Intro to Arts, Audio-Visual Technology and Communications

Career Cluster	Arts, A/V Technology, Communications
Course Code	11001
Prerequisite(s)	none
Credit	.5 or 1 credit
Program of Study and Sequence	Foundation Course – **Introduction to Arts, Audio-Visual Technology and Communications** – Level I Pathway Course
Student Organization	Skills USA, FBLA
Coordinating Work-Based Learning	Field trips, guest speakers, job shadowing
Industry Certifications	None
Dual Credit or Dual Enrollment	None
Teacher Certification	Arts AV Technology & Communications Cluster Endorsement; *K12 Classroom Technology; *K12 Educational Technology; *Multimedia; *Graphic Design
Resources	local postsecondary institutions, media outlets and online tools

Course Description:

Introduction to Arts, A/V Technology & Communication course enables students to understand and critically evaluate the role of media in society. Course content includes: investigation of visual images, printed material and audio segments as tools of information, entertainment and propaganda; improvement of presentation and evaluative skills in relation to mass media; recognition of various techniques for delivery of a particular message; and, in some cases, creation of a media product. The course may concentrate on a particular medium within the selected pathway(s).

Program of Study Application

This is a cluster-level course, preparing students to enter any of the following pathways: Printing Technology and Journalism, Telecommunication/AV Technology and Film, Visual Arts and Performing Arts.

Course Standards

IAC 1 Understand opportunities within Arts, A/V Technology and Communications

Webb Level	Sub-indicator	Integrated Content
One Recall	**IAC 1.1 Investigate career opportunities in Arts, A/V Technology and Communication occupations** Examples: • Research career opportunities that best meet student interests by participating in career exploration activities • Interview a professional working in an occupation that is of interest • Explore the requirements, skills, wages, education and geographic opportunities in one career of each pathway (audio and video technology and film, printing technology, visual arts, performing arts, journalism and broadcasting, and telecommunications) in this career cluster • Prepare and present findings of selected career opportunity(-ies)	Portfolio, SDMyLife.com, PBS News Hour: Student Reporting Labs, American Society of News Editors, Journalism Education Association, Poynter News University, Educational Theatre Association, SchoolJournalism.org, National Art Education Association, United States for Theatre Technology
Two Skill/Concept	**IAC 1.2 Explore historically significant events in development of specified pathway(s)** Examples: • Research and present a related topic, e.g., yellow journalism, theatre history • Explore progression of video editing	Portfolio, ASNE, JEA, EDTA, SchoolJournalism.org, NAEA, Poynter, PBS, Cyber College: Elements of Mass Communications

Notes

IAC 2 Demonstrate proper usage of tools in the Arts, A/V Technology, and Communication cluster

Webb Level	Sub-indicator	Integrated Content
Three Strategic Thinking	**IAC 2.1 Use hardware associated with career cluster** Examples: - Research hardware used in various A/V Technology jobs - Use a camera to shoot still images - Use a camera to take video footage - Use a recording device to capture sound - Create a podcast using appropriate hardware - Use various performance-related technology, such as sound and light boards - Discuss topologies of networking	Portfolio, Journalism and Broadcast Media, Performance Productions, Audio/Visual Productions, Student Exhibits
Two Skill/Concept	**IAC 2.2 Carry out the proper and safe use of equipment** Examples: - Demonstrate proper use of selected equipment - Summarize safety procedures learned from industry standards - Discuss hazards related to working in the A/V, Communications and Visual Arts industries	Journalism and Broadcast Media, Performance Productions, Audio/Visual Productions, Student Exhibits
Three Strategic Thinking	**IAC 2.3 Use software specific to career cluster pathways** Examples: - Edit a photograph using image-editing software - Create an advertisement using desktop publishing software - Create a one-page website using a web editing software program - Edit audio and/or video using editing software - Use computer-aided design software to create an illustration - Collaborate using document sharing software - Create a HelloWorld program application	Portfolio, Journalism and Broadcast Media, Performance Productions, Audio/Visual Productions, Student Exhibits

Two Skill/Concept	**IAC 2.4 Use appropriate terminology specific to career cluster pathway(s)** Examples: • Explain software functions, e.g., cut-and-paste • Demonstrate use of correct structure, e.g., inverted pyramid, timelines, headlines, leads • Create a product using photography and videography principles, e.g., composition, rule of thirds, stages of production	Journalism and Broadcast Media, Performance Productions, Audio/Visual Productions, Student Exhibits

Notes

IAC 3 Analyze various purposes and individuals' responsibilities within communication fields

Webb Level	Sub-indicator	Integrated Content
Three Strategic Thinking	**IAC 3.1 Differentiate media messages** Examples: • Investigate consumer-specific advertising • Compare and contrast influences conveyed in media • Analyze media for manipulation • Differentiate between fact and opinion in media • Explore how various delivery methods change messages, e.g., broadcast versus print • Evaluate how delivery method can be modified for various audiences	Portfolio
Two Skill/Concept	**IAC 3.2 Relate laws and ethics in media** Examples: • Rewrite current copyright laws in language easy to understand • Discuss application of copyright laws to downloadable media • Analyze scenarios in relation to copyright laws • Debate ethics of altering graphics, images, written or website content • Review implications of using artists' written or visual material with or without consent	Portfolio, ASNE, JEA, EDTA, SchoolJournalism.org, NAEA, Poynter, PBS
Three Strategic Thinking	**IAC 3.3 Integrate personal responsibility into technological forms of communication** Examples: • Apply the First Amendment to modes of communication • Develop a list of guidelines for the proper use of email • Justify and build social media • Defend impact of sharing media over internet	Portfolio, Journalism and Broadcast Media, Performance Productions, Audio/Visual Productions, Student Exhibits, ASNE, JEA, EDTA, SchoolJournalism.org, NAEA, Poynter, PBS, firstamendment.org, StaySafeOnline.org

Notes

IAC 4 Explain color theory and design principles

Webb Level	Sub-indicator	Integrated Content
Two Skill/Concept	**IAC 4.1 Demonstrate understanding of color theory impact on art and/or media** Examples: - Justify color selection choices, e.g., costumes, set design, print - Explain emotional and symbolic impact of color selection - Examine current color trends	Portfolio, Journalism and Broadcast Media, Performance Productions, Audio/Visual Productions, Student Exhibits, CTE Online, United States for Theatre Technology
Two Skill/Concept	**IAC 4.2 Analyze and describe how composition of art and/or media is affected by use of design principles** Examples: - Analyze media for effects of the Rule of Thirds - Demonstrate correct use of composition guidelines - Create a costume reflecting a particular time period or era - Combine color and pattern to create a desired effect, e.g., clothing or interior design	Portfolio, Journalism and Broadcast Media, Performance Productions, Audio/Visual Productions, Student Exhibits

Notes

IAC 5 Demonstrate application of professional skills and knowledge

Webb Level	Sub-indicator	Integrated Content
Four Extended Thinking	**IAC 5.1 Using an area of expertise, create a work of self-expression within selected pathway** Examples: • Create a video • Perform a dance or dramatic scene • Design an advertisement for a school organization	Portfolio, Journalism and Broadcast Media, Performance Productions, Audio/Visual Productions, Student Exhibits
Three Strategic Thinking	**IAC 5.2 Apply course concepts in industry-based collaboration** Examples: • Prepare options for prospective client(s) • Provide audio/visual options • Create a written summary • Sketch a plan to address a client's request • Demonstrate editing and revising skills	Portfolio, Journalism and Broadcast Media, Performance Productions, Audio/Visual Productions, Student Exhibits

Notes