

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

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 19 lessons organized into four units, 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:

- ❖ Recall the evolution of audio/video technology and the film industry and identify the career and business opportunities in these fields.
- ❖ Recall the evolution of multimedia and animation and identify career and business opportunities in these fields.
- ❖ Identify the emerging trends in electronic media.
- ❖ Identify positive work ethics, desired traits, and work habits that employers look for in their prospective employees.
- ❖ Identify positive self-representation skills and state the importance of following good business etiquette in the workplace.
- ❖ State the characteristics of a successful team, and the traits of a good leader.
- ❖ Identify various career opportunities in the field of visual arts, along with the businesses and current trends in visual arts.
- ❖ Name the different elements of art and the principles of design.
- ❖ Tell the importance of using creativity and resourcefulness for evaluating problems in a workplace.
- ❖ State the factors affecting fashion and how they influence the career opportunities in fashion design.
- ❖ Recall the basics of photography and identify career opportunities in commercial photography.

- ❖ Tell the importance of time, task, and resource management skills necessary for implementing a productive plan of work.
- ❖ Identify critical-thinking and problem-solving skills useful for analyzing and resolving problems that arise during completing assigned tasks.
- ❖ Identify the skills used for job acquisition and the advancement skills that can help get a raise or a promotion.
- ❖ Identify the technology trends that can help accomplish work tasks effectively and list the guidelines for the ethical use of technology.
- ❖ Name the key features of various information technology tools.
- ❖ Identify potential risks of using the Internet at the workplace.
- ❖ State the key elements in creating and evaluating presentations.

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>	19	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	36	100%

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

SCOPE AND SEQUENCE

UNIT 1: AUDIO/VIDEO TECHNOLOGY AND FILMS

In this unit, you will recall the history and evolution of audio/video technology, films, multimedia, and animation. You will also state the emerging trends in electronic media. Additionally, you will identify the work ethics desired by employers, importance of teamwork, and methods of self-representation at work.

Activity	Activity Objective
Syllabus	Review the Course Syllabus at the beginning of the course.
Television and Films	Recall the key developments in the history of audio/video technology and the film industry and identify the career and business opportunities in these fields.

Activity	Activity Objective
Multimedia and Animation	Recall the key developments in the history of multimedia and animation and identify career and business opportunities in these fields.
Emerging Media	Identify the emerging trends in electronic media.
Positive Work Ethics	Recognize the importance of positive work ethics and describe good work habits.
Self-Representation	Identify positive self-representation skills by dressing appropriately and using language and manners suitable for the workplace.
Teamwork	Identify teamwork and leadership skills needed to successfully lead a team.
Unit Activity: Audio/Video Technology and Films	Describe a movie genre, prepare a career plan, and explain the importance of teamwork and self-representation skills.

UNIT 2: VISUAL ARTS

In this unit, you will identify the various career opportunities in the field of visual arts, along with the businesses and current trends in visual arts. You will also name the principles of design and the elements of art. Additionally; you will also state the importance of creative thinking and resourcefulness at the workplace.

Activity	Activity Objective
Introduction to Visual Arts	Identify various career opportunities in the field of visual arts, along with the businesses and current trends in visual arts.

Activity	Activity Objective
Elements of Art	Name the different elements of art.
Principles of Design	Name the principles of design.
Creative Resourcefulness	Identify methods for creative thinking, problem-solving, and resourcefulness in the workplace.
Unit Activity: Visual Arts	Explore how visual arts have evolved over time, examine the innovations introduced by artists across different periods, and explain how artistic developments contribute to the cultural heritage of humanity. You will also discuss the cumulative nature of artistic progress and its impact on society.

UNIT 3: FASHION AND PHOTOGRAPHY

In this unit, you will recall the history of fashion designing and commercial photography. You will identify the current trends and career opportunities in these fields. You will also state the importance of skills pertaining to management of time and resources. Additionally, you will state the use of critical-thinking and problem-solving skills.

Activity	Activity Objective
Fashion Design	State the factors affecting fashion and identify career opportunities in fashion design.
Commercial Photography	Select appropriate photography equipment and techniques and identify career opportunities in commercial photography.

Activity	Activity Objective
Time, Task, and Resource Management	List time, task, and resource management skills and explain how to organize and implement a productive plan of work.
Critical Thinking and Problem Solving	Identify critical-thinking and problem-solving concepts, workplace applications, and analytical steps.
Unit Activity: Fashion and Photography	Outline the duties and responsibilities of a career in fashion designing, state the educational qualifications required to pursue the career, and trace the history of fashion designing.

UNIT 4: USING TECHNOLOGIES

In this unit, you will identify the skills used for job acquisition and state the considerations for accepting or rejecting a job opportunity. You will name the key features of various information technology tools. You will state the guidelines designed to protect privacy of users and identify potential risks associated with the improper use of Internet. Finally, you will state the key elements in creating and evaluating presentations.

Activity	Activity Objective
Job Acquisition and Advancement	Explain the process of applying for and securing a job in your desired industry, as well as best practices for career advancement.
Job-Specific Technologies	Identify critical-thinking and problem-solving concepts, workplace applications, and analytical steps.
Information Technology	Identify and describe the skills required to use computers and software programs effectively.

Activity	Activity Objective
Internet Use and Security	Recognize workplace Internet practices, associated risks, and privacy protection guidelines.
Making Presentations	State the key elements in creating and evaluating presentations.
Unit Activity: Using Technologies	Explain the impact of modern technology on society and discuss how it has affected the lives of people. You will also write a report about online collaboration.

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](#).