**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 DesignUnderstanding 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
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