Digital Media

PRE-TEST/POST-TEST TEKS BLUEPRINT

Pre-Test/Post-Test Development Overview

TEKS Addressed Selection Process

The Texas Essential Knowledge & Skills (TEKS) included in the course pre-test and post-test were selected for their direct relevance to the course content. This selection process was guided by the goal of assessing learners' understanding of specific topics and skills that are integral to the course. As a result, TEKS related to general employability skills or broader topics were often excluded. This focus ensures that the assessments accurately measure students' mastery of the subject matter, allowing educators to gain a clear insight into areas where students excel or may need additional support. By concentrating on content-specific TEKS, the tests provide a more precise evaluation of the students' knowledge and understanding of the core material.

Test Question Development Process

The questions created for the pre-test and post-test were designed using psychometric principles to ensure they are of high quality and fairness. This approach helps to accurately assess student understanding. These principles guide the development of questions to be reliable, valid, and free from bias, ensuring that they effectively measure the knowledge and skills the students are expected to acquire in the course.

Digital Media Pre-Test/Post-Test TEKS Blueprint

Knowledge & Skills Statement	Student Expectation	iCEV Lesson Title
(1) The student demonstrates professional standards/employability skills as required by business and industry. The student is expected to:	(F) demonstrate an understanding of legal and ethical responsibilities in relation to the field of information technology	Legal & Ethical Responsibilities in Information Technology
(2)The student identifies employment opportunities in the IT field with a focus in the area of interactive digital media. The student is expected to:	(D) create a digital portfolio	Preparing for a Digital Media Career: Portfolio
(3) The student uses emerging technologies to exchange and gather information and resources. The student is expected to:	(C) discuss recent digital media technologies	Digital Media Technologies
(3) The student uses emerging technologies to exchange and gather information and resources. The student is expected to:	(D) evaluate and select appropriate software for the development of projects	Digital Media Technologies
(4) The student complies with standard practices and behaviors that meet legal and ethical responsibilities. The student is expected to:	(A) explain and demonstrate ethical use of technology and online resource	Legal & Ethical Responsibilities in Information Technology
(4) The student complies with standard practices and behaviors that meet legal and ethical responsibilities. The student is expected to:	(B) compare and contrast fair use, open source, and creative commons	Legal & Ethical Responsibilities in Information Technology
(4) The student complies with standard practices and behaviors that meet legal and ethical responsibilities. The student is expected to:	(C) adhere to intellectual property laws and regulations	Legal & Ethical Responsibilities in Information Technology
(4) The student complies with standard practices and behaviors that meet legal and ethical responsibilities. The student is expected to:	(D) differentiate between copyright and trademarks	Legal & Ethical Responsibilities in Information Technology
(4) The student complies with standard practices and behaviors that meet legal and ethical responsibilities. The student is expected to:	(E) explain the concept of intellectual property laws including copyright, trademarks, and patents and consequences of violating each type of law	Legal & Ethical Responsibilities in Information Technology
(4) The student complies with standard practices and behaviors that meet legal and ethical responsibilities. The student is expected to:	(F) define and identify unethical practices such as hacking, online piracy, and data vandalism	Legal & Ethical Responsibilities in Information Technology
(4) The student complies with standard practices and behaviors that meet legal and ethical responsibilities. The student is expected to:	(H) describe the function of a non-disclosure agreement and intellectual property agreement	Legal & Ethical Responsibilities in Information Technology
(5) The student analyzes and applies design and layout principles in digital media. 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	Design & Layout Principles
(5) The student analyzes and applies design and layout principles in digital media. The student is expected to:	(B) identify and apply perspective such as backgrounds, light, shades, shadows, and scale to capture a focal point and create depth	Design & Layout Principles
(5) The student analyzes and applies design and layout principles in digital media. The student is expected to:	(C) identify and apply design principles of proportion, balance, variety, emphasis, harmony, symmetry, unity, and repetition in type, color, size, line thickness, shape, and space	Design & Layout Principles
(5) The student analyzes and applies design and layout principles in digital media. The student is expected to:	(D) identify and apply three-dimensional effects such as foreground, middle distance, and background images	Design & Layout Principles
(5) The student analyzes and applies design and layout principles in digital media. The student is expected to:	(E) identify and apply concepts of typography	Design & Layout Principles
(5) The student analyzes and applies design and layout principles in digital media. The student is expected to:	(F) identify and apply color theory	Design & Layout Principles
(5) The student analyzes and applies design and layout principles in digital media. The student is expected to:	(G) create and improve digital products by applying the appropriate design and layout principles	Design & Layout Principles
(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	Graphic Design: Basics

Digital Media Pre-Test/Post-Test TEKS Blueprint

Knowledge & Skills Statement	Student Expectation	iCEV Lesson Title
(6) The student designs and creates digital graphics. The student is expected to:	(B) create and modify digital graphics using appropriate vector-based and raster-based software following standard design principles	Graphic Design: Creating & Editing
(6) The student designs and creates digital graphics. The student is expected to:	(C) export and set graphics to be used in both print and digital formats	Graphic Design: Creating & Editing
(6) The student designs and creates digital graphics. The student is expected to:	(D) demonstrate knowledge of graphic resolution, file size, file formats, and file management	Graphic Design: Creating & Editing
(6) The student designs and creates digital graphics. The student is expected to:	(E) determine the type of data stored in a file based on its file extension and select appropriate software to modify, create and view the file	Graphic Design: Creating & Editing
(6) The student designs and creates digital graphics. The student is expected to:	(F) differentiate between the color mode selections in determining product output	Graphic Design: Basics
(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	Photography: Basics
(7) The student demonstrates appropriate use of digital photography equipment and techniques. The student is expected to:	(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	Photography: Basics
(7) The student demonstrates appropriate use of digital photography equipment and techniques. The student is expected to:	(C) transfer still shot images from equipment to the computer	Photography: Capturing & Editing
(7) The student demonstrates appropriate use of digital photography equipment and techniques. The student is expected to:	(D) demonstrate photographic enhancement techniques such as feathering, layering, masking, and color enhancement using appropriate photo editing software	Photography: Capturing & Editing
(8) 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	Video Production: Basics
(8) The student demonstrates appropriate use of video equipment and techniques. The student is expected to:	(B) demonstrate proper use of terminology in relation to video technology	Video Production: Basics
(8) The student demonstrates appropriate use of video equipment and techniques. The student is expected to:	(C) demonstrate proper ethics in the use of digital video photography equipment to capture video images	Video Production: Capturing & Editing
(8) The student demonstrates appropriate use of video equipment and techniques. The student is expected to:	(D) transfer video images from equipment to the computer	Video Production: Capturing & Editing
(8) The student demonstrates appropriate use of video equipment and techniques. The student is expected to:	(E) apply videographic enhancement and editing techniques such as panning, transitioning, zooming, content editing, and synchronizing audio and video using appropriate digital manipulation software	Video Production: Capturing & Editing
(8) The student demonstrates appropriate use of video equipment and techniques. The student is expected to:	(F) export video files in digital formats to be used in various delivery systems such as podcasts, downloadable media, social media, and streaming video	Video Production: Capturing & Editing
(9) 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	Audio Production: Basics
(9) The student demonstrates appropriate use of audio equipment and techniques. The student is expected to:	(B) demonstrate proper use of terminology and concepts in relation to audio technology	Audio Production: Basics
(9) The student demonstrates appropriate use of audio equipment and techniques. The student is expected to:	(C) demonstrate proper use of digital audio equipment to capture audio files	Audio Production: Capturing & Editing
(9) The student demonstrates appropriate use of audio equipment and techniques. The student is expected to:	(D) transfer audio files from equipment to the computer	Audio Production: Capturing & Editing
(9) The student demonstrates appropriate use of audio equipment and techniques. The student is expected to:	(E) demonstrate proper use of audio editing software such as adding effects, fading, volume control, and manipulation of waveforms using appropriate digital manipulation software	Audio Production: Capturing & Editing

Digital Media Pre-Test/Post-Test TEKS Blueprint

Knowledge & Skills Statement	Student Expectation	iCEV Lesson Title
(9) The student demonstrates appropriate use of audio equipment and techniques. The student is expected to:	(F) export audio files to be used in digital formats in various delivery systems such as podcasts, downloadable files, social media and streaming video	Audio Production: Capturing & Editing
(10) The student demonstrates appropriate use of animation. The student is expected to:	(A) plan and create a linear and non-linear animation using accepted standards such as design principles, frames and key frames, integration of audio into an animation, and user interactive controls	Animation: Basics
(10) The student demonstrates appropriate use of animation. The student is expected to:	(B) deploy animation to be used in various digital formats and on various video animation players	Animation: Creating & Editing
(10) The student demonstrates appropriate use of animation. The student is expected to:	(C) create an interactive animation	Animation: Creating & Editing
(11) The student demonstrates appropriate project management in the creation of digital media projects. The student is expected to:	(A) initiate a project, including identifying the purpose, audience, and audience needs for design plans	Digital Media: Project Planning & Management Skills
(11) The student demonstrates appropriate project management in the creation of digital media projects. The student is expected to:	(B) develop a plan for a media project such as a storyboard, stage development, and identification of equipment and resources	Digital Media: Project Planning & Management Skills
(11) The student demonstrates appropriate project management in the creation of digital media projects. The student is expected to:	(C) execute and monitor and control a project along its timeline and make suggested revisions until completion of the project	Digital Media: Project Planning & Management Skills
(12) The student deploys digital media into print, web- based, and video products. The student is expected to:	(A) incorporate video, audio, text, graphics, and animations into a web page	Utilizing Digital Media
(12) The student deploys digital media into print, web- based, and video products. The student is expected to:	(B) incorporate various digital media products into an electronic document such as a newsletter, social media outlet, poster, or report	Utilizing Digital Media
(12) The student deploys digital media into print, web- based, and video products. The student is expected to:	(C) incorporate various digital media products into an interactive product such as an animation, computer program, simulation, interactive website, or application	Utilizing Digital Media