Design principles media

Competency

Design Principles Media

Competency description

I can create digital materials taking into account the design principles (in particular text, video, audio, image).

Level

Basic competency

Taxonomy level

2. Apply

Column/number in the document

A/32

Explanatory notes

This competence describes the ability to create digital materials (text, video, etc.…), taking into account the design principles. The aim is to choose the visual and content representation so that it is appealing and effective.

Rationale

The design principles are basic concepts in design that ensure that digital materials are aesthetically pleasing and easy to understand. The conscious application of these principles improves communication and learning effect.

Example

A teacher wants to create a subject-specific teaching video. It shall observe, inter alia, the following points: Text: Clear fonts are used, a well-ready formatting is selected. The text is divided into

sections. Headlines are used to make the structure more understandable. Video: Animations and diagrams are used to illustrate processes. the camera control must be calm. The language/the sound is clean and understandable. Audio: Evtl. Background music or sound effects that support understanding. Images: Images visualize a theme. It should be considered a balance between image and text. etc. …

Sources

KMK 2017. Brandhofer et al., 2019.

Teaching material

Link to other competencies

All competencies that are listed under the Digital Resources section illuminate different aspects that are important for the use and creation of digital media and resources. These competencies build on each other and together form a well-founded approach for competent handling of digital resources in the field of education. These basic competencies aim to provide teachers with necessary skills to effectively use digital resources. A comprehensive understanding of the use of digital resources in education is to be obtained.

Tagging

Media creation, design principles, digital materials, content creation, text creation, video creation, audio creation, image processing.

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