

Defense Information School

6500 Mapes Road, Fort Meade, Maryland 20755



Digital Multimedia Course Training Program of Instruction

Training Effective Date: 1 October 2020

John S. Hutcheson
Colonel, U. S. Air Force
Commandant

CONTENTS

COURSE PREFACE

3

TRAINING TASK INVENTORY

5

COURSE OUTLINE

9

MEASUREMENT PLAN

10

REFERENCES

16

COURSE PREFACE

Purpose

To provide intermediate-level graphic design and multimedia knowledge and skills to fulfill the duties of a multidisciplinary assignment in public affairs and communication in support of the commander's intent.

Reason For New Training Program of Instruction

Supports tasks selected by the Training Task Selection Board conducted on 17 June 2020.

Implementation Date

Training for this course will begin on 1 October 2020.

Specialty Awarded

See individual Service documentation for specialty awarded.

Training Delivery

Resident

Course Description

The Digital Multimedia Course (DMC) provides intermediate-level graphic design and multimedia knowledge and skills to fulfill the duties of a multidisciplinary assignment in public affairs and communication in support of commander's intent while incorporating appropriate themes and messages. Students enrolled should arrive at DINFOS with prior knowledge in graphic design and multimedia, as the course builds on students' ability to create and integrate text, graphics, sound, animation and full-motion video into multimedia products. The course teaches students advanced techniques on how to edit, design, manage, and archive digital imaging, graphic design, and multimedia files. Students use software to create, manage and render the following: graphic designs, multi-page layouts, video productions, online content, and interactive multimedia solutions. The Digital Multimedia Course also includes theoretical and working instruction of accessioning (archive management), communications, color theory, color management principles, and awareness of emerging technologies for immersive interactive media. The course emphasizes DoD policies and instructions relative to ethics and the use of computer-generated and edited images.

Course Prerequisites

The Registrar Office will verify that students meet prerequisites via a Digital Multimedia Course Prerequisite Verification Letter. A completed Verification Letter is required to complete the registration process. Prerequisites for the DMC course cannot be waived.

Students must have a fundamental knowledge of, and involvement in daily operations in the visual information (VI) or public affairs (PA) career fields. A fundamental knowledge is defined as two years of operational experience within the last five years, including first-hand experience in the following types of graphic design software: raster-based, vector-based and digital page layout. Students must have a VISION ID prior to arriving at DINFOS. Students must have the ability to use a digital camera and add metadata to digital files.

Experience using these fundamental skills is necessary to prepare students for this fast-paced, intermediate level course.

The Digital Multimedia Course Prerequisite Verification Letter must be approved by the Academic Director before the candidate is registered.

Service Prerequisites

See the Army Training Requirements and Resources System (ATRRS) site: <https://www.atrrs.army.mil/atrrscc/> for Service prerequisites. School code 212.

Point of Contact (POC)

The POC for this action is the Course Development Office, cdo@dinfos.edu.

TRAINING TASK INVENTORY

This Training Task Inventory, signed June 2020, documents training requirements as agreed to by members of the Training Task Selection Board and DINFOS. Learning outcomes have been aligned with the Public Affairs Training and Education Council's Military Communication Competency Model.

Terminal Learning Objective	Competency	Training Importance High, Medium, Low				
		USA	USAF	USN	USMC	USCG
Enabling Learning Objective	Knowledge / Performance					
1. Apply color theory and color models as related to visual information products	Performance	High	High	High	High	High
1.1 Discuss fundamentals of color theory, color models, color harmony, and color psychology						
1.2 Discuss color characteristics (hue, saturation, brightness), CMYK, RGB, gamut, how the human eye perceives color, and viewing environment						
1.3 Apply color theory to products to achieve the desired output and convey message/theme						
1.4 Apply color models as appropriate in products						
1.5 Demonstrate use of color harmony in products						
2. Identify color management principles	Knowledge	Medium	Medium	Medium	Medium	High
2.1 Discuss ICC profiles and the importance of color representation on a variety of devices						
2.2 Understand Three Cs: Calibration, Characterization, Conversion						
2.3 Discuss how viewing environments impact digital output						
3. Archive digital files	Performance	High	Medium	High	High	High
3.1 Identify DOD policies and ethical standards required when producing visual information products						
3.2 Identify United States federal copyright law requirements						
3.3 Implement digital asset management system						
3.4 Create metadata that meets all required procedures						

Terminal Learning Objective	Competency	Training Importance High, Medium, Low				
Enabling Learning Objective	Knowledge / Performance	USA	USAF	USN	USMC	USCG
4. Implement full spectrum of design and graphic abilities to create dynamic products for specific audiences	Performance	High	High	High	High	High
4.1 Apply elements of design						
4.2 Apply principles of design						
4.3 Perform appropriate processes to ensure all artboards for raster and vector products meet required specifications						
4.4 Demonstrate appropriate tools/techniques when creating a product						
4.5 Create vector-based graphics						
4.6 Apply graphic design tools effectively						
4.7 Create raster-based graphics						
4.8 Research designs that are appropriate for the message and target audience						
4.9 Sketch thumbnails of a draft design of the product						
4.10 Employ policies and procedures to ensure compliance with accessibility requirements						
4.11 Create a product that meets all required technical specifications						
4.12 Create a product that communicates the intended message						
4.13 Demonstrate appropriate layer and file management						
4.14 Create a product that scales appropriately						
4.15 Utilize typographic principles						
4.16 Apply leading, kerning, tracking, and alignment to text effectively						

Terminal Learning Objective	Competency	Training Importance High, Medium, Low				
		USA	USAF	USN	USMC	USCG
Enabling Learning Objective	Knowledge / Performance					
5. Create digital animation products	Performance	High	High	High	High	Medium
5.1 Construct animation storyboard						
5.2 Produce animations and infographics that meet technical requirements for length, number of keyframes, composition, and presence of nested compositions and masking						
5.3 Apply minimum quantity of effects, objects, and/or techniques required in animation sequences						
5.4 Apply audio components and effects that match requirements and specifications						
5.5 Produce an exported movie that is error-free and matches required output specifications and formats						
5.6 Apply project management techniques						
5.7 Apply typographic principles/techniques to text using tools specific to video animation						
6. Produce multi-page digital master documents using advanced layout and design techniques	Performance	High	High	High	High	High
6.1 Produce an InDesign book with correct pagination						
6.2 Produce a table of contents that meets required specifications						
6.3 Produce an index that meets required specifications						
6.4 Apply page formatting techniques to ensure margins, columns, master pages, and cover pages that meet required specifications						
6.5 Apply correct paragraph styles						
6.6 Apply correct graphic styles						
6.7 Apply appropriate layer management to text, graphic, photos, and captions						
6.8 Produce digital files for press-ready multi-page document						

Terminal Learning Objective	Competency	Training Importance High, Medium, Low				
		USA	USAF	USN	USMC	USCG
Enabling Learning Objective	Knowledge / Performance					
7. Identify emerging technologies for immersive interactive media products	Knowledge	High	High	High	High	High
7.1 Identify current software platforms used for immersive interactive media						
7.2 Discuss current uses for immersive interactive products						
8. Apply design principles to online content	Performance	High	Medium	High	Medium	High
8.1 Define online content						
8.2 Create online content (image, graphics, text)						
8.3 Discuss platforms and trends for online content						
9. Produce industry-standard multimedia content that supports intended theme and/or message	Performance	High	High	High	High	High
9.1 Create vector branding set						
9.2 Create raster poster and social media graphic						
9.3 Create multi-page document						
9.4 Produce video animation						
9.5 Integrate design elements and principles onto online platform						

COURSE OUTLINE

Functional Area narratives describe how the course is organized to meet the level of student competency as identified by the Terminal Learning Objectives (TLOs) listed in the TTI, and include projected instructional hours for each functional area.

FUNCTIONAL AREA 1 Product Development

In this functional area, students apply color theory and color models to visual information products, and will gain an understanding of the principles of color management. The concept of archiving digital files will be discussed and students will apply digital asset management procedures to every product they produce. Students will continue to follow and apply DoD regulations that govern visual information and use ethical standards when they create a product. Students will implement the full spectrum of design and graphic abilities to create dynamic products for a specific audience. They will use a communication strategy worksheet to research and plan their communication product for a customer. Students will apply the elements and principles of design to create vector and raster graphics. Students will create multi-page digital master documents using advanced layout and design techniques. They will identify ways in which immersive technology could be applied to visual information products. This functional area will be evaluated to the performance level.

Total Unit Hours: 164

FUNCTIONAL AREA 2: Design Productions

Functional area 2 builds on the skills learned in functional area 1 and applies them to different design productions. Students will create digital animation products using motion graphics and visual effects application software and advanced animation techniques. Students will learn to apply these skills to online content. This functional area will be evaluated to the performance level.

Total Unit Hours: 80

FUNCTIONAL AREA 3: Capstone Completion

Functional area 3 is the course capstone project, where the student executes communication objectives and/or strategies in the form of campaign support products. They will produce industry-standard multimedia content that supports the intended theme and/or message of the selected campaign. These multimedia products will incorporate skills learned in the two previous functional areas. This functional area will be evaluated to the performance level.

Total Unit Hours: 26

Course Administration

The course administration hours include student in- and out-processing, gear issue, and graduation.

Total Unit Hours: 7

Total Course Hours: 277

MEASUREMENT PLAN

This Measurement Plan establishes procedures for evaluating student achievement of objectives in the Digital Multimedia Course. All summative assessments are a permanent part of students' academic records and count toward their final grade. Each assessment is weighted to indicate its relative importance to the overall course grade.

Grading Policy

1. **Minimum academic standard:** The minimum passing score for each evaluated item is 70 percent. The maximum score on a re-administered exam is a score of 70 percent. Students must achieve a minimum passing score in each functional area before progressing in the course.

Recycles/Elimination:

Students will not be recommended for recycle, and will instead be recommended for elimination.

Functional Area 1 - Product Development					
Assessment		TLO Tested		Performance Outcome	Weight
Performance Examination	Vector-Based Design Graphic Design	1.0 Apply color theory and color models as related to visual information products	Given a work-order with design specifications, the student will create a vector-based composition using vector-based design application software and advanced vector-based layer techniques.	20%	
		3.0 Archive digital files			
		4.0 Implement full spectrum of design and graphic abilities to create dynamic products for specific audiences			
		8.0 Apply design principles to online content			
<p>ELO(s)</p> <p>1.3 Apply color theory to products to achieve the desired output and convey message/theme</p> <p>1.4 Apply color models as appropriate in products</p> <p>1.5 Demonstrate use of color harmony in products</p> <p>3.3 Implement digital asset management system</p> <p>3.4 Create metadata that meets all required procedures</p> <p>4.1 Apply elements of design</p> <p>4.2 Apply principles of design</p> <p>4.3 Perform appropriate processes to ensure all artboards for raster and vector products meet required specifications</p> <p>4.4 Demonstrate appropriate tools/techniques when creating a product.</p> <p>4.5 Create vector-based graphics</p> <p>4.6 Apply graphic design tools effectively</p> <p>4.8 Research designs that are appropriate for the message and target audience</p> <p>4.9 Sketch thumbnails of a draft design of the product</p> <p>4.10 Employ policies and procedures to ensure compliance with accessibility requirements</p> <p>4.11 Create a product that meets all required technical specifications</p> <p>4.12 Create a product that communicates the intended message</p> <p>4.13 Demonstrate appropriate layer and file management</p> <p>4.14 Create a product that scales appropriately</p> <p>4.15 Utilize typographic principles</p> <p>4.16 Apply leading, kerning, tracking, and alignment to text effectively</p> <p>8.2 Create online content (image, graphics, text)</p>					

Assessment		TLO Tested	Performance Outcome	Weight
Performance Examination	Raster-Based Graphic Design	1.0 Apply color theory and color models as related to visual information products 3.0 Archive digital files 4.0 Implement full spectrum of design and graphic abilities to create dynamic products for specific audiences 8.0 Apply design principles to online content	Given a work-order with design specifications, the student will create a raster-based composition using raster-based design application software and advanced raster-based layer techniques.	20%
ELO(s) 1.3 Apply color theory to products to achieve the desired output and convey message/theme 1.4 Apply color models as appropriate in products 1.5 Demonstrate use of color harmony in products 3.3 Implement digital asset management system 3.4 Create metadata that meets all required procedures 4.1 Apply elements of design 4.2 Apply principles of design 4.3 Perform appropriate processes to ensure all artboards for raster and vector products meet required specifications 4.4 Demonstrate appropriate tools/techniques when creating a product. 4.6 Apply graphic design tools effectively 4.7 Create raster-based graphics 4.8 Research designs that are appropriate for the message and target audience 4.9 Sketch thumbnails of a draft design of the product 4.10 Employ policies and procedures to ensure compliance with accessibility requirements 4.11 Create a product that meets all required technical specifications 4.12 Create a product that communicates the intended message 4.13 Demonstrate appropriate layer and file management 4.14 Create a product that scales appropriately 4.15 Utilize typographic principles 4.16 Apply leading, kerning, tracking, and alignment to text effectively 8.2 Create online content (image, graphics, text)				

Assessment		TLO Tested	Performance Outcome	Weight
Performance Examination	Page Layout	3.0 Archive digital files 6.0 Produce multi-page digital master documents using advanced layout and design techniques 8.0 Apply design principles to online content	Given a work-order with design specifications, the student will produce an InDesign book with correct pagination, a table of contents, and an index.	10%
ELO(s) 3.3 Implement digital asset management system 3.4 Create metadata that meets all required procedures 6.1 Produce an InDesign book with correct pagination 6.2 Produce a table of contents that meets required specifications 6.3 Produce an index that meets required specifications 6.4 Apply page formatting techniques to ensure margins, columns, master pages, and cover pages meet required specifications 6.5 Apply correct paragraph styles 6.6 Apply correct graphic styles 6.7 Apply appropriate layer management to text, graphic, photos, and captions 6.8 Produce digital files for press-ready multi-page document 8.2 Create online content (image, graphics, text)				

Functional Area 2 - Design Production					
Assessment		TLO Tested		Performance Outcome	Weight
Performance Examination	Video Animation	3.0 Archive digital files		Given a work-order with design specifications, the student will produce a video animation using motion graphics and visual effects application software and advanced animation techniques.	10%
		5.0 Create digital animation products			
		8.0 Apply design principles to online content			
<p>ELO(s)</p> <p>3.3 Implement digital asset management system</p> <p>3.4 Create metadata that meets all required procedures</p> <p>5.1 Construct animation storyboard</p> <p>5.2 Produce animations and infographics that meet technical requirements for length, number of keyframes, composition, and presence of nested compositions and masking</p> <p>5.3 Apply minimum quantity of effects, objects, and/or techniques required in animation sequences</p> <p>5.4 Apply audio components and effects that match requirements and specifications provided</p> <p>5.5 Produce an exported movie that is error-free and matches required output specifications and formats</p> <p>5.6 Apply project management techniques</p> <p>5.7 Apply typographic principles/techniques to text using tools specific to video animation</p> <p>8.2 Create online content (image, graphics, text)</p>					

Functional Area 3 - Capstone Completion				
Assessment		TLO Tested	Performance Outcome	Weight
Performance Examination	Capstone Social Media Campaign	1.0 Apply color theory and color models as related to visual information products 2.0 Identify color management principles 3.0 Archive digital files 7.0 Identify emerging technologies for immersive interactive media products 8.0 Apply design principles to online content 9.0 Produce industry-standard multimedia content that supports intended theme and/or message	Given a work order, with design specifications the student will produce industry-standard multimedia content that supports the intended theme and/or message of a social media campaign topic.	40%
ELO(s) 1.3 Apply color theory to products to achieve the desired output and convey message/theme 1.4 Apply color models as appropriate in products 1.5 Demonstrate use of color harmony in products 2.1 Discuss ICC profiles and the importance of color representation on a variety of devices 2.2 Understand Three Cs: Calibration, Characterization, and Conversion 2.3 Discuss how viewing environments impact digital output 3.3 Implement digital asset management system 3.4 Create metadata that meets all required procedures 7.1 Identify current software platforms used for immersive interactive media 7.2 Discuss current uses for immersive interactive products 8.2 Create online content (image, graphics, text) 9.1 Create vector branding set 9.2 Create raster poster and social media graphic 9.3 Create multi-page document 9.4 Produce video animation 9.5 Integrate design elements and principles onto online platform				

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