

This document lists units and competencies addressed by each module.
For introduced competencies, the addressed descriptors are also listed.

G10: by the end of grade 10 G12: by the end of grade 12

I: Introduced R: Reinforced P: Proficient

Summary

Module #	Module Name	# Items
1	Career Information and Employability	28
2	Business Processes; Legal and Ethical Aspects; Communication	25
3	Health and Safety	20
4	Media Arts Survey Module	28
5	Visual Design and Layout	24
6	Digital Media Design and Photographic Images	24
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Module 1 Career Information and Employability

Unit 1	Career Exploration and Development	G10	G12
01.01	Explore career pathways in arts and communication.		P
01.02	Compare and contrast the performance skills of individuals in the media, visual and performing arts.		P
01.03	Examine the history, trends and current issues related to visual design and imaging, media and performing arts.		I
	01 Trace the historical evolution and changing purposes of the arts.		
	03 Identify the current trends and issues impacting arts and communications.		
	05 Determine the issues' effects on the industry.		
01.04	Explain the impact of government influence and public opinion on the arts.		I
	01 Cite examples of public opinion and/or cultural perspectives influencing a product, work of art or service.		
	03 Describe the evolution of cultural issues within a society that affect art forms and communication.		
Unit 2	Personal Employability Traits	G10	G12
02.01	Demonstrate the ability to seek and apply for employment.		P
02.02	Demonstrate positive work behaviors and personal qualities.		P
02.03	Apply problem solving and critical thinking techniques to workplace situations.		P
02.04	Demonstrate the ability to lead or work on a team.		P
Number of Items in Module 1 = Number of Minutes to Allow =			28

Module 2 Business Processes; Legal and Ethical Aspects; Communication

Unit 3	Business Processes	G10	G12
03.01	Explain basic economic principles.		I
01	Describe the essential nature of profitability and value.		
02	Describe job costing with direct and indirect costs.		
03.06	Develop promotional materials.		I
07	Utilize appropriate technology.		
03.07	Demonstrate customer service and sales techniques.		I
03	Build and develop customer relationships.		
08	Handle customer complaints.		
03.10	Demonstrate the efficient use of technology.		P
Unit 5	Legal and Ethical Aspects	G10	G12
05.01	Explain the laws and regulations governing information gathering and media production.		P
05.02	Identify the influence of media, arts and performances on society.		P
Unit 16	Writing and Communication	G10	G12
16.01	Deliver formal and informal presentations that demonstrate organization and delivery skill.		P
16.04	Use appropriate grammar and spelling.		P
16.05	Use visual imagery to support communication.		P
16.06	Match a product to the audience.		I
01	Identify the existing and target audiences.		
16.07	Obtain information to use in writing a fact-based story.		I
03	Describe considerations for setting up an interview (e.g., who, what, when, where, why and how questions).		
05	Define off-the-record information.		
07	Check information for validity.		
16.08	Develop a fact-based story.		I
02	Remain objective and use strong verbs.		
16.09	Develop scripts/libretti for communication.		I
04	Describe storyboarding technique.		
Number of Items in Module 2 = Number of Minutes to Allow =			25

Module 3 Health and Safety

Unit 4	Health and Safety	G10	G12
04.01	Maintain general safety in accordance with established regulations, health standards and best practices.		P
04.02	Demonstrate ergonomic practices associated with the arts and communications industry.		P

Number of Items in Module 3 = Number of Minutes to Allow = 20

Module 4 Media Arts Survey Module

Unit	Topic	G10	G12
Unit 6	Visual Design	G10	G12
06.02	Analyze the communicative effects of art elements.		I
03	Compare asymmetrical and symmetrical images communicating balance.		
05	Examine use of contrasting or unusual proportion to communicate ideas in various artworks.		
06.03	Critique various elements of design.		I
01	Define the principles of design (e.g., emphasis, unity, balance, proportion, rhythm).		
03	Design compositions that demonstrate competence in the use of positive and negative space, dominance, sub dominance and subordinates, formal balance, unity, repetition and informal balance.		
Unit 7	Digital Media Design	G10	G12
07.01	Assess multimedia applications of software and hardware for the purposes of visual communications.		P
07.03	Examine interactive multimedia products.		I
03	Identify value scripts and storyboards to communicate ideas.		
07.04	Analyze the effects of interactive multimedia on graphic design.		I
01	Identify the media elements (e.g., sound, video, graphics, text, animation).		
Unit 8	Layout	G10	G12
08.02	Assess typographical elements.		I
01	Identify typography fundamentals (e.g., kerning, typefaces, leading, readability).		
Unit 13	Acquire Moving or Still Images	G10	G12
13.01	Apply principles of design and composition.		P
13.02	Analyze lighting requirements.		I
02	Select and place lighting equipment for various lighting effects.		
13.04	Calibrate equipment.		I
03	Calibrate a camera (e.g., white balance, f/stop, iris, camera control unit).		
13.06	Explain the history and evolution of image acquisition.		P
13.09	Demonstrate post-capture image manipulation techniques.		I
03	Demonstrate image enhancement and digital retouching techniques.		
Unit 14	Audio Production	G10	G12
14.01	Explain the science of sound.		P
14.02	Demonstrate the processes and principles of capturing and recording audio.		P
Unit 15	Audio and Visual Editing	G10	G12
15.02	Edit an audio and visual product.		I
01	Identify the need to edit audio and visual products (e.g., communication of the message, continuity, forming a convincing message, viewpoint).		
09	Create graphics for audio-visual products (e.g., titles, still images, music/sound).		

Unit 20	Theatre	G10	G12
20.03	Demonstrate the process of creating a theatrical/video/audio production.		I
01	Identify the stages in the production process.		
Unit 22	Preparation for Performance	G10	G12
22.03	Demonstrate practice and rehearsal habits and techniques.		P
22.05	Use observation to communicate and connect with the audience and fellow performers.		I
03	Critique a performance.		
Number of Items in Module 4 = Number of Minutes to Allow =			28

Module 5 Visual Design and Layout

Unit 6	Visual Design	G10	G12
06.01	Analyze the elements and principles of visual art forms.		I
01	Apply critical thinking skills to evaluate works of art.		
02	Identify art elements, including line, color, shape and texture in various media.		
06.02	Analyze the communicative effects of art elements.		I
01	Identify the effects communicated by various types of lines, including straight, curved, horizontal, vertical and diagonal.		
03	Compare asymmetrical and symmetrical images communicating balance.		
06.03	Critique various elements of design.		I
01	Define the principles of design (e.g., emphasis, unity, balance, proportion, rhythm).		
03	Design compositions that demonstrate competence in the use of positive and negative space, dominance, sub dominance and subordinates, formal balance, unity, repetition and informal balance.		
04	Assess compositions that are a value study, a texture study, a design in contrast and continuous tone designs in high and low key.		
06.08	Analyze web page parameters and usage.		I
03	Identify how different browsers affect the look of a Web page.		
Unit 8	Layout	G10	G12
08.01	Create visual layouts.		I
03	Create and analyze a comprehensive layout.		
08.02	Assess typographical elements.		I
01	Identify typography fundamentals (e.g., kerning, typefaces, leading, readability).		
02	Describe the differences between various font types (e.g., True Type, PostScript).		
03	Explain the point system of measurement and its application.		
04	Evaluate copy fitting requirements.		
06	Describe typography's effects on message delivery and aesthetics.		
Number of Items in Module 5 = Number of Minutes to Allow =			24

Module 6 Digital Media Design and Photographic Images

Unit 7	Digital Media Design	G10	G12
07.01	Assess multimedia applications of software and hardware for the purposes of visual communications.		P
07.02	Examine and apply visual style guidelines and design layouts.		P
07.03	Examine interactive multimedia products.		I
	01 Identify the media elements to be used (e.g., sound, video, graphics, text, animation).		
	02 Identify characteristics of interactive media presentations.		
	03 Identify value scripts and storyboards to communicate ideas.		
	04 Identify media elements used to produce interactive multimedia.		
07.04	Analyze the effects of interactive multimedia on graphic design.		I
	01 Identify the media elements (e.g., sound, video, graphics, text, animation).		
	02 Identify characteristics of interactive media presentations.		
Unit 13	Acquire Moving or Still Images	G10	G12
13.01	Apply principles of design and composition.		P
13.02	Analyze lighting requirements.		I
	02 Select and place lighting equipment for various lighting effects.		
	06 Measure light levels.		
13.04	Calibrate equipment.		I
	03 Calibrate a camera (e.g., white balance, f/stop, iris, camera control unit).		
13.07	Acquire images.		P
13.09	Demonstrate post-capture image manipulation techniques.		I
	02 Demonstrate sizing/cropping techniques.		
	03 Demonstrate image enhancement and digital retouching techniques.		
	04 Demonstrate digital file management techniques.		
Number of Items in Module 6 = Number of Minutes to Allow =			24

Module 7 Audio Production and Editing

Unit 14	Audio Production	G10	G12
14.01	Explain the science of sound.		P
14.02	Demonstrate the processes and principles of capturing and recording audio.		P
Unit 15	Audio and Visual Editing	G10	G12
15.01	Identify the functions and equipment for editing.		P
15.02	Edit an audio and visual product.		I
	03 Organize clips (e.g., file management, file names, storage areas, back-up files).		
	05 Demonstrate special effects for video (e.g., filters, keying, image control).		
	06 Determine audio needs (e.g., filtering, ambient sound, sound effects).		
	08 Analyze and adjust video and audio files (e.g., exposure, white balance, audio level).		

Unit 20 Theatre		G10	G12
20.03	Demonstrate the process of creating a theatrical/video/audio production.		I
02	Describe the function and responsibilities of individuals involved in creating, planning and producing a production.		
Unit 22 Preparation for Performance		G10	G12
22.03	Demonstrate practice and rehearsal habits and techniques.		P
22.04	Demonstrate effective audition skills.		I
02	Explore the various audition formats for the discipline.		
04	Anticipate audition demands with appropriate physical and mental preparation.		
22.05	Use observation to communicate and connect with the audience and fellow performers.		I
03	Critique a performance.		
Number of Items in Module 7 = Number of Minutes to Allow =			23