**Course Description:**

This course focuses on design and construction of what the audience sees around actors. Students analyze scripts and budgets to determine appropriate sets. They create renderings and drawings by hand and through computer drafting programs to present the designer’s vision. They develop models, mock-ups and final construction of scenery. In addition to construction techniques, they acquire workplace skills such as leadership, collaboration and safety.

**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.

1.1.5. Develop strategies for self-promotion in the hiring process (e.g., filling out job applications, resumé writing, interviewing skills, portfolio development).

1.1.6. Explain the importance of work ethic, accountability and responsibility and demonstrate associated behaviors in fulfilling personal, community and workplace roles.

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.

1.2.8. Identify the strengths, weaknesses and characteristics of leadership styles that influence internal and external workplace relationships.

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.

1.2.14. 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).

1.3.5. 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.

1.3.8. 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).

1.4.6. 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).

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**Outcome 1.5. Global Environment**

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

**Competencies**

1.5.1. Describe how cultural understanding, cultural intelligence skills and continual awareness are interdependent.

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

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.

1.5.7. Use intercultural communication skills (e.g., code switching) to exchange ideas and create meaning.

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

**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.

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

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

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

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**

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

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

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**

1.8.1. Forecast future resources and budgetary needs using financial documents (e.g., balance sheet, demand forecasting, financial ratios).

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).

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

1.8.9. Develop a budget that reflects the strategies and goals of the organization.

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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**Outcome 1.10. Sales and Marketing**

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

**Competencies**

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

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

**Outcome 1.11. Principles of Business Economics**

Examine and employ economic principles, concepts and policies to accomplish organizational goals and objectives.

**Competencies**

1.11.4. Determine how the quality, quantity and pricing of goods and services are affected by domestic and international competition in a market economy.

1.11.8. Identify the relationships between economy, society and environment that lead to sustainability (e.g., evolution and impact of the arts).

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

**Strand 2. Design**

Learners apply the elements and principles of design and compositional techniques to create works of art and visual layouts for both tactile and digital art forms.

**Outcome 2.1. Art Elements and Design Principles**

Analyze works of art for the art elements and the design principles needed to create professional products.

**Competencies**

2.1.1. Describe art elements of line, value, color, shape, space, form and texture in various media that are used individually or in combination.

2.1.2. Identify specific characteristics (i.e., positive and negative, organic, geometric, quality, weight, direction) of art elements that communicate and express ideas.

2.1.3. Determine how and when to apply the principles of design, including unity, variety, balance, movement, emphasis, visual hierarchy and proportion/scale, to communicate ideas.

2.1.4. Compare and contrast unity and variety within a design.

2.1.5. Contrast formal/symmetrical, informal/asymmetrical and radial balance.

2.1.6. Observe movement shown through repetition, pattern and rhythm.

2.1.7. Interpret emphasis through contrast, isolation, size and placement.

2.1.8. Identify visual hierarchy used to establish dominance.

2.1.9. Recognize the use of proportion/scale.

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

**Outcome 2.2. Color Theory**

Assess the use of color for commercial design.

**Competencies**

2.2.2. Analyze position in color theory models (e.g., color wheel; Munsell’s design relationship among chroma/intensity, value/lightness and hue).

2.2.3. Describe how changes to tint, shade, hue, value, intensity and saturation relate to color theory.

2.2.8. Compare and contrast choices using the psychology of color.

2.2.9. Critique the use of color schemes (e.g., primary, secondary, tertiary, analogous, complementary, triads, monochromatic) in various media.

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

**Outcome 2.3. Art Forms**

Apply art elements and design principles to create two-dimensional (2D) and three-dimensional (3D) commercial products using various media to communicate the message and evoke the desired audience response.

**Competencies**

2.3.2. Draw in one-point, two-point, multi-point and aerial perspectives.

2.3.3. Apply color using pencil, marker, dry media, wet media and digital media.

2.3.4. Demonstrate shape, volume, depth and dimension.

2.3.5. Employ techniques that produce actual and implied texture (e.g., filters, embroidery, embossing, clay, wax, wood, metal).

2.3.6. Select the material based on its characteristics (e.g., design, construction, maintenance, care of product) for the intended use.

2.3.7. Create a 3D design according to specific measurements using drawing, cutting, scoring and bonding techniques.

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

**Outcome 2.4. Visual Layouts**

Create layouts for pre-production and analyze the communicative effects on the commercial product.

**Competencies**

2.4.1. Create thumbnail and rough sketches.

2.4.5. Differentiate between raster- and vector-based layouts.

2.4.7. Determine composition, formal qualities, scale and use of space.

2.4.9. Create visual continuity among a variety of products.

2.4.12. Evaluate the product in terms of the message or meaning for the targeted audience.

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

**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**

3.1.10. Select visual imagery to support or enhance copy.

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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**

3.2.10. Determine how the script dictates various elements, including setting, music and blocking.

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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**

3.4.1. Research and analyze trends and local markets for opportunities.

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

**Strand 5. Print Production Process**

Learners apply knowledge and skills to produce print or digital products.

**Outcome 5.6. Digital Production Printing**

Produce digital print jobs on digital print systems.

**Competencies**

5.6.7. Analyze the capabilities of three-dimensional (3D) printing.

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| Pathways | X | Media Arts | X | 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.

7.1.6. Determine the relationship among costume, scenic, lighting and sound designers.

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

**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 7.4. Space, Time and Energy**

Exhibit the use of space, time and energy through performance.

**Competencies**

7.4.1. Work within conventional and nonconventional spaces.

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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.

7.11.5. Manage personnel and workflow.

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

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

**Outcome 7.12. Production Design**

Adapt the elements of stagecraft to a script or production plan.

**Competencies**

7.12.1. Create a design that captures the director’s vision and concept.

7.12.2. Create a design using standards scenery elements.

7.12.3. Integrate all design elements (e.g., costuming, scenery, lighting, audio and properties) to reflect the mood, setting and socioeconomic statuses indicated in the production plan.

7.12.4. Determine stage rigging based on stage configuration.

7.12.5. Create a set rendering, scale ground plan and set model using different techniques (e.g., collage, paint elevation chart, thumbnail design).

7.12.6. Identify stagecraft properties and their function and placement in a production.

7.12.7. Execute scenic painting, lighting and costuming based on the audience’s perception of highlights and shadows.

7.12.8. Interpret the elements of a simple light plot.

7.12.9. Execute a lighting design.

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

**Outcome 7.13. Costuming**

Create and apply wardrobe, hair style and makeup for a performance.

**Competencies**

7.13.10. Describe the relationship among costume, scenic, lighting and sound designers.

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

**Outcome 7.14. Performance Demands**

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

**Competencies**

7.14.7. Manage and relieve anxieties.

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