**Domain 1: Introduction to Multimedia on the Web**

1.1: Define common audio and video file terminology.

1.2: Determine ways to use multimedia to improve an organization's Web presence.

1.3: Identify multimedia issues relating to user accessibility and mobile devices.

1.4: Identify and search for jobs requiring Multimedia skills.

1.5: Identify current multimedia technology and development tools.

1.6: Use multimedia to enhance effective communications.

**Domain 2: Creating Graphical Images for the Web**

2.1: Define digital imaging and essential graphic design concepts.

2.2: Determine file formats needed for graphics and multimedia projects.

2.3: Define the business standards and styles for digital imaging and graphic design development.

2.4: Use basic image creation techniques.

2.5: Demonstrate basic image editing techniques.

2.6: Apply metadata and tagging to graphic images.

**Domain 3: Planning Multimedia Content for the Web**

3.1: Create a script as part of the planning process before recording your multimedia project.

3.2: Create a storyboard or outline to structure content as part of your multimedia project.

3.3: Determine your audience to establish what type of audio and video will be created.

3.4: Locate, organize and interpret information obtained from various sources (e.g., business correspondence, professional articles, supporting graphic materials, manuals, computer printouts, electronic sources).

3.5: Design, develop and deliver formal and informal presentations using appropriate media to engage and inform diverse audiences.

3.6: Develop a business presentation for implementing multimedia enhancements in a Website.

3.7: Create an introduction to lead viewers into content.

3.8: Create transcription for content using desired website or application.

3.9: Define project standards for recording audio and video content.

3.10: Determine application or software needed to create the multimedia.

3.11: Organize storage strategy for multimedia content, including backups.

3.12: Identify and select appropriate stock services for audio, image and video content to include in multimedia projects.

**Domain 4: Preparing to Capture High-Quality Video and Audio Content**

    4.1: Describe steps and techniques for creating high-quality video and audio content.

    4.2:  Identify resources and technology required for high-quality video and audio content.

    4.3: Develop a business template for high-quality video content.

    4.4: Prepare your surroundings to record audio in a quiet area without background noise to maintain quality.

    4.5: Explain the requirements for processing UHD (Ultra High Definition) 4k images.

**Domain 5: Developing Content for Video Projects and Mobile Devices**

    5.1: Convert existing multimedia to display on mobile devices.

    5.2: Develop video and multimedia pages for mobile devices.

    5.3: Select appropriate standards for multimedia to perform on mobile devices.

**Domain 6: Editing Video Content**

    6.1: Describe video and audio editing techniques

    6.2: Add metadata to video recordings.

    6.3: Add transitions, effects, and other necessary content to create engaging media for your audience.

    6.4: Arrange video and images, including setting the duration for each clip and image.

    6.5: Determine essential parts by zooming in on sections to emphasize importance.

    6.6: Edit audio or video clips to remove errors, extra noise, or other items.

    6.7: Edit voice, music, or sounds using desired software or application.

    6.8: Establish the necessary cut to use for video editing.

    6.9: Implement accessibility compliance in video and audio clips, including closed captioning.

    6.10: Use "add clip speed" and drag handles for boring/lagging sections.

    6.11: Use "extend frame to freeze" if more time is needed to explain in a video.

    6.12: Use shortcuts to allow for proficiency and boost productivity.

**Domain 7: Publishing Video Content to the Web**

    7.1: Publish multimedia to Websites, learning management systems (LMS) and cloud-based services.

    7.2: Compare various browser compatibility with published Websites.

    7.3: Compare in-house and commercial video-hosting platforms and media consoles.

    7.4: Identify alternative export methods for large multimedia project files.

    7.5: Select viewable format to export your multimedia for your audience.

    7.6: Determine the best export option to produce the best quality.

**Domain 8: Copyright, Ethics and Legal considerations**

8.1: Explain how copyright rules affect video content, including music and still photos used in video production.

8.2: Describe accessibility compliance (including ADA and Section 508) responsibilities in video content creation.

8.3: Identify appropriate netiquette and cultural references as it applies to Multimedia design.

8.4: Differentiate between ethical and legal responsibilities.

8.5: Compare local and international privacy laws (e.g., HIPPA, GDPR, etc.) and Multimedia development responsibilities.

8.6: Consider appropriate security standards as it applies to Multimedia development to protect personal and business information.

8.7: Formulate standards to apply ethical reasoning and judgment on issues affected by technological advances (e.g., coding, hacking, spying).

8.8: Apply citations when using media online

8.9: Display your credits at the end of your multimedia project.

**Domain 9: Project Management, Critical Thinking and MISC**

9.1: Demonstrate Project Management tasks in Multimedia development strategies

9.2: Identify a work-based learning experience providing video and audio development in a business environment.

9.3: Develop appropriate personal standards for leadership techniques, customer service strategies and personal ethics

9.4: Identify various potential Website issues, and troubleshoot their causes and symptoms.

9.5: Discuss the importance of time management, both professionally and personally.

9.6: Develop project timeline and resources necessary during video production.

9.7: Estimate project costs, including hourly rates, stock materials and hosting fees.