**Area of Learning: Applied Design, Skills, and Technologies —   
Digital Communications Grade 11**

**BIG IDEAS**

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| The **design cycle**  is an ongoing reflective process. |  | Personal design choices require self-exploration, collaboration, and evaluation and refinement of skills. |  | Design and content can influence the lives of others. |

**Learning Standards**

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| **Curricular Competencies** | **Content** |
| *Students are expected to be able to do the following:*  Applied Design  Understanding context   * Conduct **user-centred research** to understand design opportunities  and barriers   Defining   * Establish a point of view for a chosen design opportunity * Identify potential users, intended impact, and possible unintended negative consequences * Make inferences about premises and **constraints** that define the design space   Ideating   * Identify gaps to explore a design space * Generate ideas and add to others’ ideas to create possibilities, and prioritize them for prototyping * Critically analyze how competing social, ethical, and community considerations may impact design * Work with users throughout the design process | *Students are expected to know the following:*   * design opportunities * design cycle * **digital tools** to communicate and **solicit** information * **impacts of social media** in global communications * **impacts on language use** of online technology * **issues** in digital communication * digital communication **risks** * **ethics and legalities** in digital communication, including ethics of **cultural appropriation** * influences of **digital marketing** in online content creation and curation * **changes** in journalism and reporting * **persuasive writing** for the web * **critical evaluation** of online resources * **sociological impacts** of digital communication tools * **technology to support collaboration** and interaction  with others |

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**Learning Standards (continued)**

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| **Curricular Competencies** | **Content** |
| Prototyping   * Identify and apply **sources of inspiration** and **information** * Choose an appropriate form, scale, and level of detail for prototyping,  and plan procedures for prototyping multiple ideas * Analyze the design for the life cycle and evaluate its **impacts** * Construct prototypes, making changes to tools, materials, and procedures  as needed * Record **iterations** of prototyping   Testing   * Identify feedback most needed and possible **sources of feedback** * Develop an **appropriate test** of the prototype * Collect feedback to critically evaluate design and make changes to product design or processes * Iterate the prototype or abandon the design idea   Making   * Identify appropriate tools, technologies, materials, processes, and time needed for production * Use **project management processes** when working individually or collaboratively to coordinate production   Sharing   * **Share** progress while creating to increase opportunities for feedback * Decide on how and with whom to share or promote their product, creativity, and,  if applicable, **intellectual property** * Consider how others might build upon the design concept * Critically reflect on their design thinking and processes, and identify new  design goals * Assess ability to work effectively both as individuals and collaboratively while implementing project management processes | * strategies for developing a **digital dossier** * **career opportunities** in digital communications * appropriate use of technology, including digital citizenship, etiquette, and literacy |

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**Learning Standards (continued)**

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| **Curricular Competencies** | **Content** |
| Applied Skills   * Apply safety procedures for themselves, co-workers, and users in both physical  and digital environments * Identify and assess skills needed for design interests, and develop specific plans  to learn or refine them over time   Applied Technologies   * Explore existing, new, and emerging tools, **technologies**, and systems and evaluate their suitability for their design interests * Evaluate impacts, including unintended negative consequences, of choices made about technology use * Analyze the role technologies play in societal change * Examine how cultural beliefs, values, and ethical positions affect the development  and use of technologies |  |