

§130.82. Principles of Arts, Audio/Video Technology, and Communications (One Credit), Adopted 2015.

DOMAIN 1 – PROFESSIONAL PRACTICE

(1B) demonstrate professional standards and personal qualities needed to be employable such as oral and written communication, leadership, teamwork, appreciation for diversity, conflict management, customer service, work ethic, and adaptability
(3E) apply active listening skills to obtain and clarify information
(3G) listen to and speak with diverse individuals
(3H) exhibit public relations skills to increase internal and external customer/client satisfaction
(4A) employ critical-thinking skills independently and in groups
(4B) employ interpersonal skills in groups to solve problems
(14A) implement personal and classroom safety rules and regulations
(14B) follow emergency procedures as needed
(15A) identify leadership characteristics
(15B) participate in student leadership and professional development activities
(16A) demonstrate an understanding of ethical conduct related to interacting with others such as maintaining client confidentiality and privacy of sensitive content and giving proper credit for ideas
(16F) identify and demonstrate positive personal qualities such as flexibility, open-mindedness, initiative, listening attentively to speakers, willingness to learn new knowledge and skills, and pride in quality work

DOMAIN 2 – OFFICE PRACTICE

(2A) demonstrate use of content, technical concepts, and vocabulary
(2B) use correct grammar, punctuation, and terminology to write and edit documents
(2C) identify assumptions, purpose, and propaganda techniques
(2D) compose and edit copy for a variety of written documents
(2E) evaluate oral and written information
(2F) research topics for the preparation of oral and written communication
(3A) adapt language structure and style for audience, purpose, situation, and intent
(3B) organize oral and written information
(3C) interpret and communicate information, data, and observations
(3F) develop and interpret tables, charts, and figures to support written and oral communications
(5A) use technology applications such as social media, email, Internet, writing and publishing, presentation, and spreadsheet or database applications for Arts, Audio/Video Technology, and Communications projects
(5B) use processes such as personal information management, file management, and file sharing
(9A) demonstrate knowledge and appropriate use of computer operating systems
(9B) demonstrate appropriate use of hardware components, software programs, and storage devices
(9D) demonstrate knowledge of file formats and cross-platform compatibility
(9E) acquire and exchange information in a variety of electronic file sharing formats
(16E) demonstrate an understanding of proper digital etiquette, personal security guidelines, use of network resources, and the district's acceptable use policy for technology
(18B) evaluate information for accuracy and validity
(19A) employ planning and time-management skills to complete work tasks
(19B) use technology to enhance productivity

DOMAIN 3 – CAREER RESEARCH

(1A) explore opportunities in training, education, and certifications for employment
(1C) demonstrate skills related to seeking and applying for employment
(1D) create a resume and cover letter/letter of interest to document information such as work experiences, licenses, certifications, and work samples
(1E) demonstrate skills in evaluating and comparing employment opportunities
(6A) describe the nature and types of businesses in arts, audio/video technology, and communications
(20A) research the scope of career opportunities

DOMAIN 4 – PROJECT ORGANIZATION

(3D) deliver formal and informal presentations
(7C) demonstrate the use of audio and video for a three-screen environment, including cell phones, television monitors, and computer screens
(7D) demonstrate various videography techniques, including picture composition, video composition, audio composition, editing, and delivery
(7F) demonstrate knowledge of control peripherals for capturing or ingesting media
(9C) demonstrate knowledge of sound editing
(9F) combine graphics, images, and sound
(10E) analyze and apply art elements and principles in photographic works, multimedia applications, and digital and print media
(11A) demonstrate knowledge of photographic composition and layout
(12A) describe and use audience identification, script writing, character design, storyboarding, and audio and delivery formats
(12B) describe and use cell, stop motion, tweening, motion paths, masking, looping, scripting/programming, and interactivity
(12C) describe lighting and camera shots
(12D) describe and use flip books, claymation, or cut-outs
(13A) identify processes required for the production of various printed products
(17A) adapt the language and design of a project for audience, purpose, situation, and intent
(17B) organize oral, written, and graphic information into formal and informal projects
(17C) interpret and communicate information for multiple audiences
(17D) collaborate to create original projects, including seeking and responding to advice from others such as peers or experts in the creation and evaluation process
(18A) obtain print and digital information such as graphics, audio, and video from a variety of resources while citing the sources
(18C) present accurate information using techniques appropriate for the intended audience

DOMAIN 5 – INDUSTRY MATERIALS & METHODS

(6B) analyze and summarize the history and evolution of the arts, audio/video technology, and communications fields of study
(6C) analyze the arts, audio/video technology, and communications economic base
(6D) analyze and summarize evidence of interdependence between the technical and the artistic sides of arts, audio/video technology, and communications
(7A) apply knowledge of audio and video script production
(7B) discuss the impact of audio and video selection on human emotion
(7E) understand the differences between linear and nonlinear systems
(8A) describe social, cultural, and life cycle influences
(8B) explain how fashion trends are determined
(8C) analyze the influence of advertising on consumer apparel choices
(10A) research the history of visual arts and design
(10B) explain the evolution of art and design
(10C) compare current visual arts technologies with historical technologies
(10D) understand general characteristics in artwork from a variety of cultures
(11B) evaluate photographs using principles of art, commercial photography standards, and critical-thinking skills
(13B) identify basic design elements such as text, graphics, and white space
(13C) demonstrate basic knowledge of color theory
(16B) examine the First Amendment, Federal Communications Commission regulations, Freedom of Information Act, liability laws, and other regulations for compliance issues
(16C) examine the liabilities, copyright laws, fair use, and duplication of materials associated with productions and performances
(16D) analyze the impact of arts, audio/video technology, and communications industries on society
(20B) develop an understanding of the elements and principles of art
(20C) develop an understanding of the industry by explaining the history and evolution of the arts, audio/video technology, and communications career fields and defining and using related terminology
(20D) evaluate works of art using critical-thinking skills
(20E) determine the use of art elements such as color, texture, form, line, and space
(20F) determine the use of principles of design such as continuity, pattern, rhythm, balance, proportion, and unity in products
(21A) interpret, evaluate, and justify artistic decisions
(21B) select and analyze original product designs by peers and others to form precise conclusions about formal qualities and historical and cultural contexts, intents, and meanings

DOMAIN 6 – MATHEMATICS & PHYSICS PRINCIPLES