**Course Description:**

Sound is essential to broadcast journalism and advertising. Students compare and contrast how sound alone and sound combined with visuals can entertain, inform and initiate action. They generate content, record, edit, mix and produce voice and music for airwaves, podcast and/or Internet. They adapt for analog and digital audio while adhering to Federal Communication Commission rules and regulations related to bandwidth and advertising.

**Strand 1. Business Operations/21st Century Skills**

Learners apply principles of economics, business management, marketing and employability in an entrepreneur, manager and employee role to the leadership, planning, developing and analyzing of business enterprises related to the career field.

**Outcome 1.1. Employability Skills**

Develop career awareness and employability skills (e.g., face‐to‐face, online) needed for gaining and maintaining employment in diverse business settings.

**Competencies**

1.1.1. Identify the knowledge, skills and abilities necessary to succeed in careers.

1.1.2. Identify the scope of career opportunities and the requirements for education, training, certification, licensure and experience (e.g., interdependence of technical and artistic elements).

1.1.3. Develop a career plan that reflects career interests, pathways and secondary and postsecondary options.

1.1.4. Describe the role and function of professional organizations, industry associations and organized labor and use networking techniques to develop and maintain professional relationships.

1.1.7. Apply problem-solving and critical-thinking skills to work-related issues when making decisions and formulating solutions.

1.1.8. Identify the correlation between emotions, behavior and appearance and manage those to establish and maintain professionalism.

1.1.9. Give and receive constructive feedback to improve work habits.

1.1.10. Adapt personal coping skills to adjust to taxing workplace demands.

1.1.11. Recognize different cultural beliefs and practices in the workplace and demonstrate respect for them.

1.1.12. Identify healthy lifestyles that reduce the risk of chronic disease, unsafe habits and abusive behavior.

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| Pathways | X | Media Arts | X | Performing Arts | X | Visual Design |

**Outcome 1.2. Leadership and Communications**

Process, maintain, evaluate and disseminate information in a business. Develop leadership and team building to promote collaboration.

**Competencies**

1.2.1. Extract relevant, valid information from materials and cite sources of information (e.g., First Amendment, Freedom of Information Act).

1.2.2. Deliver formal and informal presentations.

1.2.3. Identify and use verbal, nonverbal and active listening skills to communicate effectively.

1.2.4. Use negotiation and conflict-resolution skills to reach solutions.

1.2.5. Communicate information (e.g., directions, ideas, vision, workplace expectations) for an intended audience and purpose.

1.2.6. Use proper grammar and expression in all aspects of communication.

1.2.7. Use problem-solving and consensus-building techniques to draw conclusions and determine next steps.

1.2.9. Identify advantages and disadvantages involving digital and/or electronic communications (e.g., common content for large audience, control of tone, speed, cost, lack of non-verbal cues, potential for forwarding information, longevity).

1.2.10. Use interpersonal skills to provide group leadership, promote collaboration and work in a team (e.g., writer, reporter, designer, director, actor, conductor, technical crew).

1.2.11. Write professional correspondence, documents, job applications and resumés.

1.2.13. Identify stakeholders and solicit their opinions.

1.2.14. Use motivational strategies to accomplish goals.

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| Pathways | X | Media Arts | X | Performing Arts | X | Visual Design |

**Outcome 1.3. Business Ethics and Law**

Analyze how professional, ethical and legal behavior contributes to continuous improvement in organizational performance and regulatory compliance.

**Competencies**

1.3.1. Analyze how regulatory compliance affects business operations and organizational performance.

1.3.2. Follow protocols and practices necessary to maintain a clean, safe and healthy work environment.

1.3.3. Use ethical character traits consistent with workplace standards (e.g., honesty, personal integrity, compassion, justice).

1.3.4. Identify how federal and state consumer protection laws affect products and services.

1.3.5. Access and implement safety compliance measures (e.g., quality assurance information, safety data sheets [SDSs], product safety data sheets [PSDSs], United States Environmental Protection Agency [EPA], United States Occupational Safety and Health Administration [OSHA]) that contribute to the continuous improvement of the organization.

1.3.7. Identify the labor laws that affect employment and the consequences of noncompliance for both employee and employer (e.g., harassment, labor, employment, employment interview, testing, minor labor laws, Americans with Disabilities Act, Fair Labor Standards Acts, Equal Employment Opportunity Commission [EEOC]).

1.3.8. Verify compliance with computer and intellectual property laws and regulations.

1.3.9. Identify potential conflicts of interest (e.g., personal gain, project bidding) between personal, organizational and professional ethical standards.

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| Pathways | X | Media Arts | X | Performing Arts | X | Visual Design |

**Outcome 1.4. Knowledge Management and Information Technology**

Demonstrate current and emerging strategies and technologies used to collect, analyze, record and share information in business operations.

**Competencies**

1.4.1. Use office equipment to communicate (e.g., phone, radio equipment, fax machine, scanner, public address systems).

1.4.2. Select and use software applications to locate, record, analyze and present information (e.g., word processing, e-mail, spreadsheet, databases, presentation, Internet search engines).

1.4.3. Verify compliance with security rules, regulations and codes (e.g., property, privacy, access, accuracy issues, client and patient record confidentiality) pertaining to technology specific to the industry pathway.

1.4.6. Use an electronic database to access and create business and technical information.

1.4.7. Use personal information management and productivity applications to optimize assigned tasks (e.g., lists, calendars, address books).

1.4.8. Use electronic media (e.g., social media) to communicate and follow network etiquette guidelines.

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**Outcome 1.5. Global Environment**

Evaluate how beliefs, values, attitudes and behaviors influence organizational strategies and goals.

**Competencies**

1.5.2. Describe how cultural intelligence skills influence the overall success and survival of an organization.

1.5.3. Use cultural intelligence to interact with individuals from diverse cultural settings.

1.5.4. Recognize barriers in cross-cultural relationships and implement behavioral adjustments.

1.5.5. Recognize the ways in which bias and discrimination may influence productivity and profitability.

1.5.6. Analyze work tasks for understanding and interpretation from a different cultural perspective.

1.5.8. Identify how multicultural teaming and globalization can foster development of new and improved products and services (e.g., digital) and recognition of new opportunities.

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**Outcome 1.6. Business Literacy**

Develop foundational skills and knowledge in entrepreneurship, financial literacy and business operations.

**Competencies**

1.6.1. Identify business opportunities.

1.6.2. Assess the reality of becoming an entrepreneur, including advantages and disadvantages (e.g., risk versus reward, reasons for success and failure).

1.6.3. Explain the importance of planning your business.

1.6.4. Identify types of businesses, ownership and entities (i.e., individual proprietorships, partnerships, corporations, cooperatives, public, private, profit, not-for-profit).

1.6.5. Describe organizational structure, chain of command, the roles and responsibilities of the organizational departments and interdepartmental interactions.

1.6.6. Identify the target market served by the organization, the niche that the organization fills and an outlook of the industry.

1.6.7. Identify the effect of supply and demand on products and services.

1.6.8. Identify the features and benefits that make an organization’s product or service competitive.

1.6.9. Explain how the performance of an employee, a department and an organization is assessed.

1.6.10. Describe the impact of globalization on an enterprise or organization.

1.6.11. Describe how all business activities of an organization work within the parameters of a budget.

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**Outcome 1.7. Entrepreneurship/Entrepreneurs**

Analyze the environment in which a business operates and the economic factors and opportunities associated with self-employment.

**Competencies**

1.7.1. Compare and contrast the four types of business ownership (i.e., individual proprietorships, partnerships, corporations, cooperatives).

1.7.2. Explain the role of profit as the incentive to entrepreneurs in a market economy.

1.7.3. Identify the factors that contribute to the success and failure of entrepreneurial ventures.

1.7.4. Assess the roles of nonprofit and for-profit businesses.

1.7.5. Develop a business plan.

1.7.7. Create a list of personal strengths, weaknesses, skills and abilities needed to be successful as an entrepreneur.

1.7.8. Explain pathways used to become an entrepreneur.

1.7.9. Conduct a self-assessment to determine entrepreneurial potential.

1.7.10. Describe techniques for obtaining experience (e.g., apprenticeship, co-operative [co-op] education, work placement, internship, job shadowing) related to an entrepreneurial objective.

1.7.12. Identify resources available to entrepreneurs (e.g., Small Business Administration, mentors, information resources, educational opportunities, grants for artistic support).

1.7.13. Protect intellectual property and knowledge (e.g., copyright, patent, trademark, trade secrets, processes).

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**Outcome 1.8. Operations Management**

Plan, organize and monitor an organization or department to maximize contribution to organizational goals and objectives.

**Competencies**

1.8.2. Select and organize resources to develop a product or a service.

1.8.3. Analyze the performance of organizational activities and reallocate resources to achieve established goals.

1.8.4. Identify alternative actions to take when goals are not met (e.g., changing goals, changing strategies, efficiencies).

1.8.7. Collect information and feedback to help assess the organization’s strategic planning and policymaking processes.

1.8.8. Identify routine activities for maintaining business facilities and equipment.

1.8.10. Analyze how business management and environmental management systems (e.g., health, safety) contribute to continuous improvement and sustainability.

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| Pathways | X | Media Arts | X | Performing Arts | X | Visual Design |

**Outcome 1.10. Sales and Marketing**

Manage pricing, place, promotion, packaging, positioning and public relations to improve quality customer service.

**Competencies**

1.10.1. Identify how the roles of sales, advertising and public relations contribute to a company’s brand.

1.10.2. Determine the customer's needs and identify solutions.

1.10.3. Communicate features, benefits and warranties of a product or service to the customer.

1.10.4. Identify the company policies and procedures for initiating product and service improvements.

1.10.5. Monitor customer expectations and determine product/service satisfaction by using measurement tools.

1.10.6. Discuss the importance of correct pricing to support a product’s or service’s positioning in the marketing mix.

1.10.7. Describe the importance and diversity of distribution channels (i.e., direct, indirect) to sell a product.

1.10.8. Use promotional techniques to maximize sales revenues (e.g., advertising, sales promotions, publicity, public relations).

1.10.10. Demonstrate sales techniques.

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**Strand 3. Written Content Creation**

Learners apply content creation knowledge and skills to use the intended message for entertainment, journalism or marketing purposes.

**Outcome 3.1. Career-based Writing**

Develop basic skills and knowledge related to fact-, entertainment- and marketing-based copy.

**Competencies**

3.1.1. Analyze the writing content and styles of fact-, entertainment- and marketing-based models.

3.1.2. Compare and contrast fiction and nonfiction.

3.1.5. Create copy that emphasizes the central theme through supporting ideas or facts.

3.1.6. Adapt writing for the literacy level of the audience, including the use of readability software.

3.1.7. Critique timeliness, effect and proximity characteristics of copy.

3.1.8. Meet word count and organization-sensitive requirements.

3.1.11. Review, re-write and edit to prepare the final copy for client and artistic approval.

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| Pathways | X | Media Arts | X | Performing Arts | X | Visual Design |

**Outcome 3.2. Entertainment-based Writing**

Produce copy for products designed for amusement and enjoyment.

**Competencies**

3.2.2. Compare and contrast writing to be read and writing to be performed.

3.2.3. Brainstorm the theme and plot through outlining or storyboarding.

3.2.5. Create copy with appropriate tone and content for the speaker or performer.

3.2.6. Annotate copy with phonetic spelling for the speaker or performer.

3.2.9. Develop provocative and persuasive audio essays.

3.2.11. Create script for stage, radio, libretti, television and film.

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| Pathways | X | Media Arts | X | Performing Arts |  | Visual Design |

**Outcome 3.3. Fact-based Writing**

Write concise and focused copy for journalism.

**Competencies**

3.3.1. Determine what information is newsworthy.

3.3.2. Write stories in basic news style using the inverted pyramid to identify who, what, when, where, why and how.

3.3.3. Identify positions from research and resources while remaining objective.

3.3.4. Compare and contrast objective and subjective fact-based text.

3.3.6. Conduct primary source interviews using face-to-face and electronic programming.

3.3.7. Follow protocol for off-the-record information.

3.3.8. Design a story lead based on purpose and audience.

3.3.10. Apply direct, indirect and partial quotes.

3.3.11. Create content format, length and flow based on purpose, audience and channel.

3.3.12. Create specialized stories.

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| Pathways | X | Media Arts | X | Performing Arts |  | Visual Design |

**Outcome 3.4. Market-based Writing**

Write concise, creative, memorable, sellable copy for advertising, public relations and proposals.

**Competencies**

3.4.2. Determine the wants and needs of the target audience.

3.4.4. Create subjective text to market products, including posters, advertising jingles and opening sequences for television.

3.4.6. Apply the product, price, promotion and placement components of marketing.

3.4.9. Critique advertisements to ensure the achievement of goals and objectives.

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| Pathways | X | Media Arts | X | Performing Arts | X | Visual Design |

**Strand 4. Audio, Video and Photo Imaging**

Learners apply knowledge and skills of photography and videography to capture, engineer and manipulate audio, images and video for a media production.

**Outcome 4.1. Science of Sound**

Apply the characteristics and properties of sound to a professional production.

**Competencies**

4.1.1. Analyze sound by its properties, including amplitude, frequency, wavelength, velocity, diffraction, diffusion, phase and harmonics.

4.1.2. Classify elements in sound transduction, including resistance, balanced versus unbalanced lines and how sound energy is converted into electrical energy.

4.1.3. Identify sound as measured or perceived.

4.1.4. Identify sound pressure level (SPL).

4.1.5. Analyze acoustics and their impact on sound.

4.1.6. Apply the principles of direct sound, early reflection and reverberation.

4.1.7. Deconstruct the four elements of a waveform signal.

4.1.8. Apply the principles of digital audio theory (e.g., sampling rate, Nyquist Theorem).

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| Pathways | X | Media Arts | X | Performing Arts |  | Visual Design |

**Outcome 4.2. Audio Capturing**

Apply the principles and properties of how sound is measured, converted and perceived to capture an audio recording for professional purposes.

**Competencies**

4.2.1. Determine sound recording requirements.

4.2.2. Compare and contrast microphone properties (e.g., polar patterns, type of transducer) with their intended use (e.g., handheld, wireless, boom).

4.2.3. Determine microphone and speaker placement, according to their directional characteristics.

4.2.4. Record on dual system devices.

4.2.5. Import audio using analog-to-digital interfaces (e.g., Musical Instrument Digital Interface [MIDI], breakout boxes).

4.2.6. Organize a production from audio recording to distributing.

4.2.7. Distinguish among digital media formats (e.g., .mp3, .mp4, .wav, .aiff).

4.2.8. Select a score for production and post-production needs.

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| Pathways | X | Media Arts | X | Performing Arts |  | Visual Design |

**Outcome 4.3. Audio Operations**

Manipulate recordings for professional purposes.

**Competencies**

4.3.1. Produce live sound, tracks and overdubbing (e.g., narrative, voiceover, music).

4.3.2. Apply the principles of compression and limiting.

4.3.3. Differentiate between linear and non-linear transfers.

4.3.4. Synchronize new audio tracks with previously recorded video and audio tracks.

4.3.5. Perform audio mixing, including relative level, spatial positioning, equalization, dynamics processing and effects processing).

4.3.6. Apply virtual mixing techniques.

4.3.7. Apply the principles of time-based effects.

4.3.8. Synchronize sound effects for film, television, radio or live performances.

4.3.9. Adjust sound according to the needs of the environment.

4.3.10. Select and place audio amplifiers, speakers and monitors for the planned effect.

4.3.11. Eliminate feedback by applying principles of electronics equalization.

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| Pathways | X | Media Arts | X | Performing Arts | X | Visual Design |

**Outcome 4.7. Audio/Video Editing**

Edit post-production audio or video for commercial purposes.

**Competencies**

4.7.1. Compare and contrast linear and nonlinear digital editing systems for audio/video.

4.7.2. Import and log media for editing.

4.7.3. Manage files of digital clips.

4.7.4. Use storyboard techniques to place media on a timeline.

4.7.6. Edit audio or video online and offline with transitions, cutting points, order of shots and continuity.

4.7.8. Mix audio for video through filters, ambient sound, sound effects, equalization (EQ) and matching levels.

4.7.10. Export and upload media in the appropriate format (e.g., print to video, DVD, video file).

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| Pathways | X | Media Arts | X | Performing Arts | X | Visual Design |

**Strand 6. Digital Design**

Learners apply knowledge and skills of digital design to manipulate and animate new and existing audio, video or photo images to create graphics for internet, broadcast, mobile and other multimedia applications.

**Outcome 6.1. Content Management**

Import, store, export and manage digital assets.

**Competencies**

6.1.4. Import media into the selected application.

6.1.5. Identify the hardware capabilities of various devices and how processor speed, Random Access Memory (RAM), monitor resolution and media storage affect the development and use of digital projects.

6.1.6. Convert file formats for use in editing software and other applications.

6.1.7. Export media in the appropriate format for delivery.

6.1.8. Manage digital assets through organizational techniques (e.g., metadata, keywords, file/folder structure, name conventions).

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| Pathways | X | Media Arts | X | Performing Arts | X | Visual Design |

**Outcome 6.5. Web Page Design**

Design and create webpages to appeal to the end user.

**Competencies**

6.5.2. Explain how bandwidths affect data transmission.

6.5.12. Incorporate audio, video, graphics and animations into a web page.

6.5.18. Transfer files using file compression for transfer or storage.

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| Pathways | X | Media Arts |  | Performing Arts | X | Visual Design |

**Strand 7. Performance**

Learners apply knowledge and skills for performance, including roles, processes, procedures and production design.

**Outcome 7.1. Interrelationships**

Examine and explore how music, dance and theatre disciplines connect to create a production.

**Competencies**

7.1.2. Evaluate the importance of the audience and its relationship to the performance.

7.1.5. Describe and critique the elements of a performance from an audience member’s perspective.

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**Outcome 7.2. Genres**

Analyze and critique the stylistic differences among genres.

**Competencies**

7.2.1. Compare and contrast the various styles.

7.2.2. Identify and compare the lives, works and influence of significant individuals in various cultures, traditions and historical periods.

7.2.3. Compare and contrast characteristics (e.g., technique, form, content) of genres from a particular time period or area of influence.

7.2.4. Explain the influence of social context, historical periods and culture in the development of a performance.

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| Pathways | X | Media Arts | X | Performing Arts |  | Visual Design |

**Outcome 7.6. Music Elements**

Distinguish the elements of music through listening.

**Competencies**

7.6.2. Identify meter.

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**Outcome 7.8. Musical Performance**

Perform different styles of instrumental or vocal music in solos and ensembles.

**Competencies**

7.8.1. Apply the elements of music that produce an expressive effect.

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| Pathways | X | Media Arts | X | Performing Arts |  | Visual Design |

**Outcome 7.11. Production Management**

Assign roles, functions and procedures based on a script or production plan.

**Competencies**

7.11.1. Identify the stages in the production process.

7.11.2. Describe the function and responsibilities of individuals involved in creating, planning, scheduling and producing a production.

7.11.3. Develop script formats, interpretations, subjects, production choices and ideas.

7.11.4. Secure talent and a location.

7.11.5. Manage personnel and workflow.

7.11.6. Align the scenes and cast with the script or production plan.

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**Outcome 7.14. Performance Demands**

Meet the physical, vocal and psychological demands of a performance.

**Competencies**

7.14.1. Apply the warm-up process and other techniques that prevent strain on various parts of the body and voice.

7.14.2. Recognize physical stress as a potential risk factor to the body’s various movements.

7.14.3. Develop techniques to enhance a performance based on the knowledge of anatomy and physiology.

7.14.4. Develop a nutrition plan and lifestyle choices that support optimal performance and reduce stress and injury.

7.14.5. Anticipate the physical requirements of a performance.

7.14.6. Overcome psychological stresses to minimize their impacts on a performance.

7.14.7. Manage and relieve anxieties.

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**Outcome 7.15. Rehearsal and Audition**

Establish skills and habits necessary for auditions, individual practice and rehearsals.

**Competencies**

7.15.1. Plan for different types of auditions and adapt to in-person, audio and video format requirements.

7.15.2. Select the audition material that meets the expectations of the company or individual holding the audition.

7.15.3. Prepare physically and mentally for rehearsal and audition demands.

7.15.4. Critique the strengths and weaknesses of a performance during rehearsal.

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