**Course Description:**

The focus of this course is on merging different types of media on the Internet. Students combine text, still photography, audio, videography and graphic arts to create interactive Web pages. They demonstrate creative, digital storytelling accessible from multiple platforms. Students learn project management and marketing. They learn how to create Web content that is accessible by individuals with visual disabilities.

**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).

1.1.4. 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.

1.2.5. 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.

1.2.9. 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).

1.2.13. 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.

1.3.3. 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.

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

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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).

1.4.5. Use information technology tools to maintain, secure and monitor business records.

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**

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

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.

1.6.5. 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.

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

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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.

1.7.6. Describe life cycles of an entrepreneurial business and an entrepreneur.

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.

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

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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.

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

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

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**Outcome 1.11. Principles of Business Economics**

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

**Competencies**

1.11.7. Describe how economic performance and culture are interdependent.

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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**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.

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**Outcome 2.2. Color Theory**

Assess the use of color for commercial design.

**Competencies**

2.2.4. Identify gamut output issues and calibrate color.

2.2.5. Select color profiles for different mediums (e.g., Red Green Blue [RGB], Cyan Magenta Yellow Key [CMYK], Pantone®, Reference Output Medium Metric [ROMM] RGB, CIE-L\*a\*B\* color space).

2.2.6. Replicate color across multiple mediums accommodating how color changes from the monitor to the final product (e.g., coated and uncoated papers, metallic, color-calibrated monitors).

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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**

2.3.6. 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**

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

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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).

2.5.4. Mix families of type within a project.

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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**

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

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

3.1.8. Meet word count and organization-sensitive requirements.

3.1.10. Select visual imagery to support or enhance copy.

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

3.1.12. Critique the impact of your writing and incorporate feedback in a revision.

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

**Outcome 3.3. Fact-based Writing**

Write concise and focused copy for journalism.

**Competencies**

3.3.10. Apply direct, indirect and partial quotes.

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

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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.

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

3.4.3. Communicate brand image and product value.

3.4.10. Apply channels of direct mail, online, email, Web and social media strategies.

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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 4.2. Audio Capturing**

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

**Competencies**

4.2.5. 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**

4.3.6. Apply virtual mixing techniques.

4.3.7. Apply the principles of time-based effects.

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

**Outcome 4.5. Photography**

Capture and edit still images for commercial purposes.

**Competencies**

4.5.9. Modify images through sizing, cropping and output resolution.

4.5.10. Modify an image through color-management and special effects.

4.5.11. Enhance an image with tone, contrast, filters, composites and sharpening techniques.

4.5.12. Retouch an image by cloning, healing, patching and rebuilding.

4.5.13. Integrate image capture with post-production processes.

4.5.14. Capture multiple images and render them in high dynamic range.

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

**Outcome 4.6. Videography**

Shoot video for professional and archival purposes.

**Competencies**

4.6.4. Select file format, frame speed and resolution.

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

**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.

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

4.7.5. Correct color, condense and enhance a video production.

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

4.7.7. Add special effects to a video through filters, keying and image control.

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

4.7.9. Create graphics for video products (e.g., titles, still images).

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**

6.1.1. Identify the characteristics that make media interactive.

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.

6.1.6. 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 6.2. 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.

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

6.2.6. Scale, size and adjust file resolution for multiple uses.

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

**Outcome 6.3. Graphics**

Create and manipulate two-dimensional (2D) and three-dimensional (3D) digital graphics.

**Competencies**

6.3.1. Draw digital graphics.

6.3.2. Manipulate the attributes of graphics (e.g., color, shape, size, texture).

6.3.4. Select a graphic file format based on compression, resolution and file size.

6.3.5. Optimize and export graphic files for intended use.

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**Outcome 6.4. Animation**

Create digital animation.

**Competencies**

6.4.6. Render and export animations.

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**Outcome 6.5. Web Page Design**

Design and create webpages to appeal to the end user.

**Competencies**

6.5.1. Identify how different devices, browsers and operating systems affect the look of a web page.

6.5.2. Explain how bandwidths affect data transmission.

6.5.3. Describe the basic principles of Hypertext Markup Language (HTML) and its functional relationship with web browsers.

6.5.4. Select a web page template based on website characteristics.

6.5.5. Design a web page based on subject, devices, audience, layout, color, navigation, graphics and Americans with Disabilities Act (ADA) requirements.

6.5.6. Organize assets for a functional web page.

6.5.10. Create and attach cascading style sheets (CSS).

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

6.5.13. Create rollovers, text wraps and hyperlinks.

6.5.14. Draft, revise, edit and proofread to check for format and text accuracy.

6.5.15. Execute usability tests on a completed web page, checking for information accessibility, ease of use and navigation on multiple platforms and devices.

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

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