

Career & Technical Education | Arts & Communication

Introduction to Media Arts

Subject Code: 340110

Outcome & Competency Descriptions

Course Description:

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.

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.
- 1.1.4. 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.

Outcome: 1.2. Leadership and Communications

Process, maintain, evaluate, and disseminate information in a business.
Develop leadership and team building to promote collaboration.

Competencies

- 1.2.2. Deliver formal and informal presentations.
- 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.
- 1.2.7. 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.
- 1.2.11. Write professional correspondence, documents, job applications, and resumé.
- 1.2.12. Use technical writing skills to complete forms and create reports.
- 1.2.13. Identify stakeholders and solicit their opinions.

Outcome: 1.6. Business Literacy

Develop foundational skills and knowledge in entrepreneurship,
financial literacy and business operations.

Competencies

- 1.6.5. Describe organizational structure, chain of command, the roles and responsibilities of the organizational departments, and interdepartmental interactions.

Outcome: 1.7. Entrepreneurship/Entrepreneurs

Analyze the environment in which a business operates, and the
economic factors and opportunities associated with self-
employment.

Competencies

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

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

Outcome: 1.12. Cyber Hygiene

Apply digital information security principles to keep information secure.

Competencies

- 1.12.1. Identify the purpose and practices of Cyber Hygiene.
- 1.12.2. Differentiate between appropriate and inappropriate information.
- 1.12.3. Interpret security policies through job specific training and training updates.
- 1.12.4. Apply secure password behavior.
- 1.12.5. Apply physical and virtual situational awareness (e.g., clean desk policies, shoulder surfing, social engineering, tailgating).

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.

Arts 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, variety, unity, balance, symmetry) 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. Interpret emphasis through contrast, isolation, size, and placement.
- 2.1.7. Identify visual hierarchy used to establish dominance.

Outcome: 2.2.

Color Theory

Assess the use of color for commercial design.

Competencies

- 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.

Outcome: 2.5.

Typography

Apply typographical elements for a commercial presentation.

Competencies

- 2.5.1. Select typefaces for relevant applications.

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 writing content and styles of fact-, entertainment-, and marketing-based models.
- 3.1.3. Assess and determine the platform for delivery (e.g., video, audio, print, digital, and social media).
- 3.1.4. Compare and contrast vocabulary, transition words, diction, grammar, spelling, syntax, word choice, and sentence structure within writing models.
- 3.1.5. Create and copy that emphasizes the central theme through supporting ideas or facts.
- 3.1.6. Adapt writing for the literacy level of the audience, including the use of readability software.
- 3.1.7. Critique timeliness, effect, and proximity characteristics of copy.
- 3.1.8. Meet organization-sensitive requirements such as tone, approach, and word count while following style guide parameters.
- 3.1.9. Adapt the format (e.g., web, column) and body style (e.g., inverted-pyramid, hourglass, narrative) based on technical requirements and the purpose for writing.
- 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 editor feedback in a revision.

Outcome 3.2. Entertainment-based Writing

Produce copies 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, digital, live performance, speech, and audio-visual genres.
- 3.2.5. Create copy with appropriate tone, content, emotion, and psychology for the speaker or performer.

3.2.6. Annotate copy with phonetic spelling for the speaker or performer.

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.
- 3.3.5. Seek, consider, and synthesize primary, secondary, quantitative, and qualitative research.
- 3.3.8. Design a story lead based on purpose and audience.
- 3.3.9. Create informational text for multiple purposes, including editorial, press releases, biographies, narratives, public service announcements, and social media.
- 3.3.10. Apply direct, indirect, and partial quotes.
- 3.3.11. Create content format, length, and flow based on purpose, audience, and channel.
- 3.3.13. Engage symmetrical and asymmetrical strategies in the creation and revision of content.
- 3.3.14. Illustrate the value of a project through a media pitch.
- 3.3.15. Identify the time-sensitive elements of content.

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.
- 3.4.4. Create subjective text to market products through various information channels to reach target audiences with compelling brand messages
- 3.4.5. Synthesize ideas for primary and secondary messages.
- 3.4.7. Implement the voice of the customer in branding.
- 3.4.10. Apply channels of direct mail, online, email, web, and social media strategies.

Outcome: 3.5. Social Media

Develop content for social media.

Competencies

- 3.5.1. Describe the similarities and differences between social media platforms.
- 3.5.3. Compare the use of social media for business vs. personal use.
- 3.5.4. Understand social trends and cultural perspectives and how they manifest on social media.
- 3.5.5. Create content tailored to a specific social media platform.
- 3.5.7. Perform a social media audit.
- 3.5.8. Analyze the results of a social media audit and create an improvement strategy.
- 3.5.9. Analyze engagement metrics (e.g. follower count, posting frequency, referral traffic).
- 3.5.10. Develop a social media engagement strategy.
- 3.5.11. Develop, generate, and share content for a social media marketing campaign.

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 media production.

Outcome: 4.3. Audio Operations

Manipulate recordings for professional purposes.

Competencies

- 4.3.1. Produce recordings in a variety of settings (e.g., studio, live, post-production).
- 4.3.3. Synchronize media from different sources.

Outcome: 4.4. Lighting

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

Competencies

- 4.4.1. Measure light levels in camera and using hand-held devices.
- 4.4.4. Implement lighting techniques (e.g., four-point, bounce, high-key, low-key, cross-key, mixed) to produce specific effects.

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.
- 4.5.6. Manipulate aperture settings to alter depth of field.
- 4.5.8. Capture images through various lenses
- 4.5.15. Understand the fundamentals of composition.

Outcome: 4.6. Videography

Shoot video for professional and archival purposes.

Competencies

- 4.6.1. Analyze the capabilities of different video devices.
- 4.6.2. Select, prepare, clean, and maintain equipment for a production.
- 4.6.3. Achieve proper exposure and depth of field using gain, white balance, focus, focal length, audio controls, bars, and tone.
- 4.6.4. Select file format, frame rate, and resolution.
- 4.6.5. Frame shots for proper composition, including extreme long, long, medium, close-up, extreme closeup, two-shot, over-the-shoulder, head room, nose room, and lead room.

- 4.6.7. Create steady shots and smooth camera movements using handheld techniques,
- 4.6.9. Log video during shooting.