

# Standards

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This unit was developed to meet the following standards.

## Career and Technical Education AME Industry Sector Foundation Standards

### 2.0 Communications

Students understand the principles of effective oral, written, and multimedia communication in a variety of formats and contexts.

#### 2.1 Reading

(2.4) Synthesize the content from several sources or works by a single author dealing with a single issue; paraphrase the ideas and connect them to other sources and related topics to demonstrate comprehension.

Specific applications of Reading standards (grades eleven and twelve):

(3.3) Analyze the ways in which irony, tone, mood, the author's style, and the "sound" of language achieve specific rhetorical or aesthetic purposes or both.

#### 2.2 Writing

Specific applications of Writing Strategies and Applications standards (grades eleven and twelve):

(1.1) Demonstrate an understanding of the elements of discourse (e.g., purpose, speaker, audience, form) when completing narrative, expository, persuasive, or descriptive writing assignments.

(1.2) Use point of view, characterization, style (e.g., use of irony), and related elements for specific rhetorical and aesthetic purposes.

(1.3) Structure ideas and arguments in a sustained, persuasive, and sophisticated way and support them with precise and relevant examples.

(1.5) Use language in natural, fresh, and vivid ways to establish a specific tone.

(1.6) Develop presentations by using clear research questions and creative and critical research strategies (e.g., field studies, oral histories, interviews, experiments, electronic sources).

#### 2.3 Written and Oral English Language Conventions

Specific applications of English Language Conventions standards (grades eleven and twelve):

(1.1) Demonstrate control of grammar, diction, and paragraph and sentence structure and an understanding of English usage.

(1.2) Produce legible work that shows accurate spelling and correct punctuation and capitalization.

## 2.4 Listening and Speaking

Specific applications of Speaking Applications standards (grades nine and ten):

- (2.3) Apply appropriate interviewing techniques:
- Prepare and ask relevant questions.
  - Make notes of responses.
  - Use language that conveys maturity, sensitivity, and respect.
  - Respond correctly and effectively to questions.
  - Demonstrate knowledge of the subject or organization.
  - Compile and report responses.

Specific applications of Listening and Speaking Strategies and Applications standards (grades eleven and twelve):

(1.1) Recognize strategies used by the media to inform, persuade, entertain, and transmit culture (e.g., advertisements; perpetuation of stereotypes; use of visual representations, special effects, language).

(1.3) Interpret and evaluate the various ways in which events are presented and information is communicated by visual image makers (e.g., graphic artists, documentary filmmakers, illustrators, news photographers).

(1.8) Use effective and interesting language, including:

- Informal expressions for effect
- Standard American English for clarity
- Technical language for specificity

(1.10) Evaluate when to use different kinds of effects (e.g., visual, music, sound, graphics) to create effective productions.

(1.11) Critique a speaker's diction and syntax in relation to the purpose of an oral communication and the impact the words may have on the audience.

(1.14) Analyze the techniques used in media messages for a particular audience and evaluate their effectiveness (e.g., Orson Welles' radio broadcast "War of the Worlds").

## 3.0 Career Planning and Management

Students understand how to make effective decisions, use career information, and manage personal career plans:

3.1 Know the personal qualifications, interests, aptitudes, knowledge, and skills necessary to succeed in careers.

3.2 Understand the scope of career opportunities and know the requirements for education, training, and licensure.

## 4.0 Technology

Students know how to use contemporary and emerging technological resources in diverse and changing personal, community, and workplace environments:

- 4.2 Understand the use of technological resources to gain access to, manipulate, and produce information, products, and services.
- 4.4 Understand digital applications appropriate to specific media and projects.
- 4.5 Know the key technological skills appropriate for occupations in the arts industry.
- 4.6 Know how technology and the arts are interrelated in the development of presentations and productions.
- 4.7 Understand how technology can reinforce, enhance, or alter products and performances.

## 5.0 Problem Solving and Critical Thinking

Students understand how to create alternative solutions by using critical and creative thinking skills, such as logical reasoning, analytical thinking, and problem-solving techniques:

- 5.1 Apply appropriate problem-solving strategies and critical thinking skills to work-related issues and tasks.
- 5.4 Use the elements of the particular art form to observe, perceive, and respond.
- 5.5 Understand the application of research and analysis skills to the creation of content.
- 5.4 Use critical thinking skills to make informed decisions and solve problems.

## 7.0 Responsibility and Flexibility

Students know the behaviors associated with the demonstration of responsibility and flexibility in personal, workplace, and community settings:

- 7.1 Understand the qualities and behaviors that constitute a positive and professional work demeanor.
- 7.2 Understand the importance of accountability and responsibility in fulfilling personal, community, and workplace roles.
- 7.3 Understand the need to adapt to varied roles and responsibilities.
- 7.7 Develop a personal commitment to and apply high-quality craftsmanship to a product or presentation and continually refine and perfect it.

## 8.0 Ethics and Legal Responsibilities

Students understand professional, ethical, and legal behavior consistent with applicable laws, regulations, and organizational norms:

- 8.4 Adhere to the copyright and intellectual property laws and regulations, and use and cite proprietary information appropriately.
- 8.5 Understand the ethical implications of the degree of influence media, arts, and performances have on individuals.

## 9.0 Leadership and Teamwork

Students understand effective leadership styles, key concepts of group dynamics, team and individual decision making, the benefits of workforce diversity, and conflict resolution:

- 9.1 Understand the characteristics and benefits of teamwork, leadership, and citizenship in the school, community, and workplace settings.
- 9.3 Understand how to organize and structure work individually and in teams for effective performance and the attainment of goals.
- 9.4 Know multiple approaches to conflict resolution and their appropriateness for a variety of situations in the workplace.
- 9.5 Understand how to interact with others in ways that demonstrate respect for individual and cultural differences and for the attitudes and feelings of others.
- 9.7 Cultivate consensus, continuous improvement, respect for the opinions of others, cooperation, adaptability, and conflict resolution.

## 10.0 Technical Knowledge and Skills

Students understand the essential knowledge and skills common to all pathways in the Arts, Media, and Entertainment sector:

- 10.6 Know the appropriate skills and vocabulary of the art form.
- 10.7 Understand and analyze the elements of the art form.
- 10.10 Use technical applications in the creative process, where appropriate.

## 11.0 Demonstration and Application

Students demonstrate and apply the concepts contained in the foundation and pathway standards.

## Career and Technical Education AME Industry Sector Media and Design Arts Pathway Content Standards

- Research and analyze the work of an artist and write about the artist's distinctive style and its contribution to the meaning of the work. [AME A1.1(1.3), VPA 1.3]
- Articulate how personal beliefs, cultural traditions, and current social, economic, and political contexts influence the interpretation of the meaning or message in a work of art. [AME A1.4 (4.1), VPA 4.1]
- Formulate and support a position regarding the aesthetic value of a specific work of art and change or defend that position after considering the views of others. [AME A1.4 (4.3), VPA 4.3]

### A2.0 Technical Requirements

Students understand the key technical and technological requirements applicable to various segments of the Media and Design Arts Pathway.

**A2.1** Analyze the way in which technical design (e.g., color theory, lighting, graphics, typography, posters, sound, costumes, makeup) contributes to a performance or presentation.

**A2.2** Know the component steps and skills required to design, edit, and produce a production for audio, video, electronic, or printed presentation.

**A2.3** Use technology to create a variety of audio, visual, written, and electronic products and presentations.

**A2.5** Know the writing processes, formats, and conventions used for various media.