

Digital Media YAG

Middle School Career Pathway Course | One Credit Framework | Full Year | 36 Weeks | Digital Graphics • Photography • Audio • Video • Animation

Course Information: DM = §127.683 Digital Media. The state framework is a one-credit Information Technology course recommended for Grades 9–12; this YAG provides a developmentally appropriate middle-school implementation that builds on General Media Skills and prepares students for later Graphic Design and Illustration, Animation, and Audio/Video Production coursework. Students analyze current and emerging technologies and create multimedia products that address audience/customer needs and solve problems. The course intentionally includes digital graphics, photography, audio, video, animation, web/electronic publishing, project management, digital ethics, career exploration, and a digital portfolio. CTE Employability Skills §127.15(d)(1) are integrated throughout. ACCESS supports career awareness and pathway exploration.

GP	Wks	Unit & Focus	Major Learning Tasks & Assessments	Integrated TEKS	Extension Activities
1	1–2	Unit 1 – Digital Media Careers, Technologies & Portfolio Launch	- Identify digital media/IT job opportunities, duties and tasks - Research careers of interest and required education, skills and experience - Explain the functions of résumés and portfolios and launch a digital portfolio - Discuss current/emerging digital media technologies and compare project software - Establish file-management, collaboration and professional-work habits	- DM1(A–D) - DM2(A,C–D) - DM5(D–E) §127.15(d)(1)	- ACCESS: digital media career exploration - Career profile - Portfolio setup
1	3–4	Unit 2 – Digital Citizenship, Research & Intellectual Property	- Use effective Internet search strategies to locate valid digital assets/resources - Demonstrate ethical technology and online-resource use with source citation - Compare fair use, open source and Creative Commons - Differentiate copyright, trademark and patent protections and consequences - Identify hacking, piracy and data vandalism; explain NDA and intellectual-property agreements	- DM2(B) - DM3(A–H)	- ACCESS: workplace expectations - Copyright/Creative Commons scenarios - Asset citation practice
1	5–7	Unit 3 – Visual Design, Layout, Typography & Color	- Critique printed/digital products for effective and ineffective design/layout - Apply perspective, focal point, scale, light, shade and shadow - Apply proportion, balance, variety, emphasis, harmony, symmetry, unity and repetition - Use foreground/middle/background to create depth - Apply typography and color theory to create and improve a digital communication product	DM4(A–G)	- Design critique - Poster/social graphic - Peer revision
1	8–9	Unit 4 – Digital Graphics: Raster, Vector & File Formats	- Compare raster/bitmap and vector graphics - Create/modify graphics using raster- and vector-based software - Export graphics for print and digital delivery - Apply resolution, file size, file format and file-management concepts - Use file extensions/software appropriately and distinguish output color modes	DM5(A–F)	- Graphic design mini-project - File-format lab - Portfolio artifact
2	10–12	Unit 5 – Digital Photography & Image Editing	- Apply safety procedures for digital photography equipment - Capture images using lighting, perspective, candid/posed choices, rule of thirds and level horizon - Transfer images from equipment to a computer/device - Apply enhancement techniques including feathering, layering, masking and color enhancement - Create a photo-based communication product for a defined audience	- DM6(A–D) - DM4(B–G) - DM10(A)	- Photography challenge - Photo editing project - ACCESS: photography/design careers
2	13–15	Unit 6 – Digital Audio Production	- Apply safety procedures and correct audio terminology/concepts - Use digital audio equipment to capture and transfer audio - Edit audio using effects, fades, volume control and waveform manipulation - Export audio for podcasts, downloadable files, social media or streaming - Create a short audio story/podcast for a defined purpose and audience	- DM8(A–F) - DM10(A–D)	- Podcast/audio story - Microphone/recording lab - ACCESS: audio/media careers
2	16–17	Unit 7 – Animation Foundations	- Plan linear and non-linear animation using design principles, frames/keyframes, audio and interactive controls - Create a short animation using age-appropriate digital tools - Deploy animation in an appropriate digital format/player - Create an interactive animation - Document planning, testing, feedback and revision in the portfolio	- DM9(A–C) - DM10(A–D) - DM4(G)	- Animation mini-project - Storyboard - ACCESS: animation careers

2	18	Semester 1 Exam – Digital Media	• Cumulative written/performance assessment • Career, emerging technology, ethics, design, graphics, photography, audio and animation application • Digital portfolio review	• Cumulative: DM1–6, DM8–10 • §127.15(d)(1)	• Targeted review/remediation
3	19–21	Unit 8 – Digital Video: Camera, Safety & Visual Storytelling	• Apply safety procedures and correct video terminology • Demonstrate ethical practices when capturing video • Plan shots for audience, purpose and message • Capture and transfer video footage • Use composition, movement and basic production techniques to tell a short visual story	• DM7(A–D) • DM10(A–B) • DM4(A–G)	• Video shot challenge • Visual story planning • ACCESS: A/V careers
3	22–24	Unit 9 – Video Editing, Audio Integration & Publishing	• Edit video using panning, transitions, zooming and content editing • Synchronize audio and video using digital editing software • Apply design/layout principles to titles and visual elements • Export video for podcasts, downloadable media, social media and streaming • Evaluate final product against purpose/audience needs and revise	• DM7(E–F) • DM4(G) • DM10(C–D)	• Short edited video • Peer/client review • Portfolio artifact
3	25–27	Unit 10 – Project Management & Multimedia Production	• Initiate a project by defining purpose, audience and audience needs • Develop a storyboard/stage plan and identify equipment/resources • Execute, monitor and control the project timeline and make revisions • Close the project and identify lessons learned • Collaborate using appropriate electronic technologies and select software intentionally	• DM10(A–D) • DM2(A,D) • §127.15(d)(1)	• Team production sprint • Project schedule • Lessons-learned reflection
4	28–30	Unit 11 – Integrated Digital Publishing: Print, Web & Electronic Products	• Combine video, audio, text, graphics and animation into a web-based product • Incorporate digital media into an electronic document such as a newsletter, social media product, poster or report • Create an interactive product using multiple media types • Apply legal/ethical use, citations, design principles and appropriate file formats • Test products for audience needs and usability	• DM11(A–C) • DM3(A–H) • DM4(A–G) • DM5(C–F)	• Multimedia web/electronic product • Digital publication • Usability review
4	31–33	Unit 12 – Client-Based Digital Media Capstone	• Respond to a simulated client/customer need or problem • Choose appropriate software and media formats for the solution • Plan and manage production from proposal/storyboard through final delivery • Integrate at least three media types such as graphics, photography, audio, video or animation • Use critique/testing evidence to revise and deliver the final product	• DM2(D) • DM4–11 • DM10(A–D) • §127.15(d)(1)	• Client brief • Capstone production • Industry-style critique
4	34–35	Unit 13 – Digital Portfolio, Careers & Pathway Transition	• Finalize a digital portfolio containing representative multimedia work • Write age-appropriate résumé/profile content and explain portfolio purpose • Revisit career education, skills and experience requirements • Present portfolio work using professional communication and reflection • Connect interests to next-step Graphic Design, Animation and A/V Production pathways	• DM1(A–D) • DM2(C–D) • DM11(B–C) • §127.15(d)(1)	• ACCESS: pathway planning • Portfolio presentation • Future CTE course exploration
4	36	Semester 2 Exam & Digital Media Showcase	• Cumulative written/performance assessment • Video, project management, integrated publishing, ethics/design and multimedia application • Final digital portfolio and capstone showcase	• Cumulative: DM1–11 • §127.15(d)(1)	• ACCESS: final pathway review • Family/community showcase

Digital Media TEKS Coverage Checklist

Coverage verification: All 11 Digital Media strands and all 55 student expectations in §127.683 are intentionally addressed. CTE Employability Skills §127.15(d)(1) are integrated throughout the course.

Strand	SEs	Knowledge & Skills Focus	YAG Placement	Coverage
DM1	A–D	IT/digital media careers, education/skills, résumés, portfolios	Units 1, 13	100%
DM2	A–D	Electronic collaboration, Internet search, emerging technologies, software selection	Units 1–2, 10, 13	100%
DM3	A–H	Ethics, fair use/open source/Creative Commons, IP law, copyright/trademark/patent, piracy, citations, agreements	Units 2, 11; reinforced throughout	100%
DM4	A–G	Design/layout, perspective/depth, design principles, typography, color theory, product improvement	Units 3, 5, 8–9, 11–12	100%
DM5	A–F	Raster/vector graphics, creation/export, resolution/file management/extensions, color modes	Units 4, 11–12	100%
DM6	A–D	Photography safety, composition, transfer and image enhancement	Unit 5; capstone reinforcement	100%
DM7	A–F	Video safety/terminology/ethics, transfer, editing and export	Units 8–9; capstone reinforcement	100%
DM8	A–F	Audio safety/terminology, capture/transfer, editing and export	Unit 6; capstone reinforcement	100%
DM9	A–C	Linear/non-linear animation, deployment and interactive animation	Unit 7; capstone reinforcement	100%
DM10	A–D	Project initiation, planning, execution/control/revision and project closure	Units 5–10, 12	100%
DM11	A–C	Web, electronic-document and interactive multimedia deployment	Units 11–13	100%
Employability	§127.15(d)(1)	Level 1/2 CTE employability skills integrated throughout	All units	100%

Implementation Notes

- Digital Media should function as the next step after General Media Skills. Students move from broad industry awareness and employability practice into sustained technical creation across graphics, photography, audio, video, animation, publishing, and project management.
- The sequence deliberately keeps the course broad so students experience the major media types before selecting later pathways in Graphic Design and Illustration, Animation, or Audio/Video Production.
- Projects should be developmentally appropriate for middle school while preserving the full intent of the Digital Media standards. Teachers may select locally available software and equipment as long as students demonstrate the required concepts, production processes, file handling, ethics, and delivery skills.
- Maintain a digital portfolio throughout the year. The portfolio should include design/graphics, photography, audio, animation, video, integrated multimedia, project-management evidence, reflections, and the final client-based capstone.
- ACCESS should support career exploration and transition planning, particularly when students compare digital media occupations and identify future high school CTE courses/pathways.
- Weeks 18 and 36 are reserved for cumulative semester exams. No instructional unit crosses the semester boundary.