**Course Description:**

In this first course of the Media Arts pathway students will learn the basics of how to convey messages through journalism, commercial advertising and marketing. They review the accuracy and impact of words and visuals used in news, advertisements and commercials. They learn essential terminology and basic tools for delivering messages. They understand the content length, deadlines and responsibilities of various delivery channels.

**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.

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

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**

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

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).

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**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**

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

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

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**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).

1.4.4. Use system hardware to support software applications (e.g., innovations in imaging and screen printing).

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.

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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.

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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**

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

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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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**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.

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

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**Outcome 2.2. Color Theory**

Assess the use of color for commercial design.

**Competencies**

2.2.7. Compare and contrast additive and subtractive color theory (e.g., RGB, CMYK).

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

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**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.

2.4.8. Apply compositional techniques, including rule of thirds, use of a grid system, 180-degree rule, framing, fill frame, pyramid, strong center of interest and aspect ratio.

2.4.9. Create visual continuity among a variety of products.

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**Outcome 2.5. Typography**

Apply typographical elements for a commercial presentation.

**Competencies**

2.5.1. Select typefaces (e.g., serif, sans serif).

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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.

3.1.3. Assess or determine the platform for delivery (e.g., video, audio, print).

3.1.4. Compare and contrast vocabulary, transition words, diction and sentence structure within writing models.

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

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

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**Outcome 3.2. Entertainment-based Writing**

Produce copy for products designed for amusement and enjoyment.

**Competencies**

3.2.1. Compare and contrast entertainment-based models of content created for print, electronic, audio, video and audio-visual genres.

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.

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**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.

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**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.

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

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

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**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**

4.1.2. 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).

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**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.

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**Outcome 4.5. Photography**

Capture and edit still images for commercial purposes.

**Competencies**

4.5.1. Analyze the capabilities of different image capturing devices.

4.5.2. Clean and maintain camera equipment.

4.5.8. Capture images through various lenses and camera angles.

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**Outcome 4.6. Videography**

Shoot video for professional and archival purposes.

**Competencies**

4.6.1. Analyze the capabilities of different video devices.

4.6.5. Frame shots for proper composition, including extreme long, long, medium, close-up, extreme close- up, two-shot, over-the-shoulder, head room, nose room and lead room.

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**Outcome 4.7. Audio/Video Editing**

Edit post-production audio or video for commercial purposes.

**Competencies**

4.7.2. Import and log media for editing.

4.7.3. Manage files of digital clips.

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

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**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**

6.1.2. Compare how digital and interactive media are used in different environments (e.g., kiosks, electronic billboards, Digital Out of Home [DOoH] signage, games).

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.

6.1.7. 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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**Outcome 6.2. Scanning**

Apply scanning techniques and procedures to capture images for design.

**Competencies**

6.2.1. Describe the relationship between lines per inch (LPI) and dots per inch (DPI).

6.2.2. Describe the relationship between resolution and file size.

6.4.4. Create special effects and virtual navigation.

6.2.5. Save images in various modes, resolutions and formats.

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