

North Carolina Career and Technical Education

Business, Finance, and Information Technology Education

BD10 Multimedia and Webpage Design

Summer 2015

Course Description: This course focuses on desktop publishing, graphic image design, computer animation, multimedia production and webpage design. Communication skills and critical thinking are reinforced through software applications. English language arts and arts are reinforced. Future Business Leaders of America (FBLA) competitive events, community service, and leadership activities provide the opportunity to apply essential standards and workplace readiness skills through authentic experiences.	Hours of Instruction:		135-180	
	Recommended Maximum Enrollment:		30	
	Prerequisite:		BM10: Microsoft Word and Power Point	
	Career Cluster(s):	Foundational: AR and IT Enhancement: HT and ST Completer: IT		
Aligned Credential or Certification: None	Work-Based Learning	Internship, school-based enterprise, service learning, and job shadowing.		
ES #	Unit Titles/Essential Standards and Objective Statements (The Learner will be able to:)	Course Weight	RBT Designation	Local Use
Obj. #				

Updated CTE Course Blueprint

	Total Course Weight	100%	
1.00	Understand design.	20%	B2
1.01	Understand typography, multiuse design principles and elements.	10%	B2
1.02	Understand digital communication products.	10%	B2
2.00	Understand digital image design.	30%	B2
2.01	Understand digital raster graphics.	20%	B2
2.02	Understand digital vector graphics.	10%	B2
3.00	Understand time based media.	22%	B2
3.01	Understand principles of audio and video.	14%	B2
3.02	Understand basic motion graphic programming.	8%	B2
4.00	Understand the fundamentals of web design.	28%	B2
4.01	Understand the fundamentals of HTML5 and CSS.	18%	B2
4.02	Understand the concepts of responsive web design.	10%	B2

BusinessandITEducation@dpi.nc.gov for more information.

Career and Technical Student Organizations (CTSO) are an integral part of this curriculum. CTSOs are strategies used to teach course content, develop leadership, citizenship, responsibility, and proficiencies related to workplace needs.

Career and Technical Education conducts all activities and procedures without regard to race, color, creed, national origin, gender, or disability. The responsibility to adhere to safety standards and best professional practices is the duty of the practitioners, teachers, students, and/or others who apply the contents of this document.

This blueprint has been reviewed by business and industry representatives for technical content and appropriateness for the industry.