**Course Description:**

Students advance their digital photographic knowledge and skill using camera raw files with a focus on commercial use and knowledge of production software. Emphasis is on creative expression and client communications to increase marketability of product. Topics include white balance, saturation, contrast and color correcting. Students apply copyright and fair use guidelines.

**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.

1.2.9. 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.

1.3.6. Identify deceptive practices (e.g., bait and switch, identity theft, unlawful door-to-door sales, deceptive service estimates, fraudulent misrepresentations) and their overall impact on organizational performance.

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.

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

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.

1.5.2. 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.

1.5.7. 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.

1.6.4. 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.

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

**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.

1.7.5. Develop a business plan.

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.

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

1.7.11. Identify initial steps in establishing a business (e.g., limited liability company [LLC], tax ID, permits, insurance, licensing).

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

**Outcome 1.8. Operations Management**

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

**Competencies**

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.

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

**Outcome 1.9. Financial Management**

Use financial tools, strategies and systems to develop, monitor and control the use of financial resources to ensure personal and business financial well-being.

**Competencies**

1.9.2. Identify tax obligations (i.e., opportunities for deductions).

1.9.7. Review and summarize categories (types) of insurance and identify how insurances can reduce financial risk.

1.9.8. Identify income sources and expenditures.

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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.

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

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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| 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**

1.11.2. Identify the difference between monetary and nonmonetary incentives and explain how changes in incentives cause changes in behavior.

1.11.3. Use economic indicators to identify economic trends (e.g., deregulation) and conditions (e.g., inflation, interest rate fluctuations, unemployment rates).

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.

1.11.7. 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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| 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**

2.2.1. Explain the science of color perception using the electromagnetic spectrum.

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.

2.2.4. 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).

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.

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**

2.3.3. 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.

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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.

2.4.2. Apply the proper color profile for the final output.

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

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

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.

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 |

**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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| 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**

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

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 3.4. 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.

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

3.4.7. Implement the voice of the customer in branding.

3.4.8. Create and revise messages for word-of-mouth, advertising and social media channels.

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

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

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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 4.4. Lighting**

Measure and manipulate lighting based on the characteristics and properties of light.

**Competencies**

4.4.1. Measure light levels using a light exposure meter.

4.4.2. Employ the characteristics (e.g., hard light, diffused light, incident light) and properties of light.

4.4.3. Manipulate and direct light using ratios, gels, filters, diffusion and gobos.

4.4.4. Implement lighting techniques (e.g., four-point, bounce, high-key, low-key, cross-key, mixed) to produce specific 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**

4.5.1. Analyze the capabilities of different image capturing devices.

4.5.2. Clean and maintain camera equipment.

4.5.3. Identify the effects of ISO settings on image quality.

4.5.4. Achieve proper exposure through light, shutter speed and aperture.

4.5.5. Affect apparent motion through shutter speed.

4.5.6. Manipulate aperture settings to alter depth of field.

4.5.7. Alter image through focus, white balance, exposure modes and polarization.

4.5.8. Capture images through various lenses and camera angles.

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 |

**Strand 5. Print Production Process**

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

**Outcome 5.2. File Output**

Output files for print production.

**Competencies**

5.2.1. Determine the resolution of the output device.

5.2.2. Apply color management through a calibrated system.

5.2.3. Manage output factors, including file management and raster image processing.

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

**Outcome 5.4. Printed Images**

Create printed images according to the client’s approved proof.

**Competencies**

5.4.5. Analyze and maintain print quality controls for offset, wide-format inkjet and laser formats.

5.4.6. Produce copies following project specifications.

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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**

6.1.3. Select an application according to its capabilities in meeting the purpose and budget.

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.

6.2.3. Manipulate input functions and calibrate scanning equipment (e.g., descreening, gamma, resolution).

6.2.4. Scan images.

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**

6.3.3. Arrange graphics using layers.

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 6.5. Web Page Design**

Design and create webpages to appeal to the end user.

**Competencies**

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

6.5.6. Organize assets for a functional 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.

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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.

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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.

7.11.4. Secure talent and a location.

7.11.5. Manage personnel and workflow.

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**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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