



Intro to Arts, Audio-Visual (A/V) Technology and Communications

Career Cluster	Arts, A/V Technology, & Communications
Course Code	11001
Prerequisite(s)	None
Credit	0.5 to 1.0 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	Guest speakers, project-based learning, community outreach, internships, field trips, and industry partnerships
Industry Certifications	National Career Readiness Certificate (NCRC)
Dual Credit or Dual Enrollment	https://sdmylife.com/images/Approved-CTE-Dual-Credit.pdf
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: A/V, Technology, and Film; Journalism and Broadcasting; and the Visual Arts Pathway.

Course Standards

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

<i>Webb Level</i>	<i>Sub-indicator</i>
One Recall	IAC 1.1 Investigate career opportunities in Arts, A/V Technology and Communication occupations.
Two Skill Concept	IAC 1.2 Explore historically significant events in development of specified pathway(s).

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

<i>Webb Level</i>	<i>Sub-indicator</i>
Three Strategic Thinking	IAC 2.1 Use hardware associated with career cluster.
Two Skill/Concept	IAC 2.2 Utilize equipment in a proper and safe manner.
Three Strategic Thinking	IAC 2.3 Use software specific to career cluster pathways.
Two Skill/Concept	IAC 2.4 Use appropriate terminology specific to career cluster pathway(s).

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

<i>Webb Level</i>	<i>Sub-indicator</i>
Three Strategic Thinking	IAC 3.1 Differentiate media messages.
Two Skill/Concept	IAC 3.2 Relate laws and ethics in media.
Three Strategic Thinking	IAC 3.3 Integrate personal responsibility into technological forms of communication.

IAC 4: Apply color theory and visual design principles.

<i>Webb Level</i>	<i>Sub-indicator</i>
Two Skill/Concept	IAC 4.1 Demonstrate understanding of color theory and its impact on art and/or media.
Two Skill/Concept	IAC 4.2 Analyze and describe how composition of art and/or media is affected by use of design principles.

IAC 5: Demonstrate application of professional skills and knowledge.

<i>Webb Level</i>	<i>Sub-indicator</i>
Four Extended Thinking	IAC 5.1 Using an area of expertise, create a work of self-expression within selected pathway.
Three Strategic Thinking	IAC 5.2 Apply course concepts in industry-based collaboration.