

PRINCIPLES OF ARTS, A/V TECHNOLOGY, AND COMMUNICATIONS, SEMESTER B

Credits: 0.5

COURSE OVERVIEW AND GOALS

This one-semester course is intended as a practical, hands-on guide to help you understand the skills required for achieving success in modern-day careers in the arts, audio/video technology, and communications cluster. This course has 16 lessons organized into four units, along with four Unit Activities. Each lesson additionally contains one or more Lesson Activities. This course will cover various topics in the arts, audio/video technology, and communication career cluster.

By the end of this course, you will be able to do the following:

- ❖ Name the different types of art forms, state performing standards and indicators, and identify career opportunities in music and dance.
- ❖ State the types of theater and the skills required for live performances.
- ❖ Define workplace diversity and identify the strategies to resolve workplace conflicts.
- ❖ Identify effective reading and writing skills useful for reading and interpreting workplace documents and writing clearly.
- ❖ Identify current trends changing the face of journalism and the career prospects in the journalism and broadcasting industry.
- ❖ State the significance of professional communications in any organization.
- ❖ State the uses of different telecommunication services and applications and identify career prospects in the telecommunications industry.
- ❖ Identify effective speaking and listening skills used for communicating effectively with customers and employees.
- ❖ Name the different types of businesses in printing and imaging technology.
- ❖ Identify current trends and career opportunities in printing and imaging technology.
- ❖ Name various graphic design and illustration techniques and identify the career opportunities in these fields.
- ❖ Identify the career opportunities in the fields of writing, editing, publishing, and e-learning.

- ❖ State the importance of an organization's vision and mission statements, culture, and business functions.
- ❖ State the traits that reflect integrity.
- ❖ Name the laws that ensure fair treatment of employees.
- ❖ State the ethical principles and legal provisions that professionals in the arts and media technology industries must follow.
- ❖ State the health and safety rules that professionals in the fields of art, audio/video technology, and communication must follow.
- ❖ Identify verbal, nonverbal, and listening skills to enhance interpersonal relationships at workplace.
- ❖ Name the different types of leadership styles.

COURSE COMPONENTS AND GRADING RUBRIC

The table gives a breakdown of the weight for each component in the course. Weight represents the percentage of the total score coming from each activity.

Course Components	Count	Weight *
Pretest. <i>A pretest is an optional assessment, typically designed for credit recovery. If a student shows mastery of a lesson objective, the student may be automatically exempted from the upcoming activities associated with the mastered objective. Pretests are not included as a component of the student's final grade.</i>	4	0%
Module. <i>Each module in this course contains an interactive tutorial or study and an associated mastery test. Tutorials and studies combine instruction and practice to prepare students for the mastery test, which is a computer-scored lesson-level summative assessment. The module score comes from a student's score on the mastery test.</i>	16	20%
Discussion. <i>A discussion activity is an opportunity for students to collaborate with their peers. An online threaded discussion mirrors the educational experience of a classroom discussion initiated when a teacher asks a complex, open-ended question. Students can engage in the discussion by responding both to the question and to the thoughts of others allowing for higher-order thinking about terminal objectives.</i>	4	20%

Course Components	Count	Weight*
Unit Activity. <i>A Unit Activity is at the end of a unit and constitutes one or more small tasks. Its purpose is to deepen understanding of key unit concepts and tie them together. Each Unit Activity includes a simple rubric. The teacher versions include both a rubric and modeled sample answers. Unit Activities are teacher graded.</i>	4	20%
Posttest. <i>A posttest appears at the end of each unit.</i>	4	20%
End-of-Semester Test. <i>An end-of-semester test (EOS) appears at the end of each course.</i>	1	20%
Total	33	100%

Weight* Teachers may manually adjust these weights if desired, per district grading requirements.

SCOPE AND SEQUENCE

UNIT 1: MUSIC AND DANCE

In this unit, you will recall the history and evolution of various art forms such as music, dance, and theater, and the skills required for a career in these fields. You will define diversity in the workplace and identify the strategies to resolve workplace conflicts. Additionally, you will state the education and training required for a career in music, dance, and dramatics.

Activity	Activity Objective
Syllabus	Review the Course Syllabus at the beginning of the course.
Music and Dance	Name the different types of art forms and identify career opportunities in music and dance.
Theater and Dramatics	State the types of theater and the skills required for live performances.

Activity	Activity Objective
Diversity Awareness	Recognize the role and importance of diversity.
Unit Activity: Music and Dance	Describe the key elements of performing arts such as movies, plays, operas, and stage shows and identify various career opportunities related to the field.

UNIT 2: COMMUNICATION

In this unit, you will identify reading strategies and tips for effective writing in order to create content for a workplace document. You will state the nature of and types of businesses in the fields of journalism and broadcasting, and identify the upcoming trends and training required for a career in journalism and broadcasting. You will select appropriate communication strategies to deal with various types of groups at the workplace. You will identify effective speaking and listening skills used for communicating effectively. Additionally, you will also state the uses of different telecommunication services and applications, and identify various career opportunities available in this field.

Activity	Activity Objective
Reading and Writing	Describe effective reading and writing skills by reading and interpreting workplace documents and writing clearly.
Journalism and Broadcasting	Identify the current trends and career prospects in the journalism and broadcasting industry.
Professional Communications	Identify communication strategies to promote an inclusive and diverse workplace.
Telecommunications	State the uses of different telecommunication applications and identify career prospects in the telecommunications industry.

Activity	Activity Objective
Speaking and Listening	Identify effective speaking and listening skills by communicating effectively with customers and employees and following directions.
Unit Activity: Communication	Apply effective listening and writing skills to write a report on the skills of a speaker giving a presentation. You will also create a questionnaire to gather information on people's preferences in arts.

UNIT 3: PRINTING AND PUBLISHING

In this unit, you will identify current trends and career opportunities in printing and imaging technology. You will recall various graphic design and illustration concepts, editing, publishing, and e-learning. Additionally, you will state the importance of departmental interactions within a business organization, and identify the key elements of a good vision and mission statement.

Activity	Activity Objective
Printing and Imaging Technology	Identify the current trends and career opportunities in printing and imaging technology.
Graphic Design and Illustration	Name various graphic design and illustration techniques.
Content Writing, Publishing, and E-learning	Identify the career opportunities in the fields of writing, editing, publishing, and e-learning.
Organizations, Systems, and Climates	Recognize organizational components including mission, culture, business functions, and departmental relationships.

Activity	Activity Objective
Unit Activity: Printing and Publishing	• Apply the elements and principles of design and explain the process of designing.

UNIT 4: LAWS, SAFETY, AND ETHICAL BEHAVIOR

In this unit, you will state the traits that reflect integrity. You will name the legal provisions relevant to the arts, audio/video technology, and communications sectors. You will also name the legal provisions related to health and safety hazards in industry. Finally, you will state the importance of leadership and communication skills for success in the fields of art, audio/video technology, and communications.

Activity	Activity Objective
Integrity	• Identify integrity attributes outlined by many workplace policies and laws.
Laws and Ethics	• State the legal and ethical issues related to arts and media technology.
Health and Safety	• State the health and safety rules that professionals in the fields of art, audio/video technology, and communication must follow.
Leadership and Communication Skills	• Identify verbal, nonverbal, and listening skills to enhance interpersonal relationships at workplace and name the different types of leadership styles.
Unit Activity: Laws, Safety, and Ethical Behavior	• Report on the laws that protect working professionals, describe the legal provisions for protecting intellectual property, and explain the ethical issues related to the industry.

COURSE MAP

You will achieve course level objectives by completing each lesson's instruction, assignments, and assessments. For a detailed look at how the materials meet these objectives, review the [course map](#).