

ARTS & COMMUNICATION CAREER PATHWAYS AND COURSES

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340120 DIGITAL IMAGE EDITING
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340130 AUDIO BROADCAST
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ARTS & COMMUNICATION CAREER FIELD COURSE DESCRIPTIONS

BUSINESS OF ARTS & COMMUNICATION 340006 [B0, B1, B2]

From event management to tracking expenses, students learn the business side of visual, media, and performing arts operations. Topics include marketing, branding, producing, promoting, booking, budgeting, and merchandising. Students learn and apply intellectual property rights, licensing, copyright, royalties, liabilities, and contractual agreements. They learn how both profit and non-profit organizations businesses operate.

ARTS & COMMUNICATION CAPSTONE 340009 [B0, B1, B2]

Students apply Arts and Communication program knowledge and skills in a more comprehensive and authentic way. Capstones are project/problem-based learning opportunities that occur both in and away from school. Under supervision of the school and through partnerships, students combine classroom learning with work experience to benefit themselves and others. These can take the form of mentorship employment, cooperative education, apprenticeships, and/or internships.

INTRODUCTION TO MEDIA ARTS 340110 [B0] VM

In this course, students will learn the basics of how to convey messages in 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.

MEDIA ARTS WRITING 340115 [B0]

Copy for news stories, technical journals, advertisements, and social media has similarities and differences. This course focuses on creating and adapting content for multiple purposes, including print, radio, TV, internet, and social media. Students conduct and synthesize research and interviews to write persuasive and unbiased copy. They evaluate and edit text for purpose, style, space limitations, and accuracy. They accentuate messaging with design elements. Strategies to determine audience impact are engaged.

DIGITAL IMAGE EDITING 340120 [B0, B2] VM CTAG

This course focuses on manipulating images for final output through print and web-based production. Students obtain a brief perspective on analog image editing and delve into the world of editing digital photos, illustrations, and other artwork. They learn to adjust resolution and exposure, modify color, compress data, and format and manage files. Students will use problem-solving strategies and work collaboratively to complete the creative process with artists, printers, and web developers.

MOTION GRAPHICS 340125 [B0, B2]

From script to storyboard and special effects, students develop products focused on a central theme and purpose. Using commercial and open-source digital animation software, they create an illusion of motion that extends beyond traditional frame-by-frame footage. They learn skills and techniques involving music, animation, text, voice, photos, and videos. Products are adjusted for access through computers, mobile devices, game consoles, projectors, radio, and TV.

AUDIO BROADCAST 340130 [B0] CTAG

Sound is essential to broadcast journalism and advertising. Students compare and contrast how sound alone and sound combined with visuals can entertain and inform. They generate content, record, edit, mix, and produce voice and music for airwaves, podcasts, and/or Internet. They adapt for analog and digital audio while adhering to Federal Communication Commission rules and regulations related to bandwidth and advertising.

MUSICAL ENGINEERING 340135 [B0, B1]

Students put music theory and basic music skill into practice as they engineer sound for live and recorded production. They create, capture, edit, mix, and synchronize music into audio and video tracks of various formats. Topics include acoustics, reflection, absorption of sound, and reverberation. Students create products based on research of audience sensitivity and need and do so in compliance with laws related to intellectual property and competition.

VIDEO BROADCAST 340140 [B0]

This course focuses on video broadcast for the journalism industry. Skills attained include interviewing, image capture, color manipulation, audio and video blend, lighting, and editing. Students critique news broadcasts and research content. They plan and shoot video for live and recorded use in a specific time slot while adhering to laws related to defamation, libel, copyright, and privacy.

VIDEO PRODUCTION 340145 [B0, B1, B2] VM CTAG

This course focuses on video production for commercial use. Students will learn techniques to plan and coordinate work with clients to produce projects on a tight timeline. They learn how to read and interpret a script, select and maintain equipment and combine graphics, text, and special effects. Skills attained include pre-production documentation and planning, in-production audio and video recording, and post-production editing and distribution.

PHOTOGRAPHIC COMPOSITION 340150 [B0, B1, B2]

Aesthetics and techniques are essential to producing a good photograph. This course focuses on capturing and manipulating images in digital photography with some skill development in editing, printing, and enlarging. Topics include camera functions, mechanics of image capture, image manipulation, and print production. Students shoot photographs in various studio and indoor and outdoor settings.

PHOTOGRAPHY PRODUCTION 340155 [B0, B2]

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.

MULTI-MEDIA WEB PRODUCTION 340160 [B0, B2] CTAG

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 websites. 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 to individuals with visual disabilities.

DIGITAL CINEMA 340165 [B0, B1]

Inspiration, technique, and trends are the focus of this single-camera, cinema-style course. Students engage in creative storytelling through concept development, scriptwriting, and storyboarding. They learn to achieve the look of film through lighting and camera technique as well as double-system audio capture. Legal and ethical aspects such as copyright and fair use guidelines are learned.

INTRODUCTION TO PERFORMING ARTS 340210 [B1] VM

In this course, students examine how music, dance, and theatre disciplines connect to create a production. They learn about the physical and emotional demands of a career in show business. They learn the roles and functions of the many different departments within a production, including costuming, makeup, acting, and tech.

DANCE 340215 [B1] CTAG

In this course, students develop physical stamina and fitness, musicality, expression, and sequence retention while learning terminology for dance movement and for the entertainment industry. Through solo, ensemble, and improvisational movement, students interpret and communicate stories and feelings. Self-discipline, including emotional and nutritional health, are reinforced. Students will be introduced to business operations of performing arts.

FUNDAMENTALS OF DANCE 340216 [B1] VM

Students will explore dance as a career field and various career opportunities within the field. Students learn the necessary skills and aptitudes to be a successful dancer, exhibiting various dance steps, and the artistic dynamics of performance. Maintenance of physical and mental health is prioritized. The course will focus on introducing students to the vocabulary and fundamentals of dance as well as the relationships among theatrical disciplines.

APPLIED TECHNIQUES IN DANCE 340217 [B1]

This advanced course is for students who are interested in pursuing dance professionally. The course is designed to further the concepts, skills, and techniques introduced in previous CTE dance courses. The course is structured to mirror industry practices and standards of professional dance. Students will research and analyze the needs of a production using a variety of sources from diverse historical and cultural perspectives to determine appropriate production requirements. Students will design and produce a dance production from start to finish while holding key leadership positions in the production process.

CHOREOGRAPHY 340220 [B1]

The choreographer designs dance steps and routines. In this course, students critique choreographed works from multiple dance genres. Using knowledge and research as well as understanding specific characteristics and movements of dance, they compose sequences into their own designs. They alter choreography in solo and ensemble work. They work with dancers to maximize aesthetic appeal for the audience while helping them manage physical and psychological demands of a performance.

ACTING & SCRIPT ANALYSIS 340225 [B1]

This course combines understanding of the relationship between actor and script. Students research major theatre genres and influences, breaking down a script to discover objectives, obstacles, tactics, and character development. They create scripts with scenes, plot points, and characters. They learn acting techniques, including imagery, personal associations, and inner monologue. They perform a role within an original or established piece of work.

ACTING PERFORMANCE 340230 [B1]

Meeting expectations of the casting director and audience is critical to any successful performer. This course focuses on maximizing an actor's physical and emotional expression, vocal intonation, memorization, and imagination to convey stories and feelings. Whether spoken or sung, stylistic identity is reinforced. Other topics include material selection, meeting the physical and emotional demands of a performance, sustaining a character, and self and peer critique.

MUSICAL CONCEPT 340235 [B0, B1]

From warm up skills to complex rhythmic and technical passages, students combine theory and technique to sing or play a musical instrument. They recognize different harmonic, rhythmic, and melodic structures based on culture, era, and style. They write, read, and understand musical symbols. Other topics include scales and mode studies, dictation, and transcriptions. Students provide and receive performance critiques.

MUSIC ENSEMBLE & COMPOSITION 340240 [B0, B1]

In this course, students compose music and perform in groups. They sight read music, blend and balance ensemble instrumental and/or vocal performance and respond to cues with an understanding of stage presence and choreography. They score an original musical piece using notation and sequencing software. Talent and self-confidence are strengthened through practice, social interaction, self/peer critique, and performance.

MUSICAL THEATRE 340245 [B1]

The troupe member with abilities in music, dance, and acting is a unique talent in musical theatre. In this course, students assume the roles of singer, instrumentalist, actor, and dancer as well as learning essential skills for directors, stage managers, set designers, and/or costume technicians. Students learn to collaborate as a team and to give and take orders to accomplish tasks. Students learn to critique and analyze performance for improvement. They analyze historical and current-day exemplary models of musical theatre for story line, musical arrangement, and audience appeal.

FUNDAMENTALS OF MUSICAL THEATRE 340246 [B1] VM

In this course, students will explore music, dance, and acting with the goal of integrating them into a musical theatre performance. Students will identify important skills and knowledge necessary for a successful career in musical theatre. Students will understand how to prepare for a musical theatre performance, including audition, practice, rehearsal, and tech week.

MUSICAL THEATRE PRODUCTION 340247 [B1]

Production for musical theatre requires specific knowledge of design elements, production processes, and business techniques to create successful work. In this course, students will focus on the allied skills needed to produce work for the musical theatre stage. Students will learn how to create and teach choreography, blocking, and music direction in addition to administrative elements like producing, budgeting, marketing, communications, and ethical stewardship of artistic projects. Students will be able to produce an independent theatre show, including production elements, at the completion of this course.

FUNDAMENTALS OF TECHNICAL THEATRE 340252 [B1] VM

This course is an introduction to technical theater and the elements that contribute to the visual and spectacle elements of a performing arts production. Students will explore the fields of stage lighting, scenery construction, sound design, stage rigging, costuming, and makeup. Historical applications, production research, elements of art and color theory, tools, and terminology will be explored in relation to one or more of the areas of technical theater while demonstrating the collaborative nature of the field.

SKILLS & APPLICATIONS IN TECHNICAL THEATRE 340253 [B1] CTAG

This course is designed to provide a focused and hands-on experience for students to develop the skills needed to specialize in one or more of the areas needed to be a theater technician. An emphasis is placed on demonstrating the collaborative nature of the field. Students will develop the skills to capably fill roles on backstage running crews for all types of theatrical and other performing arts disciplines. The course includes instruction in general theater knowledge, vocabulary, equipment, tools, and safety as well as opportunities for hands-on theatrical production experience.

ADVANCED THEATRE DESIGN & TECHNOLOGY 340254 [B1]

This course is for students interested in pursuing technical theater and/or theater design as a career. The course is designed to further the concepts, skills, and techniques used in the performing arts fields of lighting, sound, and scenic design and construction introduced in previous CTE technical theatre courses. Structured to mirror current industry practices and standards for technical theatre, students will learn to move beyond the fundamentals of what is required to build and tech a show. Students will get hands-on experience in one or more areas of technical theater while working productions and other performances.

COSTUMING & MAKEUP 340260 [B1]

This course focuses on character design specific to makeup and costumes. Students research, render, and produce masks, hats, uniforms, dresses, and other attire. They apply actor makeup and choose wigs or hairstyles aligned with production demands. Students explore the many factors that influence character design, including story line, production restrictions and demands, relationships among characters, character movement, color, and stage lighting.

INTRODUCTION TO VISUAL DESIGN 340310 [B2] VM

Visual design takes the form of charts, drawings, consumer products, and more. In this course, students gain a are introduced to symbols, typography, and product output. They learn about opportunities in the graphics, design, and communication industries. Focusing on the consumer, students analyze products and create their own designs for critique. They learn how safety, efficiency, timeliness, teamwork, and ethics relate to the work.

VISUAL CREATION 340315 [B2] CTAG

Students learn theories and techniques to apply to graphic design. Students learn proper composition principles in color theory, typography, and drawing. They create designs for the internet and for two- or three-dimensional products while adhering to copyright laws and deadlines.

DIGITAL PRINT DESIGN 340320 [B2] CTAG

Starting with understanding target audiences, demographics, product shelf life, and sustainability, students create designs for two- or three-dimensional products. Using workflow processes, they lay out newsletters, posters, business cards, and other products. They create logo and package designs for corporate branding, marketing, and advertising. Critical thinking is engaged in multi-level critiques.

DIGITAL MEDIA ART 340325 [B0, B2] VM CTAG

This course focuses on the production of digital art for computers, mobile devices, game consoles, projectors, radio, and TV. Students apply techniques to digitize drawing, painting, and typography. They analyze the effects of single-color and multi-color output. They identify advantages and disadvantages of digital communications from philosophical, ethical, creative, and commercial output perspectives. Products are critiqued for design, production quality, and customer satisfaction.

VISUAL DISTRIBUTION 340330 [B2] CTAG

Students analyze customer preferences to determine product creation, production, and delivery. Students learn techniques to produce high-quality, creative, 2- and 3-dimensional products. They compare the differences of customer impact between using traditional mass distribution to individual consumer targeting.

ADVERTISING & COMMUNICATION 340340 [B2] CTAG

Creators and producers of graphic images must understand how to integrate and adapt creations for multiple marketing purposes. Students research and analyze the power of visuals in advertising campaigns and public relations events. Using the principles of advertising and visual communications, they develop strategies and products for specific purposes and audiences. They use logos, images, and type integrated strategically to create both printed and electronic products on a theme.

SOCIAL MEDIA COMMUNICATIONS 340350 [B0, B1, B2]

In this course, students will learn concepts and principles used in social media communications. Students will learn data-driven marketing and communications strategies and how to apply them to various forms of social media. Students will discuss social, historical, ethical, and economic dimensions of social media.

APPLICATIONS OF ARTIFICIAL INTELLIGENCE 145130 [B0, B2]

This course will prepare students to apply artificial intelligence, machine learning, and neural networks to common workflows, processes, and problems in programming and design. Students will analyze the broader societal, technological, and ethical impacts and implications of its usage and development. Students will learn how to construct prompts and queries and how to critically analyze generated responses.

HARD-SURFACE MODELING 145140 [B0]

Students will use current industry standard commercial and open-source programming software to create 3D visual elements in a web or standalone environment. Students will learn how to create static objects using polygonal modeling for applications like environmental design and level building. Students will learn standard techniques for preparing, smoothing, sculpting, and surfacing 3D objects.

ORGANIC MODELING 145155 [B0]

Students will use current industry standard commercial and opensource programming software to create 3D visual elements in a web or standalone environment. Students will learn basic principles and techniques for modeling naturally occurring objects such as humans, plants, animals, and creatures.

USER-FOCUSED DESIGN PRINCIPLES 145165 [B0, B2]

Students will learn the principles of designing user-centric experiences and apply them to issues in programming and design. Students will learn vision mapping, wireframing, and skeuomorphic design. Students will learn to conduct user-focused research, including developing user tasks and personas. Students will learn how human psychology influences consumers interacting with a program or design.

UNMANNED AIRCRAFT SYSTEMS 177024 [B0, B2]

Students will learn the essentials of operating an unmanned aircraft in a variety of environments. Students will learn principles of regulations, operations, air space, and navigation. Additionally, students will acquire and use geospatial information for various applications.