

STRANDS AND STANDARDS

DIGITAL MEDIA CAPSTONE



Course Description

The Digital Media Capstone course offers students an advanced, hands-on opportunity to refine and showcase their expertise in digital media production. Through a series of comprehensive projects, students will deepen their skills in planning, developing, and producing a wide range of digital content, including 2D and 3D graphics, animation, audio design, video production, digital imaging, and interactive media.

This culminating experience emphasizes both creative and technical proficiency, encouraging students to apply industry-standard tools and workflows to real-world scenarios. The projects completed in this course will contribute to a professional digital media portfolio, positioning students for success in entry-level roles across the media and technology sectors, as well as supporting their continued educational and career advancement.

Intended Grade Level	11-12
Units of Credit	1.0
Core Code	35.02.00.00.002
Concurrent Enrollment Core Code	N/A
Suggested Prerequisite	Digital Media Advanced, or 3D Animation 2, or 3D Modeling 2, or Video Production 2, or Audio Production 2
Skill Certification Test Number	Capstone Rubric
Test Weight	1.0
License Area of Concentration	CTE and/or Secondary Education 6-12
Required Endorsement(s)	
Endorsement 1	Multimedia

STRAND 1

Students will build upon foundational knowledge and technical competencies acquired in prior multimedia coursework—such as Digital Media 1, Digital Media 2, or Digital Media Advanced—to deepen their creative and production capabilities. Emphasis is placed on the refinement and integration of skills across multiple media platforms, including graphic design, animation, audio engineering, video production, and interactive content development.

Standard 1

Apply skills learned in previous multimedia courses.

- Create and manipulate 2D graphics using a variety of advanced techniques
- Create and manipulate 2D animations using a variety of advanced techniques
- Create and manipulate 3D graphics or animations using a variety of advanced techniques
- Create and manipulate digital video using a variety of advanced techniques
- Create and manipulate digital audio using a variety of advanced techniques
- Create and manipulate interactive games using a variety of advanced techniques

Standard 2

Review and apply the elements and principles of visual design

- Utilize visual design elements in all projects
- Apply concepts of color theory, typography, animation principles, as applicable

Standard 3

Follow their AUP, Fair Use guidelines, and copyright law

- Follow and adhere to the school's AUP (Acceptable Use Policy)
- Understand when copyrighted material can be used under Fair Use guidelines
- Understand and adhere to all applicable copyright laws

STRAND 2

Students will engage in complex, project-based learning experiences that challenge them to apply advanced techniques, solve real-world problems, and produce professional-quality digital media artifacts. Through the iterative design process, peer critique, and self-assessment, students will enhance their creative thinking, technical fluency, and project management abilities. This strand supports the development of a comprehensive digital portfolio or project and prepares students for postsecondary education, industry certification, and entry-level employment in multimedia and related fields.

Standard 1

Pre-planning for a digital media project

- Write a project proposal including objectives, goals, target audience, timeline, etc.
- Create an outline/storyboard, script, concept art, asset list, flow chart, or any other item applicable that will help define what is needed for the project
- Get approval for any copyright material that will be used

Standard 2

Create and develop the content for the project

- Create and organize Digital Media assets needed for the project such as raw footage, 3D Models, voice recordings, foley, graphics, etc.
- Assemble the project using storyboard, script, flowchart etc.
- Follow copyright and fair use guidelines
- Test the project, receive feedback, revise as needed

Standard 3

Package and publish the project

- Design packaging and other materials needed for publishing and distribution such as movie posters, app icons, podcast graphics, etc.
- Set a launch date
- Provide plan for continued maintenance of the project
- Publish the project

STRAND 3

Functioning as an individual, students will design and develop an original Digital Media project.

STRAND 4

Functioning as part of a team, students will design and develop an original Digital Media project.

STRAND 5

Students will create an interactive Digital Media portfolio or reel for digital delivery which showcases a student's projects, work, and skills. Projects included can be created individually or as a team member.

Standard 1

Plan a portfolio or demo reel showcasing projects completed in Digital Media related courses and any personal projects that show the student's best work.

Standard 2

Create a digital portfolio that follows strict adherence to copyright and fair use guidelines

STRAND 6

Students will develop a better understanding of real-world application within the Digital Media industry

Standard 1

Students will participate in one or more of the following work-based learning experiences:

- Take a field trip to a software or interactive design business
- Complete a job shadow for someone in a Digital Media related career
- Intern at a Digital Media related business
- Listen to an industry or post-secondary guest speaker

STRAND 7

Students will participate in one or more of the following student competitions:

Standard 1

Participate in a Digital Media student competition

- Enter a school, district, or state level Digital Media related contest
- Prepare and submit an entry for the Utah Digital Media Arts Festival
- Enter and compete in a CTSO (Career & Technical Student Organization) conference in a Digital Media related competition

Overall Performance Skill:

Students will use the Strands & Standards in this course to create a Digital Media product and final online portfolio.

Workplace Skills

Workplace Skills taught:

- Communication
- Problem Solving
- Teamwork
- Critical Thinking
- Dependability
- Accountability

PERFORMANCE SKILL DOCUMENTATION & RUBRIC:

A link to the performance skill rubric is located [HERE](#). It is also located adjacent to the Strands & Standards document online.

For each student:

- Print a copy of the rubric.
- Complete the rubric based on the student's performance.
- Compile all completed rubrics into a single PDF document.

Once compiled, upload the final PDF to **YouScience** for submission.