

CTE Course Description and Standards Crosswalk

Course Information	
Course Name	Introduction to Communication Careers: Arts, Audio, Visual & Film Industry
Course Number	82110
Number of High School Credits	.5
Sequence or CTEPS (You must first have the Sequence or CTEPS entered into the EED-CTE system.)	Digital Media
Date of district Course Revision	October 2014
Career & Technical Student Organization (CTSO)	
CTSO embedded in this sequence	SkillsUSA
Occupational Standards	
Source of Occupational Standards	SkillsUSA
Names/Numbers of Occupational Standards	Audio/Radio Production (AP); Broadcast News Production (BNP); Digital Cinema Production (DCP); Television/Video Production (TV)
Registration Information	
Course Description (brief paragraph – as shown in your student handbook or course list)	This is a core course for a career major in the program of study called Career Communications, including the multi-platform digital application. It is a one-semester course that addresses the foundation skills required of all careers classified under the Arts, A/V Technology, and Communications cluster. It will cover topics such as careers in journalism, writing processes, planning a production, and ethics and legal issues. When students complete this course, it will have introduced them to the world wide breadth and width of this industry and allow them to better define their specific goals. They will have the necessary knowledge and skills to participate in the production of local media releases including videos, papers, magazines, and annuals; digitally, analog and in traditional print.
Instructional Topic Headings (please separate each heading by a semi-colon)	Audio/Video Equipment identification and operation; Journalism (ENG-Electronic News Gathering); Television, radio, podcast production; Story development; video composition; Computer/Software skills; Employability; CTSO involvement
Summative Assessments and Standards	
Technical Skills Assessment (TSA)	None Current
Course addresses:	
New Alaska ELA and Math Standards	Yes
Alaska Cultural Standards	Yes
All Aspects of Industry (AAI)	Yes
Core Technical Standards	Yes
Employability Standards	Yes
Employability Standards	
Source of Employability Standards	State of Alaska
Tech Prep	
Current Tech Prep Articulation Agreement? (Y/N)	No
Date of Current Agreement	

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Postsecondary Institution Name	
Postsecondary Course Name	
Postsecondary Course Number	
# of Postsecondary Credits	

Additional CTE Course Information

Author	
Course developed by	Brian Mead
Course adapted from	Introduction to Communication Careers
Date of previous course revision	
Course Delivery Model	
Is the course brokered through another institution or agency? (Y/N)	No

Standards Alignment

Student Performance Standards (Learner Outcomes or Knowledge & Skill Statements)	Specific Occupational Skills Standard	Common Technical Core Standards	New Alaska ENG/LA Standards	New Alaska Math Standards	Alaska Cultural Standards	Employability/ Career Readiness Standards	All Aspects of Industry/ Systems	Assessment
Students will define terms related to the Arts, Audio/Visual Technology and Communications Cluster (AAVTC)	TV.1-11; AP.1-3; DCP.1-11; BNP 3-6	AR-AV.1	L.9-12.6	N-Q.1, 2, 3 S-ID.1,9 S-IC.1,3,6	B2, B4	A2, A5	Technical Skills Technology	Test Class Discussion, Observation, and Project SkillsUSA
Students will understand academic foundation skills required for success in the Arts A/V Technology & Communication cluster	AP1.1-3; BNP.1,2; DCP.1,3,4.(1,2,6,8)5-11;TV.1-11	AR.1 AR.5 AR-AV.1, 2, 3, 4	L.9-12.6 SL.9-10.1a-d SL.9-10.2 SL.9-12.5	N-Q.1, 2, 3 S-ID.1,9 S-IC.1,3,6	B2, B4	A2, A5	Technical Skills Technology	Test Class Discussion, Observation, and Project SkillsUSA
Students will examine information technology processes commonly used in the Arts A/V Tech & Communication cluster	AP.1; BNP.1-6; DCP.1.3,1.5, 3.4, 3.5,	AR.1 AR-AV.1, 2, 3, 4	SL.9-11.5 RH.9-12.2	S-ID.1 S-IC.1-4,6	B2, B4	A2, A5	Technical Skills Technology	Test Class Discussion, Observation,

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Student Performance Standards (Learner Outcomes or Knowledge & Skill Statements)	Specific Occupational Skills Standard	Common Technical Core Standards	New Alaska ENG/LA Standards	New Alaska Math Standards	Alaska Cultural Standards	Employability/ Career Readiness Standards	All Aspects of Industry/ Systems	Assessment
	4.3, 4.4, 4.5, 4.7, 4.9, 5.2, 5.7, 5.11, 6.3, 6.6, 6.11, 6.14, 7.3, 7.6, 7.8, 7.14, 9.2, 9.3, 9.5, 9.6, 9.7, 9.9-11, 11.3-5;		RST.9- 12.3 RST.11- 12.7 L.9-12.6					and Project SkillsUSA
Students will examine elements of communications	AP.3; BNP.1, 2; DCP.1,2; TV.1,2	AR.1 AR-AV.1, 2 AR-TEL.1, 3	WHST.9- 12.4 L.9-12.6	S-IC.1-4,6	B2, B4	A2, A5	Technical Skills Technology Community	Class Discussion, Observation, and Project SkillsUSA
Students will write scripts for creative fiction for use in print, digital, audio, or video production.	AP.1.1.3, 1.2.2; BNP.1.3, 1.4; DCP.1.3, 1.5, 1.6; TV.1.3, 1.5, 1.6	AR.6 AR-AV.1 AR-AV.4	WHST.9- 12.4, 5 WHST. L.9- 12.1a-b, 2a-c, 3, 6 L.9-12.6	N-Q.1-3 A-REI.1	B2, B4	A2, A5	Technical Skills Technology	Test Class Discussion, Observation, and Project SkillsUSA
Students will Identify technical skills related to the AAVTC cluster	AP.3.3, 3.10, BNP.3-6; DCP.6.4, 6.5, 6.13, 7.7; TV.6.4, 6.5, 6.13, 7.7	AR.1 AR-AV.1, 2, 3, 4	SL.9- 12a-d SL.9- 12.5 L.9-12.6	N-Q.1-3 S-ID.1-3,9 S-IC.1-4,6	B2, B4	A2, A5	Technical Skills Technology	Test Class Discussion, Observation, and Project SkillsUSA

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Students will understand the leadership and teamwork skills that are critical to success in the AAVTC careers	AP.1, 3; BNP.1, 2, 4, 5; DCP.1, 2, 11; TV.1, 11	AR.1 AR-AV.1, 2, 3, 4	SL.9- 12.4	S-MD.6	B2, B4	A2, A5	Technical Skills Technology Community	Test Class Discussion, Observation, and Project SkillsUSA
Students will discuss ethics and legal responsibilities associated with the AAVTC career cluster	AP.1.2.2, 1.3; BNP.1; DCP.1.2, 2, 11.1; TV1.2, 1.3, 11.1	AR.1 AR-AV.1, 2, 3, 4	WHST.9- 12.8 L.9-12.6	S-MD.6	B2, B4	A1, A2, A5	Technical Skills Technology Community	Test Class Discussion, Observation, and Project SkillsUSA
Students will summarize and write news and informational scripts for use in journalistic publication of print, digital, audio, or video.	AP.1, 3; BNP.1, 2, 4, 5; TV.1, 11	AR.6 AR-AV.1 AR-AV.4	L.9- 12.1a-b, 2a-c, 3, 6 WHST.9- 12.2a-f, 5, 6, 7, 8, 9 RST.9- 12.1	S-ID.1-3 S-IC.1-4,6 S-MD.6 N-Q.1-3	B2, B4	A2, A5	Technical Skills Technology	Test Class Discussion, Observation, and Project SkillsUSA
Students will analyze written organizational policies, rules & procedures that are designed to help employees perform their jobs	AP.1.1, 1.2; BNP.1, 2; DCP.1; TV.1	AR.2 AR.5 AR.6	RST.9- 12.2, 3, 4 L.9-12.6	S-ID.1-3,9 S-IC.1,4,6 S-MD.6	B2, B4	A2, A5	Technical Skills Technology	Test Class Discussion, Observation, and Project SkillsUSA
Students will understand the core operations of technical equipment for use in producing multimedia projects (such as cameras, lighting, switchers, microphones, editing equipment, and their required connections.	AP.1; BNP.1-6; DCP.1.3, 1.5, 3.4, 3.5, 4.3, 4.4, 4.5,	AR.1 AR-AV.1, 2, 3,	SL.9- 12.2 & 5 L.9-12.6 L.9-12.6		B2, B4	A2, A5	Technical Skills Technology	Test Class Discussion, Observation, and Project

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	4.7, 4.9, 5.2, 5.7, 5.11, 6.3, 6.6, 6.11, 6.14, 7.3, 7.6, 7.8, 7.14, 9.2, 9.3, 9.5, 9.6, 9.7, 9.9-11, 11.3-5;							SkillsUSA
Students will be introduced to the production techniques of multimedia content	AP1; BNP1; DCP1, TV1	AR.1 AR-AV.1, 2, 3,	SL.9-12.1a-d, 2 & 5 RH.11-12.9 RH.9-12.7 WHST.9-12.6-9		B2, B4	A2, A5	Technical Skills Technology	Class Discussion, Observation, and Project SkillsUSA
Students will be introduced to audio and video composition techniques to multimedia production.	BNP.3.7, 3.9, 5.6, 6; DCP.3, 5, 9, 10; TV.3, 5, 6,	AR.1 AR-AV.1, 2, 3, 4	WHST.9-12.6 SL.9-12.4 L.9-12.6	G-MG.1,3 G-GPE.6,7 G-C.4 G-CO.1,2,5,12	B2, B4	A2, A5	Technical Skills Technology	Test Class Discussion, Observation, and Project SkillsUSA
Students will explore advantages and disadvantages of various AAVTC careers, specifically with employment opportunities.	AP1; BNP1; DCP1, TV1	AR.5 AR.6	RH.9-12.9 L.9-12.6	S-MD.6	B2, B4	A2, A5	Technical Skills Technology	Test Class Discussion, Observation, and Project SkillsUSA
Students will be able to responsibly use information found on the internet and other sources, being aware of copyrights and	AP1; BNP1; DCP1, TV1	AR.4 AR-AV.1	WHST.9-12.8	S-MD.6	B2, B4	A1, A2, A5	Technical Skills	Class Discussion,

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avoiding plagiarism.		AR-AV.2	SL.9- 12.2,3 L.9-12.6				Technology Work Habits	Observation, and Project SkillsUSA
Students will be aware of and encourage CTSO involvement	AP1; BNP1; DCP1, TV1	AR.1 AR.3 AR.5 AR-AV.1	L.9- 12.2,6 SL.9- 12.1a-d	S-ID.9 S-IC.1	B2, B4	A2, A5	Technical Skills Technology Community	Class Discussion, Observation, and Project SkillsUSA

Instructional Resources

List the major instructional resources used for this course: (websites, textbooks, essential equipment, reference materials, supplies)

Digital Communication & Production 3rd Edition,

By; Jim Stinson

Format: Hardcover

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Text 526 ISBN: 978-1-60525-817-1

Workbook 240 ISBN 978-1-60525-819-5

Instructor's Annotated Workbook 32 ISBN 978-1-60525-964-2

Radio Curriculum

Radio Television High School Broadcast Journalism Project

In association with District of Columbia Public Schools, Prime Movers, and The Radio and Television News Directors Foundation.

Four year curriculum

Format: Digital PDF

Schooljournalism.org

Adobe Education Exchange

Edex.adobe.com

Online curriculum for Adobe Creative Cloud products, lessons, educator resource sharing, tutorials (print and video), and professional development, industry certificate preparation.

Film Riot

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Alaska Department of Education and Early Development

DISTRICT NAME: Mat-Su School District

Filmriot.com

Video Podcast of digital filmmaking techniques and equipment.

Lynda.com

Online technique training courses for creative applications and techniques by subscription.

Option: Multi touch Digital textbooks by top K-12 publishers McGraw-Hill and Pearson Education and Houghton, Mifflin Harcourt.
Created with iBooks Authors . Textbooks made for the way the way they Learn.

Option: CyberCollege IE; InternetCampus.com . An award winning course in audio/video