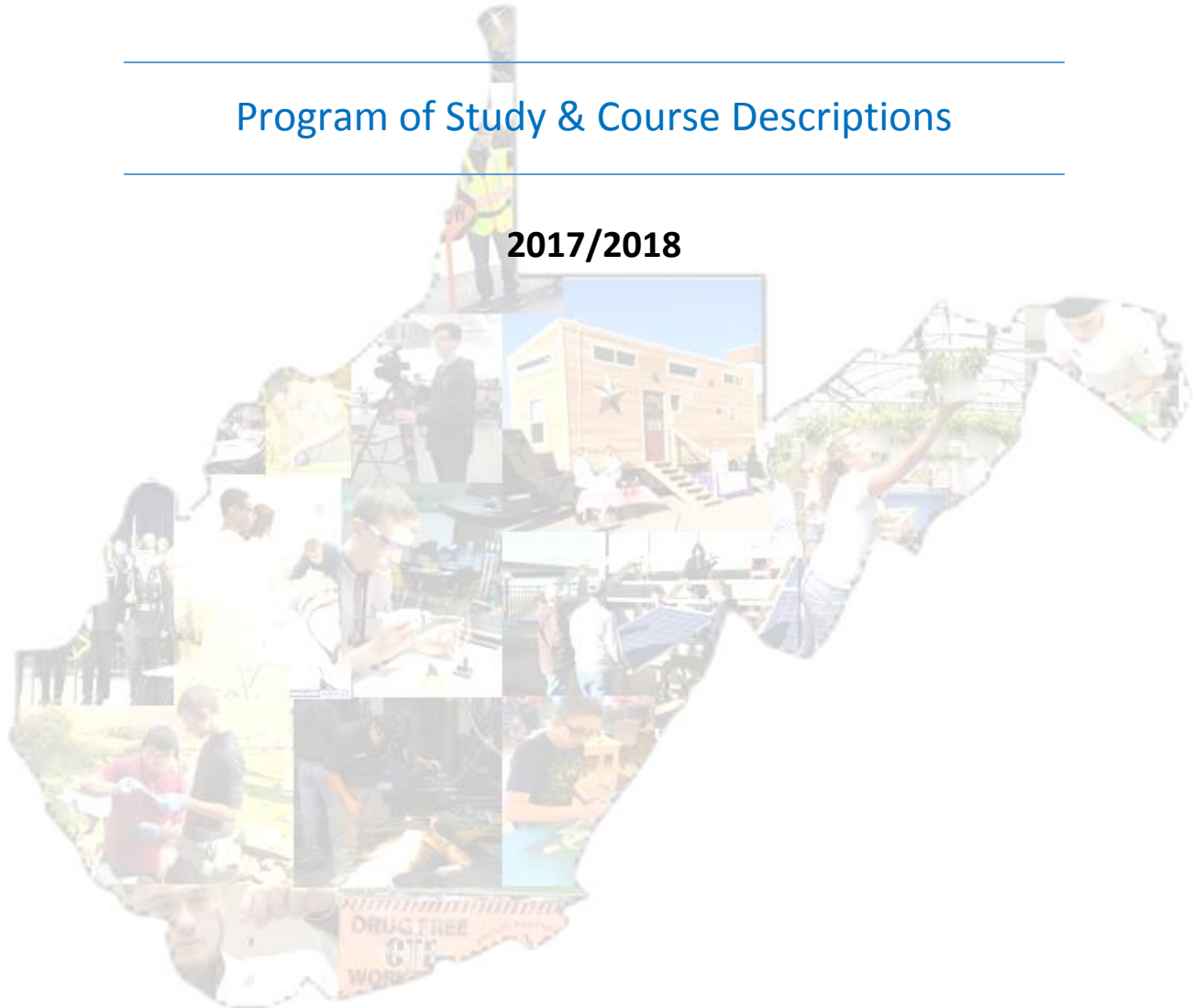


Arts, A/V Technology and Communications

Program of Study & Course Descriptions

2017/2018



West Virginia DEPARTMENT OF
EDUCATION



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Arts, A/V Technology and Communications Cluster

Cluster Description:

The Arts, A/V Technology and Communications Cluster introduce students to the knowledge base and technical skills for careers in broadcasting, graphic communications and designs. Taught by industry credentialed teachers, courses offer real world project based learning activities to develop an understanding of course concepts. Emphasis is placed on career exploration, job seeking skills, and personal and professional ethics. Safety instruction is integrated into all activities. Students are encouraged to become active members of Skills USA for additional co-curricular opportunities that enhance student achievement, develop student leadership, and support experiential learning.

Journalism and Broadcasting Pathway

Pathway Description:

The Journalism and Broadcasting Pathway focuses on preparing students with the skills necessary to succeed in a journalism or broadcasting field of work.

Program of Study: AV1680 Broadcasting Technology

Courses: 1681 Fundamentals of Broadcasting
 1683 Radio Broadcasting Presentations
 1685 Television Production Applications
 Broadcasting Technology Specialization

Program of Study Description:

The Broadcasting Technology Program of Study focuses on careers related to the broadcasting industries of both television and radio. Students obtain skills to work in program production, news-related, technical, sales, and management occupations in broadcasting.

Course Descriptions:

1681 Fundamentals of Broadcasting

This course introduces the student to the knowledge base and technical skills for all courses in the Broadcasting Technology Program of Study. Areas of study include fundamentals of broadcasting, broadcasting equipment, on-air presentation skills, and student organizations. Emphasis will be placed on career exploration, job seeking skills, and personal and professional ethics. Safety instruction is integrated into all activities. Students will utilize problem-solving techniques and participate in laboratory activities to develop an understanding of course concepts, and teachers should provide each student with real world learning opportunities and instruction related to broadcasting occupations. Students are encouraged to become active members of Skills USA for additional co-curricular opportunities that enhance student achievement, develop student leadership, and support experiential learning. All West Virginia teachers are responsible for classroom instruction that integrates learning skills, technology tools, and skill sets.

1683 Radio Broadcasting Presentations

This course will provide students with the knowledge to perform, either in a live or mock setting, a radio broadcast. Areas of study include on-air news presentations, deejay presentations, radio production and management, and student organizations. Students will demonstrate knowledge and technical expertise in the preproduction and performance of a live 30-minute show. Students will utilize problem-solving techniques and participate in laboratory activities to develop an understanding of course concepts, and teachers should provide each student with real world learning opportunities and instruction related to broadcasting occupations. Safety instruction is integrated into all activities. Students are encouraged to become active members of Skills USA for additional co-curricular opportunities that enhance student achievement, develop student leadership, and support experiential learning. All West Virginia teachers are responsible for classroom instruction that integrates learning skills, technology tools, and skill sets.

1685 Television Production Applications

This course will provide students with the knowledge to perform, either in a live or mock setting, or a television broadcast. Areas of study include writing television news, conducting interviews, preproduction, production, and student organizations. Students will demonstrate knowledge and technical expertise in the use of television production equipment and applications. Students will utilize problem-solving techniques and participate in laboratory activities to develop an understanding of course concepts, and teachers should provide each student with real world learning opportunities and instruction related to broadcasting occupations. Safety instruction is integrated into all activities. Students are encouraged to become active members of Skills USA for additional co-curricular opportunities that. All West Virginia teachers are responsible for classroom instruction that integrates learning skills, technology tools, and skill sets.

Broadcasting Technology Specialization: Choose One

1684 Video Editing

This course is an introduction to the techniques, equipment, and applications used in Video Editing. Areas of study include the production process, ingestion, non-linear editing, final package distribution, and student organizations. Students will demonstrate technical expertise in non-linear video editing techniques. Students will utilize problem-solving techniques and participate in laboratory activities to develop an understanding of course concepts, and teachers should provide each student with real world learning opportunities and instruction related to broadcasting occupations. Safety instruction is integrated into all activities. Students are encouraged to become active members of Skills USA for additional co-curricular opportunities that enhance student achievement, develop student leadership, and support experiential learning. All West Virginia teachers are responsible for classroom instruction that integrates learning skills, technology tools, and skill sets.

1687 Broadcast Management

Students will use knowledge gained in the course to operate a broadcast station on the air. This includes problem solving and decision making as broadcasts sometimes contain fast paced, high pressure situations. Students will learn industry standards, federal regulations and personnel requirement. They will investigate the roles of the broadcasting station in society and how to meet

the requirements while managing time, talent, crew and all the other aspects of a broadcasting environment.

1689 Producing Live TV

Students will learn all aspects of live television production through hands-on application. This includes how to produce, direct, operate cameras, audio equipment and other technical aspects of products. On-air duties such as anchor, reporter, announcer will also be examined in this course. Students will gain knowledge of directing, newsroom, production and performance.

Program of Study: AV1684 Multimedia Publishing

Courses: 1514 Introduction to Visual Communication
1515 Digital Photography
1516 Videography
1517 Cross-Media Publishing

Program of Study Description:

The Multimedia Publishing Program of Study focuses on careers related to photojournalism, videography, editing, social media marketing, and assisting in production. Students in this program get hands-on experience with telling stories across multiple media. Find the stories you want to tell through journalism and creative writing. Make your stories more engaging with design, photography, and video. Then publish them in print, the web, and on mobile devices. Get your work seen through online and social media marketing.

Course Descriptions:

1514 Introduction to Visual Communication

This course introduces the student to the skills required for visual communication in the 21st Century. Students will use digital cameras and professional software tools to create publications for print and the web. Units of Study: Page Layout, Desktop Publishing, Digital Publishing

1515 Digital Photography

This course introduces the student to the skills required to produce professional quality photographs. Students will use DSLR cameras, various accessories such as filters and tripods, photo editing software, and an inkjet printer. Emphasis will be placed on photojournalism and advertising photography. Units of Study: Camera Basics, Photo Editing, Photo Printing.

1516 Videography

This course introduces the student to the skills required for multimedia production. Students will utilize digital camcorders as well as video editing, and sound recording software to create multimedia projects. Areas of study include video and sound editing, and motion graphics and effects. Units of Study: Videography Basics, Video Editing, Motion Graphics.

1517 Cross-Media Publishing

This course introduces students to the emerging field of cross-media publishing. Students will explore the use of blogging, video sharing, and social media services as journalism and marketing tools. Students will research, write, and produce multimedia content to be disseminated across various platforms (print, video, and digital publishing). Units of Study: 21st Century Publishing, Marketing across Media, Content Marketing

Printing Technology Pathway

Pathway Description:

The Printing Technology Pathway focuses on preparing students with the skills necessary to succeed in a printing technology field of work.

Program of Study: AV1830 Graphic Communications

Courses: 1835 Fundamentals of Graphic Communications
 1833 Electronic Imaging
 1839 Image Assembly and Platemaking
 1841 Offset Press and Bindery

Program of Study Description:

The Graphic Communications Program of Study focuses on careers in general commercial printing, quick printing, digital imaging, magazine, newspaper and book printing, financial and legal printing, screen printing, thermography, business forms printing, label and tap printing, packaging, greeting cards, prepress technician, and trade and finishing services.

Course Descriptions:

1835 Fundamentals of Graphic Communication

This course introduces the student to the knowledge base and technical skills for all courses in the Graphic Communications Program of Study. Areas of study include fundamentals of graphic communications, environmental health and safety, equipment and materials, legal and ethical issues, design elements and principles, job planning and production, and measurement and math. Emphasis will be placed on personal and professional ethics and students will explore a variety of career opportunities. Students will utilize problem-solving techniques and participate in laboratory activities to develop an understanding of course concepts, and teachers should provide each student with real world learning opportunities and instruction related to occupations in graphic communications. Safety instruction is integrated into all activities. Students are encouraged to become active members of Skills USA for additional co-curricular opportunities that enhance student achievement, develop student leadership, and support experiential learning. All West Virginia teachers are responsible for classroom instruction that integrates learning skills, technology tools, and skill sets.

1833 Electronic Imaging

This course will introduce students to digital image manipulation and desktop publishing. Areas of study include digital file preparation and output, typography, proofreading, page layout, and digital image creation and capture. Students will demonstrate knowledge and technical expertise in basic typesetting, image designs, proofreading, and computer scanning operations. Students will utilize problem-solving techniques and participate in laboratory activities to develop an understanding of course concepts, and teachers should provide each student with real world learning opportunities and instruction related to occupations in graphic communications. Safety instruction is integrated into all activities. Students are encouraged to become active members of Skills USA for additional co-

curricular opportunities that enhance student achievement, develop student leadership, and support experiential learning. All West Virginia teachers are responsible for classroom instruction that integrates learning skills, technology tools, and skill sets.

1839 Image Assembly and Platemaking

This course will introduce students to the fundamentals of image assembly and platemaking. Areas of study include image assembly and platemaking, film masking and assembly, and offset platemaking. Students will demonstrate knowledge and technical expertise in film masking, platemaking, copy paste-up principles and procedures. Students will utilize problem-solving techniques and participate in laboratory activities to develop an understanding of course concepts, and teachers should provide each student with real world learning opportunities and instruction related to occupations in graphic communications. Safety instruction is integrated into all activities. Students are encouraged to become active members of Skills USA for additional co-curricular opportunities that enhance student achievement, develop student leadership, and support experiential learning. All West Virginia teachers are responsible for classroom instruction that integrates learning skills, technology tools, and skill sets.

1841 Offset Press and Bindery

This course introduces the use of offset presses and bindery equipment. Areas of study include offset press fundamentals, components, operation, paper stock, paper cutting, and bindery operations. Students will utilize problem-solving techniques and participate in laboratory activities to develop an understanding of course concepts, and teachers should provide each student with real world learning opportunities and instruction related to occupations in graphic communications. Safety instruction is integrated into all activities. Students are encouraged to become active members of Skills USA for additional co-curricular opportunities that enhance student achievement, develop student leadership, and support experiential learning. All West Virginia teachers are responsible for classroom instruction that integrates learning skills, technology tools, and skill sets.

Visual Arts Pathway

Pathway Description

The Visual Arts focuses on preparing students with the skills necessary to succeed in a visual arts field of work.

Program of Study: AV1850 Graphic Design

Courses: 1857 Fundamentals of Graphic Design
1851 Fundamentals of Illustration
1859 Graphic Design Applications
1861 Illustration

Program of Study Description:

The Graphic Design Program of Study focuses on careers in a number of occupations requiring creative design such as web page designer, layout artists, logo designer, flash designer, illustrator, photoshop artist, and a multimedia designer.

Course Descriptions:

1857 Fundamentals of Graphic Design

This course introduces the student to the knowledge base and technical skills for all courses in the Graphic Design Program of Study. Areas of study include equipment and materials, computer skills, copyright, design principles, customer specifications, and student organizations. Emphasis will be placed on personal and professional ethics, and students will explore a variety of career opportunities. Students will utilize problem-solving techniques and participate in laboratory activities to develop an understanding of course concepts, and teachers should provide each student with real world learning opportunities and instruction related to graphic design occupations. Safety instruction is integrated into all activities. Students are encouraged to become active members of Skills USA for additional co-curricular opportunities that enhance student achievement, develop student leadership, and support experiential learning. All West Virginia teachers are responsible for classroom instruction that integrates learning skills, technology tools, and skill sets.

1851 Fundamentals of Illustration

This course introduces the student to the knowledge base and technical skills necessary for all courses in the Graphic Design Program of Study. Areas of study include media applications, perspective, drawing and painting, and student organizations. Students will demonstrate knowledge and technical expertise in illustration. Emphasis will be placed on personal and professional ethics, and students will explore a variety of career opportunities. Students will utilize problem-solving techniques and participate in laboratory activities to develop an understanding of course concepts, and teachers should provide each student with real world learning opportunities and instruction related to graphic design occupations. Safety instruction is integrated into all activities. Students are encouraged to become active members of Skills USA for additional co-curricular opportunities that enhance student achievement, develop student leadership, and support experiential learning. All

West Virginia teachers are responsible for classroom instruction that integrates learning skills, technology tools, and skill sets.

1859 Graphic Design Applications

This course introduces the student to basic advertising concepts and advanced layout procedures. Areas of study include demographics, mechanical preparation, vector and raster graphics, and student organizations. Students will demonstrate knowledge and technical expertise in the mechanical preparation of design projects. Emphasis will be placed on personal and professional ethics, and students will explore a variety of career opportunities. Students will utilize problem-solving techniques and participate in laboratory activities to develop an understanding of course concepts, and teachers should provide each student with real world learning opportunities and instruction related to graphic design occupations. Safety instruction is integrated into all activities. Students are encouraged to become active members of Skills USA for additional co-curricular opportunities that enhance student achievement, develop student leadership, and support experiential learning. All West Virginia teachers are responsible for classroom instruction that integrates learning skills, technology tools, and skill sets.

1861 Illustration

This course introduces the student to advanced topics in illustration. Areas of study include color theory, proportion, portfolios, and student organizations. Students will demonstrate knowledge and technical expertise in advanced illustration techniques. Emphasis will be placed on personal and professional ethics, and students will explore a variety of career opportunities. Students will utilize problem-solving techniques and participate in laboratory activities to develop an understanding of course concepts, and teachers should provide each student with real world learning opportunities and instruction related to graphic design occupations. Safety instruction is integrated into all activities. Students are encouraged to become active members of Skills USA for additional co-curricular opportunities that enhance student achievement, develop student leadership, and support experiential learning. All West Virginia teachers are responsible for classroom instruction that integrates learning skills, technology tools, and skill sets.

Arts, A/V Technology and Communications Cluster Electives

Journalism and Broadcasting Pathway

Program of Study: AV1680 Broadcasting Technology

WVEIS CODE	Courses
2421	Communication Systems
0520	Work-Based Integration and Transition

2421 Communication Systems

This course provides opportunities for students to study and apply technological systems, concepts and processes in communications technology. Group and individual activities engage students in creating ideas, developing innovations and implementing design solutions as they relate to communication systems. Students will utilize problem-solving techniques and manipulative skills while completing laboratory activities to develop an understanding of course concepts. Safety instruction is integrated into all activities.

0520 Work-Based Integration and Transition

This course gives students the opportunity to integrate theory and practice by interacting with industry professionals. Students will study various requirements for employability including ethics, communication, teamwork and professionalism. Students will participate in hands-on, digital or work-based experiences related to industry settings in order to practice skill sets and to transition from student to employee. A supervised project will be developed in one or more of the following categories: Entrepreneurship (ownership or operation of a business); Placement (employment or internship); Research and Experimentation (planning and/or conducting a scientific experiment); Exploration (exploration of related careers through activities such as shadowing employees in various work settings, conducting on-line research, attending professional development activities, etc.). Students will develop materials to supplement their Simulated Workplace portfolios

Program of Study: AV1684 Multimedia Publishing

WVEIS CODE	Courses
1518	Fundamentals of Media Writing
1519	Information Graphics

1518 Fundamentals of Media Writing

This course introduces the student to the fundamentals of storytelling for Multimedia Publishing. Students will explore various methods of researching stories, identifying their audience, and writing for specific audiences. Students will also identify and discuss various ethical and legal issues related to media production including freedom of the press, censorship, ethical standards and journalistic responsibilities. Units of Study: Research Methods, Media Writing, Media Ethics and Legal Issues

1519 Information Graphics

This course will introduce the student to the multimedia designer's role in the information age. Students will collect data and analyze that information to determine how to communicate it visually. Students will create various types of forms and infographics. Units of Study: Form Layout, Data Visualization, Infographic Layout

Arts, A/V Technology and Communications Cluster Electives

Printing Technology Pathway

Program of Study: AV1830 Graphic Communications

WVEIS CODE	Courses
1837	Application in Computer Graphics
1832	Color Processing
1834	Digital Prepress
1855	Fundamentals of Desktop Publishing
1859	Graphic Design Applications
1831	Photography and Dark Room Procedures
0520	Work-Based Integration and Transitions

1837 Applications in Computer Graphics

This course introduces the student to the knowledge base and technical skills of offset press operation and troubleshooting. Areas of study include press maintenance and advanced printing. Students will demonstrate knowledge and technical expertise in offset press maintenance.

**This course is being recommended as an elective for students who are completing the core secondary level Career and Technical Education/Concentration.*

1832 Color Processing

This course introduces the student to the knowledge base and technical skills for GRPHCM-COLPR printing. Areas of study include the GRPHCM-COLPR science and GRPHCM-COLPR printing. Students will demonstrate knowledge and technical expertise in selecting appropriate GRPHCM-COLPRs for a project and producing GRPHCM-COLPR separations.

**This course is being recommended as an elective for students who are completing the core secondary level Career and Technical Education/Concentration.*

1834 Digital Prepress

This course introduces the student to the knowledge base and technical skills for digital preparation for press operations. Areas of study include imaging concepts, scanning concepts, and composition. Students will demonstrate knowledge and technical expertise in prepress operations.

1855 Fundamentals of Desktop Publishing

**This course is being recommended as an elective for students who are completing the core secondary level Career and Technical Education/Concentration.*

1859 Graphic Design Applications

This course introduces the student to basic advertising concepts and advanced layout procedures. Areas of study include demographics, mechanical preparation, vector and raster graphics, and student organizations. Students will demonstrate knowledge and technical expertise in the mechanical preparation of design projects. Emphasis will be placed on personal and professional ethics, and students will explore a variety of career opportunities. Students will utilize problem-solving techniques and participate in laboratory activities to develop an understanding of course concepts, and teachers should provide each student with real world learning opportunities and instruction related to graphic design occupations. Safety instruction is integrated into all activities. Students are encouraged to become active members of Skills USA for additional co-curricular opportunities that enhance student achievement, develop student leadership, and support experiential learning. All West Virginia teachers are responsible for classroom instruction that integrates learning skills, technology tools, and skill sets.

**This course is being recommended as an elective for students who are completing the core secondary level Career and Technical Education/Concentration.*

1831 Photography and Dark Room Procedures

This course introduces the student to the knowledge base and technical skills for processing line negatives and halftones. Areas of study include the basic procedures, safe work habits, line negatives, and halftone negatives. Students will demonstrate knowledge and technical expertise in darkroom processing.

**This course is being recommended as an elective for students who are completing the core secondary level Career and Technical Education/Concentration.*

0520 Work-Based Integration and Transition

This course gives students the opportunity to integrate theory and practice by interacting with industry professionals. Students will study various requirements for employability including ethics, communication, teamwork and professionalism. Students will participate in hands-on, digital or work-based experiences related to industry settings in order to practice skill sets and to transition from student to employee. A supervised project will be developed in one or more of the following categories: Entrepreneurship (ownership or operation of a business); Placement (employment or internship); Research and Experimentation (planning and/or conducting a scientific experiment); Exploration (exploration of related careers through activities such as shadowing employees in various work settings, conducting on-line research, attending professional development activities, etc.). Students will develop materials to supplement their Simulated Workplace portfolios

Arts, A/V Technology and Communications Cluster Electives

Visual Arts Pathway

Program of Study: AV1850 Graphic Design

WVEIS CODE	Courses
1854	Computer Graphics
1856	Desktop Publishing/Page Layout

1853	Fundamentals of Computer Graphics
1855	Fundamentals of Desktop Publishing
0520	Work-Based Integration and Transitions

1854 Computer Graphics

This course provides the student the opportunity to study advanced concepts and master technical skills in the creation and manipulation of graphics.

1856 Desktop Publishing/Page Layout

This course improves the student’s ability to produce real-world designs for clients. Areas of study include advanced page layout, employability skills, and student organizations. Emphasis will be placed on personal and professional ethics, and students will explore a variety of career opportunities. Students will utilize problem-solving techniques and participate in laboratory activities to develop an understanding of course concepts, and teachers should provide each student with real world learning opportunities and instruction related to graphic design occupations.

1853 Fundamentals of Computer Graphics

This course introduces the student to the knowledge base and technical skills necessary to create and manipulate computer graphics. Areas of study include production, design projects, intermediate processes, digital cameras, animation, and student organizations. Students will demonstrate knowledge and technical expertise in digital editing.

1855 Fundamentals of Desktop Publishing

This course introduces the student to the knowledge base and technical skills in desktop publishing. Areas of study include production skills, design projects, portfolio development, and student organizations. Students will demonstrate knowledge and technical expertise in page layout.

0520 Work-Based Integration and Transition

This course gives students the opportunity to integrate theory and practice by interacting with industry professionals. Students will study various requirements for employability including ethics, communication, teamwork and professionalism. Students will participate in hands-on, digital or work-based experiences related to industry settings in order to practice skill sets and to transition from student to employee. A supervised project will be developed in one or more of the following categories: Entrepreneurship (ownership or operation of a business); Placement (employment or internship); Research and Experimentation (planning and/or conducting a scientific experiment); Exploration (exploration of related careers through activities such as shadowing employees in various work settings, conducting on-line research, attending professional development activities, etc.). Students will develop materials to supplement their Simulated Workplace portfolios