

Arts, A/V Technology and Communications Cluster

High School Pathway, Concentration and Course
Descriptions

2014-2015

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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.

Concentration: FH1680 Broadcasting Technology

Courses: 1681 Fundamentals of Broadcasting
1683 Radio Broadcasting Presentations
1684 Video Editing
1685 Television Production Applications

Concentration Description:

The Broadcasting Technology concentration 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 concentration. 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. The West Virginia Standards for 21st Century Learning include the following components: 21st Century Content Standards and 21st Century Learning Skills and Technology Tools. All West Virginia teachers are responsible for classroom instruction that integrates learning skills, technology tools, and content standards and objectives.

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. The West Virginia Standards for 21st Century Learning include the following components: 21st Century Content Standards and 21st Century Learning Skills and Technology Tools. All West Virginia teachers are responsible for classroom instruction that integrates learning skills, technology tools, and content standards and objectives.

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. The West Virginia Standards for 21st Century Learning include the following components: 21st Century Content Standards and 21st Century Learning Skills and Technology Tools. All West Virginia teachers are responsible for classroom instruction that integrates learning skills, technology tools, and content standards and objectives.

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 enhance student achievement, develop student leadership, and support

experiential learning. The West Virginia Standards for 21st Century Learning include the following components: 21st Century Content Standards and 21st Century Learning Skills and Technology Tools. All West Virginia teachers are responsible for classroom instruction that integrates learning skills, technology tools, and content standards and objectives.

Concentration: FH1469 Radio Broadcasting

- Courses:** 1531 Radio Broadcasting Fundamentals
1532 Radio Broadcasting On-Air Programming
1533 Radio Broadcasting Technology
1534 Radio Broadcasting Production

Concentration Description:

The Radio Broadcasting concentration focuses on careers such as general manager, on air host, radio programming, radio marketing, program directors, producers, and board operators.

Course Descriptions:

1531 Radio Broadcasting Fundamentals

This course will introduce students to the basic fundamentals needed to support broadcast managers in the production and broadcasting of materials or programs. Students will become familiar with the equipment, processes, and procedures used in producing and making radio broadcasts. 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. The West Virginia Standards for 21st Century Learning include the following components: 21st Century Content Standards and 21st Century Learning Skills and Technology Tools. All West Virginia teachers are responsible for classroom instruction that integrates learning skills, technology tools, and content standards and objectives.

1532 Radio Broadcasting On-Air Programming

This course is designed to explore the responsibilities for managing and producing content for a radio broadcast. Course components include station management: programming content; website management; marketing and fundraising; audio production: basic recording and mixing; broadcast journalism: interviewing and writing for radio; feature productions, editing, and critiquing; and music programming. 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. The West Virginia Standards for 21st Century Learning include the

following components: 21st Century Content Standards and 21st Century Learning Skills and Technology Tools. All West Virginia teachers are responsible for classroom instruction that integrates learning skills, technology tools, and content standards and objectives.

1533 Radio Broadcasting Technology

This course is designed to prepare students for a career in radio broadcasting. The course is divided into technical and non-technical instruction. Technical topics include sound, consoles, microphones, basic production, and FM station operations. Non-Technical topics include broadcast performance, news, programming, and the history of broadcasting. Students will gain on-air experience through a live radio experience. 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. The West Virginia Standards for 21st Century Learning include the following components: 21st Century Content Standards and 21st Century Learning Skills and Technology Tools. All West Virginia teachers are responsible for classroom instruction that integrates learning skills, technology tools, and content standards and objectives.

1534 Radio Broadcasting Production

This production course is designed to develop skills in how to use a microphone; how to use audio tape and digital audio equipment; and how to edit audio, especially for use in broadcast journalism. Students will also explore the history of electronic journalism. 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. The West Virginia Standards for 21st Century Learning include the following components: 21st Century Content Standards and 21st Century Learning Skills and Technology Tools. All West Virginia teachers are responsible for classroom instruction that integrates learning skills, technology tools, and content standards and objectives.

Performing Arts Pathway

Pathway Description:

The Performing Pathway focuses on preparing students with the skills necessary to succeed in a performing arts field of work.

Concentration: AV2010 Performing Arts

Courses: 1445 Management and Entrepreneurship
1455 Web Page Publishing

Select Specialization to Complete

Instrumental A1

3613 Band III

3614 Band IV

Instrumental A2

3741 Steel Band

3742 Contemporary Ensemble

Instrumental A3

3681 Piano I

3682 Piano II

Instrumental A4

3726 Guitar I

3727 Guitar II

Vocal B

3623 Chorus III

3624 Chorus IV

Theatrical C

3803 Theatre III

3804 Theatre IV

Concentration Description:

The Performing Arts concentration focuses on careers

Course Descriptions:

1445 Management and Entrepreneurship

This area of study provides a background for the development and operation of a business starting with the role of the entrepreneur and leading to the development of a business plan. This course also explores the planning, organizing, controlling, and operation of a business. Students will utilize problem-solving techniques and participate in hands-on activities to develop an understanding of course concepts. Teachers should provide each student with real

world learning opportunities and instruction related to selection, development, and maintenance of individual marketing and business education programs. Students are encouraged to become active members of the student organizations, DECA or FBLA, national student organizations for those enrolled in marketing and business education. DECA and FBLA are integral components of the programs and provide curricular opportunities that enhance student achievement. Teachers should use relevant DECA or FBLA activities to support experiential learning. The West Virginia Standards for 21st Century Learning include the following components: 21st Century Content Standards and 21st Century Learning Skills and Technology Tools. All West Virginia teachers are responsible for classroom instruction that integrates learning skills, technology tools, and content standards and objectives.

1455 Web Page Publishing

This course is designed to develop student understanding and skills in such areas as Web page design including using Web page development software, creating page layouts, adding images and frames, creating elements and components, creating tables, managing files, publishing to the Internet, creating hyperlinks, organizing tasks, and using codes (markup languages). Students utilize problem-solving techniques and participate in hands-on activities to develop an understanding of course concepts. Teachers should provide each student with real world learning opportunities and instruction. Students are encouraged to become active members of the student organizations, DECA or FBLA. The West Virginia Standards for Global 21 Learning include the following components: Global 21 Content, Literacy and Numeracy, Entrepreneurship, and Technology Standards. All West Virginia teachers are responsible for classroom instruction that integrates learning skills, technology tools, and content standards and objectives.

3613 Band III

This course is designed to

3614 Band IV

This course is designed to

3741 Steel Band

This course is designed to

3742 Contemporary Ensemble

This course is designed to

3682 Piano I

This course is designed to

3683 Piano II

This course is designed to

3726 Guitar I

This course is designed to

3727 Guitar II

This course is designed to

3623 Chorus III

This course is designed to

3524 Chorus IV

This course is designed to

3803 Theatre III

This course is designed to

3804 Theatre IV

This course is designed to

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.

Concentration: AV1830 Graphic Communications

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

Concentration Description:

The Graphic Communications concentration 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 concentration. 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. The West Virginia Standards for 21st Century Learning include the following components: 21st Century Content Standards and 21st Century Learning Skills and Technology Tools. All West Virginia teachers are responsible for classroom instruction that integrates learning skills, technology tools, and content standards and objectives.

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. The West Virginia Standards for 21st Century Learning include the following components: 21st Century Content Standards and 21st Century Learning Skills and Technology Tools. All West Virginia teachers are responsible for classroom instruction that integrates learning skills, technology tools, and content standards and objectives.

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. The West Virginia Standards for 21st Century Learning include the following components: 21st Century Content Standards and 21st Century Learning Skills and Technology Tools. All West Virginia teachers are responsible for classroom instruction that integrates learning skills, technology tools, and content standards and objectives.

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. The West Virginia Standards for 21st Century Learning include the following components: 21st Century Content Standards and 21st Century Learning Skills and Technology Tools. All West Virginia teachers are responsible for classroom instruction that integrates learning skills, technology tools, and content standards and objectives.

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.

Concentration: AV1850 Graphic Design

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

Concentration Description:

The Graphic Design concentration 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 concentration. 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. The West Virginia Standards for 21st Century Learning include the following components: 21st Century Content Standards and 21st Century Learning Skills and Technology Tools. All West Virginia teachers are responsible for classroom instruction that integrates learning skills, technology tools, and content standards and objectives.

1851 Fundamentals of Illustration

This course introduces the student to the knowledge base and technical skills necessary for all courses in the Graphic Design concentration. 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. The West Virginia Standards for 21st Century Learning include the following components: 21st Century Content Standards and 21st Century Learning Skills and Technology Tools. All West Virginia teachers are responsible for classroom instruction that integrates learning skills, technology tools, and content standards and objectives.

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. The West Virginia Standards for 21st Century Learning include the following components: 21st Century Content Standards and 21st Century Learning Skills and Technology Tools. All West Virginia teachers are responsible for classroom instruction that integrates learning skills, technology tools, and content standards and objectives.

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. The West Virginia Standards for 21st Century Learning include the following components: 21st Century Content Standards and 21st Century Learning Skills and Technology Tools. All West Virginia teachers are responsible for classroom instruction that integrates learning skills, technology tools, and content standards and objectives.

Concentration: AV2015 Visual Arts

Courses: 1455 Web Page Publishing
1431 Digital Imaging Media I
3213 Art III
3214 Art IV

Concentration Description:

The Visual Arts concentration focuses on careers

Course Descriptions:

1455 Web Page Publishing

This course is designed to develop student understanding and skills in such areas as Web page design including using Web page development software, creating page layouts, adding images and frames, creating elements and components, creating tables, managing files, publishing to the Internet, creating hyperlinks, organizing tasks, and using codes (markup languages). Students utilize problem-solving techniques and participate in hands-on activities to develop an understanding of course concepts. Teachers should provide each student with real world learning opportunities and instruction. Students are encouraged to become active members of the student organizations, DECA or FBLA. The West Virginia Standards for Global 21 Learning include the following components: Global 21 Content, Literacy and Numeracy, Entrepreneurship, and Technology Standards. All West Virginia teachers are responsible for classroom instruction that integrates learning skills, technology tools, and content standards and objectives.

1431 Digital Imaging/Multimedia I

This course is designed to develop student knowledge and skills in such areas as producing images, operating a digital camera, using imaging software, using drawing software, creating simple animations, and manipulating video images. Students utilize problem-solving techniques and participate in hands-on activities to develop an understanding of course concepts. Teachers should provide each student with real world learning opportunities and instruction. Students are encouraged to become active members of the student organizations, DECA or FBLA. The West Virginia Standards for Global 21 Learning include the following components: Global 21 Content, Literacy and Numeracy, Entrepreneurship, and Technology Standards. All West Virginia teachers are responsible for classroom instruction that integrates learning skills, technology tools, and content standards and objectives.

3213 Art III

This course is designed to

3214 Art IV

This course is designed to