

Career & Technical Education | Arts & Communication

Media Arts Writing

Subject Code: 340115

Outcome & Competency Descriptions

Course Description:

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.

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: 1.2. 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.
- 1.2.9. 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).

Outcome: 1.5. Global Environment

Evaluate how beliefs, values, attitudes, and behaviors influence organizational strategies and goals.

Competencies

- 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 to exchange ideas and create meaning.

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.
- 1.6.6. Identify the target market served by the organization, the niche that the organization fills, and an outlook of the industry.
- 1.6.9. Explain how the performance of an employee, a department, and an organization is assessed.

Outcome: 1.7. Entrepreneurship/Entrepreneurs

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

Competencies

- 1.7.10. Describe techniques for obtaining experience (e.g., apprenticeship, co-operative [co-op] education, work placement, internship, job shadowing) related to an entrepreneurial objective.
- 1.7.13. 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

- 1.10.1. 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.
- 1.10.5. Monitor customer expectations and determine product/services satisfaction by using measurement tools.
- 1.10.7. Describe the importance and diversity of distribution channels (i.e., direct, indirect) to sell a product.

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: 2.4.

Visual Layouts

Create layouts for pre-production and analyze the communicative effects on the commercial product.

Competencies

- 2.4.6. Apply the components of a comprehensive layout (e.g., color scheme, font, white space, text graphics, frames, headings) according to an overall theme for the product.
- 2.4.7. Determine composition, formal qualities, scale, and use of space.
- 2.4.10. Determine how the technical characteristics of the print medium affect content and style.
- 2.4.12. Evaluate the product in terms of the message or meaning for the targeted audience.

Outcome: 2.5.

Typography

Apply typographical elements for a commercial presentation.

Competencies

- 2.5.1. Select typefaces for relevant applications.
- 2.5.4. Apply multiple families of type within a project.
- 2.5.7. Assess typography's effects on message delivery and aesthetics (e.g., limit families, readability).

Outcome: 2.6.

UX/UI Design

Develop basic skills and knowledge of the UX/UI (User Experience/User Interface) design process.

Competencies

- 2.6.2. Conduct and analyze research (focus testing, beta testing) with the end user in mind.

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 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.
- 3.2.2. Compare and contrast writing to be read and writing to be performed.
- 3.2.3. Brainstorm the theme and plot through outlining or storyboarding.
- 3.2.4. Create copy in verse format using imagery and symbolism to express sensory details and enhance meaning.
- 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.
- 3.2.7. Create text for fiction and non-fiction artistic genres.
- 3.2.8. Create fiction and non-fiction scripts for various media.
- 3.2.9. Develop provocative and persuasive audio essays.

- 3.2.10. Determine how the script dictates various elements including setting, music, and blocking.
- 3.2.11. Identify different features of scripts (e.g., setting, dialogue, plot, characters).

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.
- 3.3.6. Conduct primary source interviews using face-to-face and electronic programming.
- 3.3.7. Follow protocol for off-the-record information.
- 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.
- 3.3.12. Create specialized stories.
- 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.
- 3.4.6. 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, digital platforms, and social media channels.
- 3.4.9. Evaluate advertising to measure quantifiable achievement of goals and objectives, including analytics, where applicable.
- 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.
- 3.5.13. Describe the role of social media metrics and explain how to calculate your social media return on investment (e.g. paid vs. organic posts, influencers).

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, games).
- 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.
- 6.1.6. 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 and archive digital assets through organizational techniques (e.g., metadata, keywords, file/folder structure, name conventions).

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.
- 6.5.4. 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.
- 6.5.8. Incorporate audio, video, graphics, and animations into a web page.
- 6.5.9. Draft, revise, edit, and proofread to check for format and text accuracy.
- 6.5.10. Execute usability tests on a completed web page, checking for information accessibility, ease of use, and navigation on multiple platforms and devices.
- 6.5.11. Publish a functioning web page for multiple devices, including advanced functionalities (e.g., database, ecommerce).
- 6.5.13. Transfer files using file compression for transfer or storage and archiving.

Strand 7.

Performance

Learners apply knowledge and skills for performance, including roles, processes, procedures, and production design.

Outcome: 7.2.

Genres

Analyze and critique the stylistic differences among genres.

Competencies

- 7.2.1. Describe, compare, and contrast various styles and traditions.
- 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.