

Introduction to Arts, A/V Technology & Communications

Course Code: 11001

Rationale Statement:

Introduction to Arts, A/V Technology & Communication courses enable students to understand and critically evaluate the role of media in society. Course content typically 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.

Suggested Grade Level: 9-12

Topics Covered:

- Careers
- Effect of media and technology
- Tools (hardware and software) – identification and introduction, safety
- Project Creation

Core Technical Standards & Examples:

Indicator #1: Understand opportunities within Arts, A/V Technology, and Communications	
Bloom's Taxonomy Level	Standard and Examples
Understanding	<p>IAC1.1 Summarize career opportunities in Arts, A/V Technology, and Communication occupations</p> <p>Examples:</p> <ul style="list-style-type: none"> • Research career opportunities that best meet their interests by participating in career exploration activities • Interview a professional working in an occupation that is of interest to them • 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 • Explore methods of working with a client
Indicator #2: Apply tools used in the Arts, A/V Technology, and Communication cluster	

Bloom's Taxonomy Level	Standard & Examples
Applying	<p>IAC2.1 Use hardware associated with career cluster</p> <p>Examples:</p> <ul style="list-style-type: none"> • Research hardware used in various A/V Technology jobs • Use a digital camera to shoot still images • Use a camera to take video footage • Use a recording device to capture sound • Create a pod cast using appropriate hardware
Applying	<p>IAC2.2 Carry out the proper and safe use of equipment</p> <p>Examples:</p> <ul style="list-style-type: none"> • Demonstrate proper and improper use of selected equipment • Summarize safety procedures learned from industry expert • Discuss hazards related to working in the A/V and Communication industry
Applying	<p>IAC2.3 Use software specific to career cluster pathways</p> <p>Examples:</p> <ul style="list-style-type: none"> • 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 video using video editing software • Use computer aided design software to create an illustration • Collaborate using document sharing software
Indicator #3: Analyze how media uses technology	
Bloom's Taxonomy Level	Standard & Examples
Analyzing	<p>IAC3.1 Differentiate media messages</p> <p>Examples:</p> <ul style="list-style-type: none"> • Keep a log of times they are exposed to advertisements • Compare and contrast influences conveyed in media • Analyze advertisements for media manipulation • Differentiate between fact and opinion in media

Analyzing	<p>IAC3.2 Distinguish ethics in the world of media</p> <p>Examples:</p> <ul style="list-style-type: none"> • Rewrite current copyright laws in language that is easy to understand • Discuss Applying of copyright laws to downloadable media • Analyze scenarios in relation to copyright laws • Debate the ethics of altering graphic images or website content
Analyzing	<p>IAC3.3 Integrate personal responsibility when using technological forms of communication</p> <p>Examples:</p> <ul style="list-style-type: none"> • Interpret the First Amendment in terms of forms of communication • Develop a list of guidelines for the proper use of email • Build and justify the use of a social networking site • Defend the impact of sharing media over the Internet
Indicator #4: Apply professional skills and knowledge	
Bloom's Taxonomy Level	Standard & Examples
Applying	<p>IAC4.1 Carry out creative self-expression in Arts, A/V Technology and Communication</p> <p>Examples:</p> <ul style="list-style-type: none"> • Create a video of their family genealogy • Demonstrate a dance from their culture • Design an advertisement for a school organization
Applying	<p>IAC4.2 Implement knowledge in a client based collaboration</p> <p>Examples:</p> <ul style="list-style-type: none"> • Explain options to a client • Create story boards • Provide music options • Provide a written summary • Sketch a plan to illustrate a clients