

# Arts, A/V Technology and Communications Cluster

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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 21<sup>st</sup> Century Learning include the following components: 21<sup>st</sup> Century Content Standards and 21<sup>st</sup> 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 21<sup>st</sup> Century Learning include the following components: 21<sup>st</sup> 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 21<sup>st</sup> Century Learning include the following components: 21<sup>st</sup> 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 21<sup>st</sup> Century Learning include the following components: 21<sup>st</sup> 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 21<sup>st</sup> Century Learning include the following components: 21<sup>st</sup> 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 21<sup>st</sup> Century Learning include the

following components: 21<sup>st</sup> 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 21<sup>st</sup> Century Learning include the following components: 21<sup>st</sup> 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 21<sup>st</sup> Century Learning include the following components: 21<sup>st</sup> 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 21<sup>st</sup> Century Learning include the following components: 21<sup>st</sup> Century Content Standards and 21<sup>st</sup> 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 21<sup>st</sup> Century Learning include the following components: 21<sup>st</sup> Century Content Standards and 21<sup>st</sup> 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 21<sup>st</sup> Century Learning include the following components: 21<sup>st</sup> Century Content Standards and 21<sup>st</sup> 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 21<sup>st</sup> Century Learning include the following components: 21<sup>st</sup> Century Content Standards and 21<sup>st</sup> 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 21<sup>st</sup> Century Learning include the following components: 21<sup>st</sup> 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 21<sup>st</sup> Century Learning include the following components: 21<sup>st</sup> 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 21<sup>st</sup> Century Learning include the following components: 21<sup>st</sup> 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 21<sup>st</sup> Century Learning include the following components: 21<sup>st</sup> 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 21<sup>st</sup> Century Learning include the following components: 21<sup>st</sup> 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