

Arts and Communication

Career Field Pathways and Course Structure

Courses in Media Arts (BO)

PATHWAY COURSES	SUBJECT CODE
Arts and Communication Primer ¹	340001
Business of Arts and Communications	340006
Arts and Communication Capstone ³	340009
Media Arts Primer ²	340110
Media Arts Writing	340115
Digital Image Editing	340120
Motion Graphics	340125
Audio Broadcast	340130
Musical Engineering	340135
Video Broadcast	340140
Video Production	340145
Photographic Composition	340150
Photography Production	340155
Multi-Media Web Production	340160
Digital Cinema	340165

¹First course in the Career Field; ²First course in the Pathway; ³Does not count as one of the required four courses

Arts and Communication Primer

Subject Code: 340001

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.

Business of Arts and Communications

Subject Code: 340006

A growing number of professionals make a living in industries related to arts and communications. From event management to tracking expenses, students learn the business side of visual, media and performing arts. Topics include marketing, branding, producing, promoting, booking, budgeting and merchandising, etc. 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 and Communication Capstone

Subject Code: 340009

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 internships.

Media Arts Primer

Subject Code: 340110

In this first course of the Media Arts pathway students will learn the basics of how to convey messages through 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

Subject Code: 340115

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 with print, radio, TV and the Web. 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

Subject Cod: 340120

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

Subject Code: 340125

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

Subject Code: 340130

Sound is essential to broadcast journalism and advertising. Students compare and contrast how sound alone and sound combined with visuals can entertain, inform and initiate action. They generate content, record, edit, mix and produce voice and music for airwaves, podcast 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

Subject Code: 340135

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

Subject Code: 340140

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

Subject Code: 340145

This course focuses on video production for commercial use. Students 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

Subject Code: 340150

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 darkroom film processing, 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

Subject Code: 340155

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

Subject Code: 340160

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 Web pages. 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 by individuals with visual disabilities.

Digital Cinema

Subject Code: 340165

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.

Courses in Performing Arts (B1)

PATHWAY COURSES	SUBJECT CODE
Performing Arts Primer ²	340210
Dance	340215
Choreography	340220
Acting and Script Analysis	340225
Acting Performance	340230
Musical Concept	340235
Music Ensemble and Composition	340240
Musical Theatre	340245
Stagecraft	340250
Stage Design and Construction	340255
Costuming and Makeup	340260
Arts and Communication Primer ¹	340001
Business of Arts and Communications	340006
Arts and Communication Capstone ³	340009
Musical Engineering	340135
Video Production	340145
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Performing Arts Primer

Subject Code: 340210

In this first course for the Performing Arts pathway, students examine how music, dance and theatre disciplines connect to create a production. They compare and contrast different genre, social contexts and cultural aspects of dance, music and theatre from early Greek to present day. They learn the role of stagecraft, including new and emerging technology.

Dance

Subject Code: 340215

Performing arts directors and choreographers look for dancer technical strength, preciseness and ability to engage audiences. In this course, students develop physical stamina and fitness, musicality, expression and sequence retention while learning terminology for dance movement and for the industry. Through solo, ensemble and improvisational movement, they interpret and communicate stories and feelings. Self-discipline, including emotional and nutritional health, are reinforced.

Choreography

Subject Code: 340220

The choreographer designs steps and routines. In this course, students critique choreographed works from multiple dance genres. Using this 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/or 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 and Script Analysis

Subject Code: 340225

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 a script 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

Subject Code: 340230

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, developing a score of action for a role, sustaining a character and self and peer critique.

Musical Concept

Subject Code: 340235

From warm up skills to complex rhythmic and technical passages, students combine theory and technique to sing or play at least one 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, transcriptions and. Students provide and receive performance critiques.

Music Ensemble and Composition

Subject Code: 340240

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 is strengthened through practice, social interaction, self/peer critique and performance.

Musical Theatre

Subject Code:340245

The troupe member with abilities in music, dance and acting has "triple threat" value in musical theatre. In this course, students assume the roles of singer, instrumentalist, actor and dancer as well as director, stage manager, set designer and/or costume technician. Students learn to take and give orders to accomplish tasks. They analyze historical and current-day exemplary models of musical theatre for story line, musical arrangement and audience appeal.

Stagecraft

Subject Code:340250

Creating the set, balancing the lights, projecting video and engineering the sound all help to accentuate the script and characters in a show. Students learn the skills of stagecraft through research, critique and hands-on experience. They use technology, background design, makeup and costuming to enhance overall production with a focus on the script and director vision.

Stage Design and Construction

Subject Code: 340255

This course focuses on design and construction of what the audience sees around actors. Students analyze scripts and budgets to determine appropriate sets. They create renderings and drawings by hand and through computer drafting programs to present the designer's vision. They develop models, mock-ups and final construction of scenery. In addition to construction techniques, they acquire workplace skills such as leadership, collaboration and safety.

Costuming and Makeup

Subject Code: 340260

This course focuses on character design specific to makeup and costumes. Students research, render and produce masks, hats, dresses and other attire. They apply actor makeup and choose wigs or hairstyles aligned with a production script and/or purpose. Factors influencing character design are story line, director concept, relationships among characters, character movement, color and stage lighting.

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Photographic Composition

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Courses in Visual Design and Imaging (B2)

PATHWAY COURSES	SUBJECT CODE
Visual Design Primer ²	340310
Visual Creation	340315
Digital Print Design	340320
Digital Media Art	340325
Visual Distribution	340330
Multi-Media Web Production	340160
Advertising and Communication	340340
Arts and Communication Primer ¹	340001
Business of Arts and Communications	340006
Arts and Communication Capstone ³	340009
Digital Image Editing	340120
Motion Graphics	340125
Video Production	340145
Photographic Composition	340150

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Visual Design Primer

Subject Code: 340310

Visual design takes the form of charts, drawings, boxes and more. In this first course for the Visual Design and Imaging pathway, students gain a perspective of symbols, typography and product output. They acquire basic knowledge of today's role of graphics in communication industries. Focusing on the consumer, students analyze products and create their own designs for critique. They learn how safety, deadlines, teamwork and ethics relate to the work.

Visual Creation

Subject Code: 340315

A keen eye for detail, art elements, design principles and styles of art are essential to the world of visual communications. Students learn proper composition with such principles as color theory, typography and drawing. They create designs targeted for the Internet and for two- or three-dimensional products while adhering to copyright laws and deadlines.

Digital Print Design

Subject Code: 340320

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 multiple-level critiques.

Digital Media Art

Subject Code: 340325

This course focuses on digital technology for products accessed through 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 impact.

Visual Distribution

Subject Code: 340330

Students analyze customer preferences to determine product creation, production and delivery. From a four-color vehicle wrap to a spot varnish that adds spark to an annual report cover, students learn techniques to enhance product uniqueness in the graphic arts industry. They compare the differences of customer impact between using traditional mass distribution to individual consumer targeting. Among strategies engaged are Variable Data Imaging (VDI), Quick Response (QR) codes and e-mail blasts.

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Advertising and Communication

Subject Code: 340340

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.

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