

## Principles of Arts, A/V Technology, and Communications, Semester A

### Course Overview

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.

### Course Goals

By the end of this course, you will:

- 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.

## **General Skills**

To participate in this course, you should be able to do the following:

- Complete basic operations with word-processing software, such as Microsoft Word or Google Docs.
- Perform online research using various search engines and library databases.
- Communicate through email and discussion boards.

*For a complete list of general skills that are required for participation in online courses, refer to the Prerequisites section of the Student Orientation document, found at the beginning of this course.*

## **Credit Value**

Principles of Arts, A/V Technology, and Communications—Semester A is a 0.5-credit course.

## **Course Materials**

- notebook
- computer with an Internet connection and speakers or headphones
- Microsoft Word or equivalent
- Microsoft PowerPoint or equivalent

## **Course Pacing Guide**

This course description and pacing guide is intended to help you stay on schedule with your work. Note that your course teacher may modify the schedule to meet the specific needs of your class.

## 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
<b>Pretest.</b> <i>Pretests are optional assessments, typically designed for credit recovery use. If a student shows mastery of a lesson's objective, the student may be automatically exempted from that lesson in the upcoming unit. Typically, teachers do not choose to employ exemptive pretests for first-time credit courses. Pretests are not included as a component of the student's final grade.</i>	4	0%
<b>Module.</b> <i>Each module in this course contains an interactive tutorial and an associated mastery test. Tutorials may include one or more Lesson Activities that constitute tasks associated with the tutorial. The module score comes from a student's score on the mastery test.</i>	19	20%
<b>Discussion.</b> <i>Online discussions allow for higher-order thinking about terminal objectives. An online threaded discussion mirrors the educational experience of a classroom discussion. Teachers can initiate a discussion by asking a complex, open-ended question. Students can engage in the discussion by responding both to the question and to the thoughts of others. Each unit in a course has one predefined discussion topic; teachers may add more discussion topics.</i>	4	20%
<b>Unit Activity.</b> <i>Unit Activities are at the end a unit and constitute one or more small tasks. Their 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%
<b>Posttest.</b> <i>The posttest appears at the end of the unit and mirrors the pretest in structure, content, and complexity.</i>	4	20%
<b>End of Semester Test.</b> <i>The end of semester test (EOS) appears at the end of the course. Students are delivered a few items from every tutorial in the course in order to assess the major course objectives.</i>	1	20%
<b>Total</b>	<b>36</b>	<b>100%</b>

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

# Unit 1: Audio/Video Technology and Films

## Summary

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.

Day	Activity/Objective	Type
1 day: 1	<b>Syllabus and Student Orientation</b> <i>Review the Student Orientation and Course Syllabus at the beginning of this course.</i>	Course Orientation
4 days: 2–5	<b>Television and Films</b> <i>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.</i>	Lesson
4 days: 6–9	<b>Multimedia and Animation</b> <i>Recall the key developments in the history of multimedia and animation and identify career and business opportunities in these fields.</i>	Lesson
4 days: 10–13	<b>Emerging Media</b> <i>Identify the emerging trends in electronic media.</i>	Lesson
3 days: 14–16	<b>Positive Work Ethics</b> <i>Define positive work ethics.</i>	Lesson
3 days: 17–19	<b>Self-Representation</b> <i>Identify positive self-representation skills and good business etiquette.</i>	Lesson
3 days: 20–22	<b>Teamwork</b> <i>State the characteristics of a successful team, and the traits of a good leader.</i>	Lesson
1 day: 23	<b>Space Jumble</b>	Game
4 days: 24–27	<b>Unit Activity/Threaded Discussion—Unit 1</b>	Unit Activity/ Discussion
1 day: 28	<b>Posttest—Unit 1</b>	Assessment

## Unit 2: Visual Arts

### Summary

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.

Day	Activity/Objective	Type
4 days: 29–32	<b>Introduction to Visual Arts</b> <i>Identify various career opportunities in the field of visual arts, along with the businesses and current trends in visual arts.</i>	Lesson
4 days: 33–36	<b>Elements of Art</b> <i>Name the different elements of art.</i>	Lesson
4 days: 37–40	<b>Principles of Design</b> <i>Name the principles of design.</i>	Lesson
3 days: 41–43	<b>Creative Resourcefulness</b> <i>Recall various techniques to improve creative thinking and the steps involved in problem solving.</i>	Lesson
1 day: 44	<b>Para Jumble</b>	Game
4 days: 45–48	<b>Unit Activity/Threaded Discussion—Unit 2</b>	Unit Activity/ Discussion
1 day: 49	<b>Posttest—Unit 2</b>	Assessment

## Unit 3: Fashion and Photography

### Summary

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.

Day	Activity/Objective	Type
3 days: 50–52	<b>Fashion Design</b> <i>State the factors affecting fashion and identify career opportunities in fashion design.</i>	Lesson
3 days: 53–55	<b>Commercial Photography</b> <i>Select appropriate photography equipment and techniques and identify career opportunities in commercial photography.</i>	Lesson
3 days: 56–58	<b>Time, Task, and Resource Management</b> <i>Define short-term and long-term goals and list various methodologies to be productive.</i>	Lesson
3 days: 59–61	<b>Critical Thinking and Problem Solving</b> <i>Name the different types of decision makers and state the steps involved in decision making.</i>	Lesson
1 day: 62	<b>Thwack-A-Mole</b>	Game
4 days: 63–66	<b>Unit Activity/Threaded Discussion—Unit 3</b>	Unit Activity/ Discussion
1 day: 67	<b>Posttest—Unit 3</b>	Assessment

## Unit 4: Using Technologies

### Summary

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.

Day	Activity/Objective	Type
3 days: 68–70	<b>Job Acquisition and Advancement</b> <i>Identify the skills used for job acquisition and the advancement skills that can help get a raise or a promotion.</i>	Lesson
3 days: 71–73	<b>Job-Specific Technologies</b> <i>Identify various technologies used at the workplace and state how to use them ethically.</i>	Lesson
3 days: 74–76	<b>Information Technology</b> <i>Name the key features of various information technology tools and state their applications in business.</i>	Lesson
3 days: 77–79	<b>Internet Use and Security</b> <i>Identify potential risks of improper use of the Internet at workplace.</i>	Lesson
3 days: 80–82	<b>Making Presentations</b> <i>State the key elements in creating and evaluating presentations.</i>	Lesson
1 day: 83	<b>Space Jumble</b>	Game
4 days: 84–87	<b>Unit Activity/Threaded Discussion—Unit 4</b>	Unit Activity/ Discussion
1 day: 88	<b>Posttest—Unit 4</b>	Assessment
1 day: 89	<b>Semester Review</b>	
1 day: 90	<b>End-of-Semester Test</b>	Assessment

## 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 for Semester A](#).