CT
8209530	Digital Design 3	BUS DP @7 %G BUS ED 1 @2	1 credit	43-9031	3	CT
8209540	Digital Design 4	CLERICAL @7 7G	1 credit	27-1024	3	CT
8209550	Digital Design 5	COMM ART @7 7G COMP SCI 6 @2 ELECT DP @7 %G PRINTING @7 7G SECRETA 7 G TC COOP ED @7 TEC ED 1 @2 ENG&TEC ED1@2 TEC ELEC \$7 GVOE @7	1 credit	27-1024	3	CT

(Graduation Requirement Codes: CT= Career & Technical Education, EQ= Equally Rigorous Science, EC= Economics, MA= Mathematics, PL= Personal Financial Literacy)

Florida's Career Readiness Skills for CTE Programs

Employability Skills	
01.0	Apply academic skills to workplace scenarios.
01.01	Use reading skills.
01.02	Use writing skills.
01.03	Use mathematical strategies and procedures.
01.04	Use scientific principles and procedures.
02.0	Design a solution to an industry problem.
02.01	Use critical thinking.
02.02	Use creativity.
02.03	Make sound decisions.
02.04	Solve problems.
02.05	Reason.
02.06	Plan and organize.
03.0	Manage resources within an industry project
03.01	Manage time.
03.02	Manage money or resources.
03.03	Manage materials.
03.04	Manage personnel.
04.0	Oversee the subcomponents, operations and output of a technical or organizational system.
04.01	Manage systems.
04.02	Monitor systems.
04.03	Improve systems.
05.0	Use information for decision making.
05.01	Locate information.
05.02	Organize information.
05.03	Use information.

05.04	Analyze information.
05.05	Communicate information.
06.0	Apply relevant technology to workplace scenarios to aid productivity.
06.01	Use technology.
07.0	Interpret and express interpersonal communication.
07.01	Communicate verbally.
07.02	Listen actively.
07.03	Comprehend written material.
07.04	Convey information in writing.
07.05	Communicate nonverbally.
07.06	Interpret nonverbal communication.
08.0	Interact with others to accomplish workplace goals.
08.01	Collaborate with others in a team.
08.02	Respond to customer needs.
08.03	Exercise leadership.
08.04	Negotiate to resolve conflict.
08.05	Respect others.
09.0	Manage personal behavior to maximize productivity and professional growth.
09.01	Demonstrate responsibility and self-discipline.
09.02	Adapt and show flexibility.
09.03	Work independently.
09.04	Demonstrate a willingness to learn.
09.05	Demonstrate integrity.
09.06	Demonstrate professionalism.
09.07	Take initiative.
09.08	Display positive attitude.
09.09	Take responsibility for professional growth.

Career Exploration & Planning	
10.0	Explain career opportunities aligned with the regional economy and personal aspirations.
10.01	Describe regional occupations that are high-demand, high-growth, high-wage and/or high-skill.
10.02	Describe careers aligned with his or her interests, skills and values based on career assessment, experiential learning, career informational interviews, research and/or reflection.
11.0	Explain postsecondary pathways aligned with his or her career aspirations.
11.01	Compare and contrast postsecondary pathways, including education, employment, entrepreneurship and enlistment (the “Four Es”).
11.02	Compare and contrast regional postsecondary training provider options, including apprenticeships, technical colleges, state colleges, universities and industry-recognized certification providers.
11.03	Define postsecondary credentialing and stacking options, including industry-recognized certifications, apprenticeship certificates of completion, career certificates, licenses and associate or baccalaureate degrees.
11.04	Compare postsecondary training data for training programs of interest, such as total costs, average student loan debt, and median earnings and job placement rates after program completion.
12.0	Develop a personalized career and academic plan.
12.01	Prioritize an occupation, credential and postsecondary training provider for plan formation.
12.02	Self-assess progress toward meeting graduation requirements and skill-development goals.
12.03	Develop and complete a chronological checklist of steps and deadlines prior to postsecondary training or national service application that includes any required documentation to gather, writing prompts and examinations.
12.04	Identify a variety of financial aid opportunities, including scholarships, grants, savings, work, work-study programs, private loans and federal loans.
12.05	Develop a postsecondary training budget that is inclusive of living and school expenses.
Job Attainment	
13.0	Find, assess and apply to job opportunities.
13.01	Identify online job posts relevant to his or her career aspirations.
13.02	Compare and contrast the job posts’ required qualifications, job duties, compensation, benefits and employers.
13.03	Define what information, documentation and writing prompts are required for the positions.
14.0	Communicate personal competence, character and fit for a job opportunity.
14.01	Develop a resume.
14.02	Write a cover letter.
14.03	Curate a professional portfolio that includes work products.
14.04	Prepare for and experience a mock job interview.

15.0	Cultivate and leverage relationships to professionally advance.
15.01	Request a signed reference letter, letter of recommendation and/or an online skill/professionalism endorsement.
15.02	Develop a plan to cultivate a professional digital footprint.
15.03	Develop a networking plan for a specific industry of interest.

Standards

After successfully completing this program, the student will be able to perform the following:

Digital Business Foundations (8207310) is the first course in this program. Standards 01.0 – 09.0 are associated with this course.

- 01.0 Demonstrate responsible, ethical, and effective behavior when using digital tools, resources, and networks.
- 02.0 Develop an awareness of personal and business computing systems.
- 03.0 Enhance communication and productivity skills.
- 04.0 Use word processing applications to enhance the effectiveness of various types of documents and communication.
- 05.0 Use presentation applications to enhance communication skills.
- 06.0 Use spreadsheet applications to enhance productivity and communication.
- 07.0 Demonstrate an understanding of a content management system (CMS).
- 08.0 Explore ways to research careers and plan for future goals.
- 09.0 Demonstrate leadership and team-building skills to enhance workplace performance and achieve organizational goals.

Digital Design 1

- 10.0 Demonstrate knowledge of digital publishing concepts.
- 11.0 Demonstrate knowledge of basic digital imaging.
- 12.0 Demonstrate proficiency in the safe and ethical use of the Internet to locate information.
- 13.0 Identify project requirements, define project planning, and understand the design process.
- 14.0 Perform page layout and measurement activities.
- 15.0 Demonstrate an understanding of color and its role in digital design.
- 16.0 Identify basic typography terminology.
- 17.0 Demonstrate an understanding of elements and principles of design.
- 18.0 Demonstrate basic understanding of digital photography.
- 19.0 Demonstrate skills in the use of raster software applications.
- 20.0 Demonstrate basic skills in the use of vector software applications.
- 21.0 Demonstrate basic technical skills using a desktop publishing application.
- 22.0 Develop an awareness of the emergent technologies associated with digital design.
- 23.0 Demonstrate an understanding of career opportunities and requirements in the field of digital design.

Digital Design 2

- 24.0 Perform critical thinking activities.
- 25.0 Demonstrate the ability to set project requirements, engage in project planning, and utilize the design process.
- 26.0 Demonstrate a basic understanding of typography.
- 27.0 Demonstrate basic skills in digital photography.
- 28.0 Demonstrate skills in the use of vector software applications.
- 29.0 Demonstrate an intermediate understanding in digital publishing operations.
- 30.0 Demonstrate skills in promotional design and application.
- 31.0 Demonstrate proficiency in digital imaging.

- 32.0 Demonstrate understanding in the creation of digital design solutions involving motion or special effects.
- 33.0 Demonstrate an understanding of the use of emergent technologies in digital design industries.
- 34.0 Demonstrate an ability to translate data into a well-designed project.

Digital Design 3

- 35.0 Identify relevant career/college opportunities and produce required documents.
- 36.0 Demonstrate the ability to independently set and evaluate project requirements, engage in project planning, model and utilize the design process.
- 37.0 Demonstrate understanding in creating a simple webpage using modern web-coding practices.
- 38.0 Demonstrate an advanced understanding in digital publishing operations.
- 39.0 Demonstrate the ability to create a multimedia presentation.
- 40.0 Demonstrate an intermediate understanding of typography.
- 41.0 Demonstrate intermediate skill in digital photography.
- 42.0 Demonstrate understanding of art history and its relevance to graphic design.
- 43.0 Plan, organize, and carry out collaborative digital design projects.
- 44.0 Demonstrate proficiency in the creation of a digital design product using mobile communication devices.
- 45.0 Create a portfolio (print and/or digital).

Digital Design 4

- 46.0 Demonstrate mastery in digital publishing operations.
- 47.0 Demonstrate understanding of the importance of safeguarding client data and protecting all work products.
- 48.0 Demonstrate proficiency in typography.
- 49.0 Demonstrate proficiency in digital photography.
- 50.0 Demonstrate the ability to independently set and evaluate project requirements, engage in collaborative project planning, and employ the design process.
- 51.0 Demonstrate the ability to use design to solve customer/ user problems.
- 52.0 Demonstrate proficiency in website design.
- 53.0 Compare and contrast various digital media delivery systems.
- 54.0 Demonstrate advanced project design capabilities associated with digital publishing.
- 55.0 Refine a portfolio (print and/or digital).

Digital Design 5

- 56.0 Demonstrate proficiency in the creation of digital design solutions involving motion or special effects.
- 57.0 Demonstrate proficiency in effectively communicating data and ideas through design as well as utilizing the concepts of design.
- 58.0 Demonstrate advanced ability to create and manipulate digital images using software applications.
- 59.0 Maintain a portfolio (print and/or digital).

**Florida Department of Education
Student Performance Standards**

Course Title: Digital Business Foundations
Course Number: 8207310
Course Credit: 1

Course Description:

This core course is designed to provide a basic overview of current business and information systems and trends, and to introduce students to fundamental skills required for today's business and academic environments. Emphasis is placed on developing fundamental computer skills. The intention of this course is to prepare students to be successful both personally and professionally in an information-based society. Digital Business Foundations includes the exploration and use of: databases, the internet, social media, spreadsheets, presentation applications, management of personal information and email, word processing and document manipulation, HTML, web page design, and the integration of these programs using software that meets industry standards.

Digital Business Foundations (8207310) is part of several programs across the various CTE career clusters. To ensure consistency, the standards and benchmarks for this course (01.0 – 09.0) have been placed in a separate document. To access this document, visit:

[Digital Business Foundations \(8207310\)](#)

**Florida Department of Education
Student Performance Standards**

Course Title: Digital Design 1
Course Number: 8209510
Course Credit: 1

Course Description:

This course is designed to develop the entry-level skills required for careers in digital design. The content includes computer skills; digital publishing concepts and operations; layout, design, and measurement activities; digital imaging; communication, collaboration and decision-making activities; critical thinking and problem-solving.

CTE Standards and Benchmarks	
10.0	Demonstrate knowledge of digital publishing concepts. The student will be able to:
10.01	Define the terms commonly used in digital publishing.
10.02	Identify the characteristics of paper (e.g., weight and point).
10.03	Apply different types of color (e.g., RGB, CMYK, Pantone Color Matching System, and HEX).
10.04	Identify software used in digital publishing.
10.05	Differentiate between raster (bitmap) and vector graphic images.
10.06	Compare and contrast image formats (e.g., BMP, EPS, GIF, JPEG, PDF, PNG, RAW, and TIF).
11.0	Demonstrate knowledge of basic digital imaging. The student will be able to:
11.01	Demonstrate proper use of scanners, digital cameras, and various input devices.
11.02	Identify the attributes of line art, grayscale, duotone, spot color and the four-color process.
12.0	Demonstrate proficiency in the safe and ethical use of the Internet to locate information. The student will be able to:
12.01	Understand the principles of copyright.
12.02	Identify and apply Copyright Fair Use guidelines.
12.03	Demonstrate an understanding of safe and ethical Internet usage.

12.04	Demonstrate an understanding of safeguarding work and protecting private client information.
13.0	Identify project requirements, define project planning, and understand the design process. The student will be able to:
13.01	Identify the purpose, audience, and the needs of the audience for the preparation of design projects.
13.02	Research and describe the implications of audience, purpose/message, and time constraints relative to a design project.
13.03	Determine and define project specifications, design criteria, and design constraints.
13.04	Produce basic thumbnail sketches and rough designs.
13.05	Identify project management tasks and responsibilities.
14.0	Perform page layout and measurement activities. The student will be able to:
14.01	Determine the appropriate type of basic layout for a specified problem (e.g., audience and purpose).
14.02	Identify distinct components in a layout (e.g., headlines, subheads, and body copy).
14.03	Compare and contrast units of measurement (e.g., inches, centimeters, millimeters, points, picas, and pixels).
14.04	Produce a variety of design layouts (e.g., flyers, postcards, brochures, business cards, and letterhead).
14.05	Incorporate clip art, images, borders, and other special effects into a layout.
14.06	Select the appropriate color format and resolution for a variety of purposes (e.g., web, print).
14.07	Design a document using grids and formats.
15.0	Demonstrate an understanding of color and its role in digital design. The student will be able to:
15.01	Understand the color wheel and its uses.
15.02	Describe the spectral colors in the visible light spectrum.
15.03	Define and explain the terminology related to color (e.g., Chroma, lightness, saturation, hue, intensity, luminance/value, shade, and tint).
15.04	Describe the difference between additive and subtractive color mixing.
15.05	Compare and contrast RGB and CYMK color models as used in digital design.
15.06	Demonstrate the application of color theory to design practices.
16.0	Identify basic typography terminology. The student will be able to:

16.01	Label and define the anatomy of typography (e.g., baseline, sans serif, loop, ascender, etc.).
16.02	Define and describe the terminology related to character and line spacing (e.g., leading, kerning, tracking, baseline shift, and ligature).
17.0	Demonstrate an understanding of elements and principles of design. The student will be able to:
17.01	Identify the elements of design (line, shape, mass, color, texture, etc.).
17.02	Identify the principles of design (variety, movement, emphasis, balance, space, etc.).
18.0	Demonstrate basic understanding of digital photography. The student will be able to:
18.01	Compare and contrast various types of digital cameras.
18.02	Label and describe the anatomy of a digital camera.
18.03	Demonstrate knowledge of ethics related to digital images/imaging; examine legal and content-related issues.
18.04	Develop an understanding of metadata and the digital photography workflow.
19.0	Demonstrate skills in the use of raster software applications. The student will be able to:
19.01	Demonstrate basic knowledge of the tools and techniques for using a raster-based software application.
19.02	Demonstrate skill in importing, transforming and cropping images.
19.03	Create and edit images/photographs using digital imaging software (e.g., layers, image editing, adjustments, filters, and selections).
19.04	Demonstrate skill in raster image manipulation, color correction, and special effects.
19.05	Demonstrate an understanding of image resolution and compression factors such as transmission speed, color reduction, and delivery media parameters.
20.0	Demonstrate basic skills in the use of vector software applications. The student will be able to:
20.01	Demonstrate basic knowledge of the tools and techniques for using vector software applications.
20.02	Create and edit various illustrations using vector software (e.g., line art, drawing basics, transforming/applying effects to objects, painting, type and type effects, and layers).
21.0	Demonstrate basic technical skills using a desktop publishing application. The student will be able to:
21.01	Determine the activities and implications of content preparation and proofreading.
21.02	Incorporate scanned and digital photographs into documents comprising a specified design (e.g., poster, brochure, card, and advertisement).

21.03	Proofread manually and digitally.
21.04	Produce documents integrating the Elements and Principles of Art and Design.
22.0	Develop an awareness of the emerging technologies associated with digital design. The student will be able to:
22.01	Compare and contrast emerging technologies relative to their role in digital design (e.g., wireless, cloud-based, mobile, portable devices, and kiosks).
22.02	Describe social media as a form of digital design.
22.03	Describe the emergent and evolving nature of software applications used in interactive design.
22.04	Explain how the use of advanced image sensing devices have altered the manner in which communication takes place, especially those utilizing Quick Response (QR) Codes and other forms of two-dimensional bar coding techniques.
23.0	Demonstrate an understanding of career opportunities and requirements in the field of digital design. The student will be able to:
23.01	Discuss individual interests related to a career in digital design.
23.02	Identify the skills required of a digital designer.
23.03	Explore career opportunities in the field of digital design.
23.04	Explore secondary and post-secondary educational opportunities related to digital design.
23.05	Identify job search platforms.

**Florida Department of Education
Student Performance Standards**

Course Title: Digital Design 2
Course Number: 8209520
Course Credit: 1

Course Description:

This course continues the development of entry-level skills required for careers in digital design. The content includes computer skills; digital publishing operations; layout, design, and measurement activities; digital imaging; communication, collaboration and decision-making activities; critical thinking and problem solving.

CTE Standards and Benchmarks

24.0	Perform critical thinking activities. The student will be able to:
24.01	Research a digital design problem and determine the most appropriate problem-solving method to enhance the functional, economic, and ethical viability of a project.
24.02	Use critical thinking skills to evaluate information and select relevant material.
25.0	Demonstrate the ability to set project requirements, engage in project planning, and utilize the design process. The student will be able to:
25.01	Demonstrate knowledge of project management tasks and responsibilities.
25.02	Conduct a brainstorming exercise (e.g., concept mapping and graphic organizers).
25.03	Convert thumbnail sketches and rough designs into final designs.
25.04	Produce final designs and make decisions based on project specifications.
25.05	Explain the relationship between design criteria and design constraints.
25.06	Determine whether a digital design problem should be addressed or resolved.
26.0	Demonstrate a basic understanding of typography. The student will be able to:
26.01	Demonstrate basic use of typography in digital design projects.
26.02	Identify the characteristics and psychology of type, type families, type series, and type styles.
26.03	Describe the principles of typographic design as they relate to digital design.

26.04	Understand the installation and application of fonts.
27.0	Demonstrate basic skills in digital photography. The student will be able to:
27.01	Demonstrate the operation of a digital camera (typical features/modes).
27.02	Apply effective design principles in digital photography compositions (e.g., rule of thirds).
28.0	Demonstrate skills in the use of vector software applications. The student will be able to:
28.01	Demonstrate skill in vector image manipulation, color correction, and special effects.
28.02	Demonstrate ability to convert vector files to raster files.
29.0	Demonstrate an intermediate understanding in digital publishing operations. The student will be able to:
29.01	Produce a variety of color designs using different color techniques; include process color and spot color.
29.02	Prepare output files using prepress operations (e.g., color separation, font management, and file management).
29.03	Read work orders and prepare electronic files that meet all specifications.
29.04	Understand how to prepare interactive components (hyperlinks, buttons, etc.).
30.0	Demonstrate skills in promotional design and application. The student will be able to:
30.01	Identify the types of promotional designs used in various industries.
30.02	Write a promotional message that appeals to a specified target market.
30.03	Use design principles to prepare promotional messages (e.g., slogans and taglines).
30.04	Produce designs for the appropriate advertising medium.
30.05	Use advertising guidelines to design appropriate sample ads (print, television, and the Internet, etc.)
31.0	Demonstrate proficiency in digital imaging. The student will be able to:
31.01	Demonstrate understanding of and proficiency in the use of formats and modes.
31.02	Demonstrate proficiency with image editing software.
31.03	Complete projects using appropriate resolution and screen values (e.g., DPI, LPI, and PPI).
31.04	Retouch digital photographs utilize tones, hues, values, etc.

31.05	Demonstrate proficiency in digital image manipulation (e.g., compositing, destructive vs. non-destructive editing, masks, and color-correction).
32.0	Demonstrate understanding in the creation of digital design solutions involving motion or special effects. The student will be able to:
32.01	Demonstrate an understanding of kinetic typography.
32.02	Design a communication solution that employs animation or motion (e.g., graphics, text, and video) to achieve or enhance the intended message.
32.03	Describe the design constraints associated with devices (e.g., tablet, kiosk, and smartphone) used to deliver digital design products.
33.0	Demonstrate an understanding of the use of emerging technologies in digital design industries. The student will be able to:
33.01	Discuss trends in digital and printed mediums.
33.02	Explain the various technologies associated with digital design, advertising, and associated industries.
33.03	Understand what responsive design is and how it affects digital design.
33.04	Compare and contrast printing processes.
34.0	Demonstrate an ability to translate data into a well-designed project. The student will be able to:
34.01	Demonstrate comprehension of consumer data through selecting and designing appropriate visual tools.
34.02	Demonstrate the ability to visualize data through a planning process that will help communicate the information clearly, visually, and engagingly.
34.03	Select and design appropriate visual tools to represent data accurately.
34.04	Design a presentation that communicates the data's message effectively and without distraction.

**Florida Department of Education
Student Performance Standards**

Course Title: Digital Design 3
Course Number: 8209530
Course Credit: 1

Course Description:

This course continues the development of industry-standard skills required for careers in digital design. The content includes the use of software and equipment to perform digital publishing and digital imaging activities. Students continue to learn about communication, collaboration and decision-making activities, critical thinking and problem solving.

CTE Standards and Benchmarks	
35.0	Identify relevant career/college opportunities and produce required documents. The student will be able to:
35.01	Reinforce competence in job interview skills and techniques.
35.02	Create a professional résumé and letter of introduction.
35.03	Procure letters of recommendation; list awards, certifications and recognition received.
36.0	Demonstrate the ability to independently set and evaluate project requirements, engage in project planning, model and utilize the design process. The student will be able to:
36.01	Develop a digital design solution using the design process.
36.02	Demonstrate the ability to represent a concept.
36.03	Determine the most effective software applications for the digital design problem.
36.04	Evaluate the quality, efficiency, and productivity of an existing or proposed design; refine the design accordingly.
36.05	Identify the criteria and constraints associated with a digital design problem and select the most appropriate solution based on these factors.
36.06	Practice basic usability, readability, and accessibility standards.
37.0	Demonstrate understanding in creating a simple webpage using modern web-coding practices. The student will be able to:
37.01	Convert publications for viewing on the Internet.
37.02	Optimize images and files for the web and internet publications.

37.03	Create a simple webpage and use hyperlinks.
37.04	Develop awareness of acceptable website design, web accessibility, and privacy laws.
37.05	Demonstrate an understanding of using AJAX, HTML or other modern web-coding practices.
38.0	Demonstrate an advanced understanding in digital publishing operations. The student will be able to:
38.01	Produce multiple projects using a variety of software programs.
38.02	Demonstrate the ability to prepare output files.
38.03	Demonstrate proficiency in the use of a raster-based illustration program.
38.04	Demonstrate proficiency in the use of a vector-based illustration program.
39.0	Demonstrate the ability to create a multimedia presentation. The student will be able to:
39.01	Create and incorporate multimedia files; add audio, links, images/photos, and video.
39.02	Demonstrate the ability to create a multimedia PDF.
39.03	Demonstrate proficiency in the use of 2D and 3D animation effects.
39.04	Create links in webpages, PDF files, and other documents.
39.05	Incorporate multimedia elements into digitally delivered documents/products.
39.06	Generate presentations following accessibility guidelines.
39.07	Generate presentations with embedded content.
40.0	Demonstrate an intermediate understanding of typography. The student will be able to:
40.01	Demonstrate proficient use of typography in digital design projects.
40.02	Compare and contrast the techniques of typographic communication relative to appropriateness and effectiveness.
40.03	Select appropriate type based on project requirements and target audiences.
41.0	Demonstrate intermediate skill in digital photography. The student will be able to:
41.01	Demonstrate knowledge of editing processes on smartphone devices; recognize the availability of apps related to photograph editing.
41.02	Demonstrate understanding of white balance and ISO.

41.03	Understand the role of lighting in photographic composition; develop an awareness of and use the three-point lighting concept.
42.0	Demonstrate understanding of art history and its relevance to graphic design. The student will be able to:
42.01	Define and recognize core art and design vocabulary.
42.02	Demonstrate an understanding of some of the major art movements (e.g., Renaissance, Impressionism, Modernism, Pop Art etc.) and their defining visual characteristics.
42.03	Identify and critique modern logos, advertisements, or websites that show clear influence from a specific historical art movement.
42.04	Design a modern graphic design piece (e.g., poster, magazine cover, website homepage, etc.) that authentically incorporates the visual aesthetic and principles of a chosen historical style.
43.0	Plan, organize, and carry out collaborative digital design projects. The student will be able to:
43.01	Apply the design process to determine the scope of a project.
43.02	Identify the resources required for the project.
43.03	Organize a team and assign specific tasks according to individual strengths.
43.04	Develop a project plan (conduct research, design, development, and evaluation activities) for the project.
43.05	Determine project priorities and the timeline for completion.
43.06	Carry out the project plan to successful completion.
43.07	Create a presentation to articulate the problem, the solution, the selected process, conclusions, and lessons learned (self-reflection).
44.0	Demonstrate proficiency in the creation of a digital design product using mobile communication devices. The student will be able to:
44.01	Design and create digital design products suitable for delivery via multiple media options (e.g., smartphones, tablets, and laptops).
44.02	Examine the design implications of products intended for delivery via mobile devices.
44.03	Compare and contrast the security and privacy issues associated with different delivery media, particularly in regard to social media.
44.04	Reinforce the implications of copyright and compare various licensing practices.
45.0	Create a portfolio (print and/or digital). The student will be able to:
45.01	Assess personal interests and create an individual career plan that reflects the transition from school to work, lifelong learning, and personal and professional goals.
45.02	Prepare a traditional (hard copy) portfolio.

45.03	Prepare a digital portfolio.
45.04	Identify opportunities to present the portfolio to an audience.
45.05	Refine and implement a plan to facilitate personal growth and skill development related to career opportunities in digital design.
45.06	Incorporate a résumé and letter of interest in portfolio

**Florida Department of Education
Student Performance Standards**

Course Title: Digital Design 4
Course Number: 8209540
Course Credit: 1

Course Description:

This course is designed to develop advanced industry-standard skills required for careers in digital design. The content includes the use of software and equipment, including digital video cameras and video/audio editing software.

CTE Standards and Benchmarks	
46.0	Demonstrate mastery in digital publishing operations. The student will be able to:
46.01	Establish workflows using advanced features in desktop publishing software.
46.02	Create documents using advanced features in desktop publishing software.
47.0	Demonstrate understanding of the importance of safeguarding client data and protecting all work products. The student will be able to:
47.01	Compare and contrast the difference between “Private” vs. “Public” client data.
47.02	Demonstrate understanding of the importance of using strong passwords and security settings to control who can access sensitive information.
47.03	Demonstrate understanding of the need to protect all work products.
48.0	Demonstrate proficiency in typography. The student will be able to:
48.01	Demonstrate proficiency in incorporating typographic techniques into a communication design.
48.02	Evaluate and review the use of typography in collaborative projects.
49.0	Demonstrate proficiency in digital photography. The student will be able to:
49.01	Demonstrate proficiency in adjusting the hardware features (e.g., manual settings, shutter speed, and f-stops) of a basic digital single-lens reflex camera (DSLR or digital SLR).
49.02	Use imaging techniques (e.g., High Dynamic Range, panoramic, long exposure, stop motion, and time lapse) to achieve different artistic effects.
49.03	Demonstrate the use of various photography techniques (e.g., black and white photography, macro photography).

CTE Standards and Benchmarks	
49.04	Demonstrate knowledge of photography by creating a variety of photos that include appropriate composition, framing, and point-of-view (POV).
50.0	Demonstrate the ability to independently set and evaluate project requirements, engage in collaborative project planning, and employ the design process. The student will be able to:
50.01	Evaluate solutions to ensure the sustainability and effectiveness of a digital design product (e.g., visual appeal, audience, media, and market research).
50.02	Use communication, analysis, and design skills to define project specifications that meet the client's needs/desires; include purpose, mood, and audience.
50.03	Demonstrate increased proficiency in the use of tools and techniques in desktop/digital publishing software applications (e.g., layout, text, graphics, color and transparency, and output).
50.04	Create a project plan and define, design, and complete digital design projects; account for time and resources.
50.05	Facilitate project completion based on the document plan related to the design process.
51.0	Demonstrate the ability to use design to solve customer/user problems. The student will be able to:
51.01	Clearly identify the problem and the user.
51.02	Develop strategies that could potentially solve the design issue using design principles to make the solution intuitive.
51.03	Demonstrate an ability to work through the testing process and get feedback to improve their design.
51.04	Demonstrate an ability to refine their design based on their feedback and present or document how the final design addressed the problem.
52.0	Demonstrate proficiency in website design. The student will be able to:
52.01	Compare and contrast various specialized web design programs.
52.02	Demonstrate proficiency using modern coding trends (such as AJAX, HTML5, WYSIWYG editor, CCS, etc.).
52.03	Understand how to prepare interactive components (hyperlinks, buttons, etc.).
53.0	Compare and contrast various digital media delivery systems. The student will be able to:
53.01	Explain the benefits and constraints of fixed versus streaming digital media.
53.02	Describe the variations in design considerations between the mass display and on-demand display of digital media.
53.03	Discuss the variations in design considerations related to digital signage.
53.04	Describe the design implications of digital images and/or graphics based on projected, mobile and Wi-Fi delivery media.

CTE Standards and Benchmarks

54.0	Demonstrate advanced project design capabilities associated with digital publishing. The student will be able to:
54.01	Demonstrate advanced capabilities in the use of tools and techniques in digital publishing software applications (e.g., layout of a document, text, graphics, color/transparency, and output).
55.0	Refine a portfolio (print and/or digital). The student will be able to:
55.01	Refine a portfolio.
55.02	Present an updated portfolio to an audience.

**Florida Department of Education
Student Performance Standards**

Course Title: Digital Design 5
Course Number: 8209550
Course Credit: 1

Course Description:

This course continues the development of advanced industry-standard skills required for careers in digital design. The content includes the use of software and equipment to create multimedia presentations.

CTE Standards and Benchmarks	
56.0	Demonstrate proficiency in the creation of digital design solutions involving motion or special effects. The student will be able to:
56.01	Demonstrate proficiency in the use of editing software to create a product featuring special visual effects.
56.02	Design and create an interactive digital design product featuring the use of rich media.
57.0	Demonstrate proficiency in effectively communicating data and ideas through design as well as utilizing the concepts of design. The student will be able to:
57.01	Demonstrate a clear ability to follow design principles to make important information stand out.
57.02	Design and create a graphic or presentation that utilizes charts, colors, and clean layouts to make data and ideas understandable and engaging.
58.0	Demonstrate advanced ability to create and manipulate digital images using software applications. The student will be able to:
58.01	Demonstrate advanced capabilities in the use of tools and techniques in raster-based software applications.
58.02	Demonstrate advanced capabilities in the use of tools and techniques in vector-based software applications.
59.0	Maintain a portfolio (print and/or digital). The student will be able to:
59.01	Continue to update the portfolio.
59.02	Refine and present digital portfolio to an audience.

Additional Information

Laboratory Activities

Laboratory investigations that include scientific inquiry, research, measurement, problem solving, emerging technologies, tools and equipment, as well as, experimental, quality, and safety procedures are an integral part of this career and technical program/course. Laboratory investigations benefit all students by developing an understanding of the complexity and ambiguity of empirical work, as well as the skills required to manage, operate, calibrate and troubleshoot equipment/tools used to make observations. Students understand measurement error; and have the skills to aggregate, interpret, and present the resulting data. Equipment and supplies should be provided to enhance hands-on experiences for students.

Florida Standards for English Language Development (ELD)

English language learners communicate for social and instructional purposes within the school setting. ELD.K12.ELL.SI.1

English Language Development (ELD) Standards Special Notes:

Teachers are required to provide listening, speaking, reading and writing instruction that allows English language learners (ELL) to communicate for social and instructional purposes within the school setting. For the given level of English language proficiency and with visual, graphic, or interactive support, students will interact with grade level words, expressions, sentences and discourse to process or produce language necessary for academic success. The ELD standard should specify a relevant content area concept or topic of study chosen by curriculum developers and teachers which maximizes an ELL's need for communication and social skills. For additional information on the development and implementation of the ELD standards, please contact the Bureau of Student Achievement through Language Acquisition at sala@fldoe.org.

Career and Technical Student Organization (CTSO)

CTSOs are co-curricular career and technical student organizations providing leadership training and reinforcing specific career and technical skills. Career and Technical Student Organizations provide activities for students as an integral part of the instruction offered. Other CTSOs not listed in this curriculum framework or recognized by the Florida Department of Education are permissible provided they support student mastery over the standards and benchmarks of this curriculum framework.

Cooperative Training – OJT

On-the-job training is appropriate but not required for this program. Whenever offered, the rules, guidelines, and requirements specified in the OJT framework apply.

Accommodations

Federal and state legislation requires the provision of accommodations for students with disabilities as identified on the secondary student's Individual Educational Plan (IEP) or 504 plan or postsecondary student's accommodations' plan to meet individual needs and ensure equal access. Accommodations change the way the student is instructed. Students with disabilities may need accommodations in such areas as instructional methods and materials, assignments and assessments, time demands and schedules, learning environment, assistive technology and special communication systems. Documentation of the accommodations requested and provided should be maintained in a confidential file.

In addition to accommodations, some secondary students with disabilities (students with an IEP served in Exceptional Student Education (ESE)) will need modifications to meet their needs. Modifications change the outcomes or what the student is expected to learn, e.g., modifying the curriculum of a secondary career and technical education course. Note: postsecondary curriculum and regulated secondary programs cannot be modified.

Some secondary students with disabilities (ESE) may need additional time (i.e., longer than the regular school year), to master the student performance standards associated with a regular course or a modified course. If needed, a student may enroll in the same career and technical course more than once. Documentation should be included in the IEP that clearly indicates that it is anticipated that the student may need an additional year to complete a Career and Technical Education (CTE) course. The student should work on different competencies and new applications of competencies each year toward completion of the CTE course. After achieving the competencies identified for the year, the student earns credit for the course. It is important to ensure that credits earned by students are reported accurately. The district's information system must be designed to accept multiple credits for the same course number for eligible students with disabilities.