**Course Description:**

The worlds of art designers, performers and media artists intersect historically, culturally and aesthetically. In this introductory course for the Arts and Communication Career Field, students learn the basics of performance, design, audio and video. They review brochures, photographs, news stories, videos and other products common to the visual, media and performing arts industries.

**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.

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

postsecondary options.

1.1.5. Develop strategies for self‐promotion in the hiring process (e.g., filling out job applications,

résumé 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.

1.1.8. 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.

1.1.11. 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.

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

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

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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**

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

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).

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

1.4.7. 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**

1.5.4. 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.

1.5.8. 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.

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

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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**

1.7.2. 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.

1.7.7. 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.

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

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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 2.4. 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.

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**Outcome 2.5. Typography**

Apply typographical elements for a commercial presentation.

**Competencies**

2.5.7. Assess typography’s effects on message delivery and aesthetics (e.g., limit families, readability).

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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).

3.1.10. Select visual imagery to support or enhance copy.

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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.

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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.

3.3.3. 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**

4.1.3. 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.

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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.

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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.

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**Outcome 5.8. Binding and Finishing**

Evaluate post image transfer finishing methods and techniques.

**Competencies**

5.8.4. Fold products, using single-, letter- and tri-fold.

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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**

6.1.1. 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).

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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.

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**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**

7.1.1. Identify the similarities in preparation and audition among the performing arts disciplines.

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

7.1.3. Describe how the level of training impacts a 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.

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

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**Outcome 7.6. Music Elements**

Distinguish the elements of music through listening.

**Competencies**

7.6.2. Identify meter.

7.6.4. Identify the relationship between melodies and harmony.

7.6.5. Identify the tonality of work.

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

**Outcome 7.15. Rehearsal and Audition**

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

**Competencies**

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

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