

Course Title: Introduction to Arts, A/V Technology & Communication and Career Planning

(edits)

Course Number: 8209350

NGSSS Benchmark	Content Focus	Number of Questions	Suggested Cognitive Complexity (per CPALMS)
Reporting Category 1: Demonstrate an understanding of the Audio and Video Technology and Film career pathway			
01.03	Identify some of the common characteristics in the Audio and Video technology career pathway	3	1 level 1 2 level 2
01.01	Define and use proper terminology with the Audio and Video Technology Film and career pathway	2	1 level 1 1 level 2
01.05	Identify skills required to successfully enter any career in the Audio and Video Technology and Film career pathway	2	2 level 2
<i>Reporting Category Total</i>		7	
Reporting Category 2: Demonstrate an understanding of the Telecommunications career pathway			
02.03	Identify common characteristics of the careers in the Telecommunications career pathway.	2	1 level 1 1 level 2
02.01	Identify skills required to successfully enter any career in the Telecommunications career pathway.	1	1 level 2
02.06	Describe technologies associated in careers within the Telecommunications career pathway.	1	1 level 1
<i>Reporting Category Total</i>		4	
Reporting Category 3: Demonstrate an understanding of the Printing Technology career pathway			
03.03	Identify some of the careers available in the Printing Technology career pathway.	2	1 level 1 1 level 2
03.01	Identify skills required to successfully enter any career in the Printing Technology career pathway.	2	2 level 2
03.06	Describe technologies associated in careers within the Printing Technology career pathway.	1	1 level 2
<i>Reporting Category Total</i>		5	
Reporting Category 4: Demonstrate an understanding of the Visual Arts career pathway			
04.02	Describe some of the careers available in Visual Arts career pathway.	1	1 level 1
<i>Reporting Category Total</i>		1	
Reporting Category 5: Using Information technology tools			
08.01	Identify the functions of web browsers, and use them to access the World Wide Web and other computer resources typically used in the Arts, A/V Technology & Communication career cluster.	1	1 level 2
08.03	Demonstrate ways to communicate effectively using Internet technology	1	1 level 1
08.04	Identify ethical and legal IT issues faced by professionals in the above career cluster	1	1 level 1

<i>Reporting Category Total</i>	3
<i>Reporting Category Total</i>	20

Overall Percentage for Written Test: 30%

Overall Percentage for Performance Tasks: 70%

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06.0 Apply leadership and communication skills.

Performance	Create a multimedia slide presentation to demonstration and
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Task #1	understanding of any of the careers covered in this course.
	70%
Standard	06.05 Demonstrate effective communication skills through the delivery of a multimedia slide presentation. 08.02 Use of email to send simple messages and files to internet uses. 08.04 Use different types of web search engines effectively to locate information relevant to the Arts, AV Technology and communications cluster. 06.06 Use a computer to assist in the completion of a project related to the Arts, A/V Technology and Communication and Career Cluster
Exemplar (If applicable)	
Additional Information	
Suggested Assessment Team	Teacher and additional staff with knowledge of standards

Rubric: **see attached*******

4	
3	
2	
1	
0	

Rubric for Multimedia Presentation

Task Description: Students will choose a career covered in the A/V Technology and Communications cluster. Students will use a multimedia format (Power Point, Keynote, Notes) to demonstrate their knowledge of the medium. The students will create a slideshow to **effectively present their knowledge**

of a chosen career in in the topics covered. Film, telecommunications broadcast journalism etc). Students will use email to send final project to instructor. Students will use different types of web search engines effectively to locate relevant information to their career choice. Students will use laptops to assist in the completion of a project related to the Arts, A/V Technology and Communication and Career Cluster.

Criteria	weight	Exemplary (4)	Admirable (3)	Acceptable (2)	Attempted (1)
Research of Topic #1, 3,4	25%	<input type="checkbox"/> Use of three or more sources, including at least two Internet and one print source; use of two search engines <input type="checkbox"/> Variety of domain name suffix (.com, .edu, .net) <input type="checkbox"/> Factual information is accurate <input type="checkbox"/> Narrow focus of topic	<input type="checkbox"/> Use of two sources, including, including at least one Internet source; use of one search engine <input type="checkbox"/> Most information can be confirmed <input type="checkbox"/> Topic could be more narrowly focused	<input type="checkbox"/> Use of one Internet source <input type="checkbox"/> Some errors in information <input type="checkbox"/> Topic somewhat broad	<input type="checkbox"/> Use of only one source <input type="checkbox"/> Numerous errors in information <input type="checkbox"/> Topic too general
Organization and effective use of digital transmission #1,3	25%	<input type="checkbox"/> Logical sequencing <input type="checkbox"/> Menus and paths are clear <input type="checkbox"/> Original; inventive; creative <input type="checkbox"/> Effective transmission of slide presentation using an electronic means. Use of cc and bcc	<input type="checkbox"/> Somewhat logical sequencing <input type="checkbox"/> Menus and paths are mostly clear <input type="checkbox"/> Original <input type="checkbox"/> Effective transmission of slide presentation using an electronic means	<input type="checkbox"/> Sequencing is poorly planned <input type="checkbox"/> Menus and paths are sometimes confusing <input type="checkbox"/> Little originality <input type="checkbox"/> Multiple attempts to send slide presentation. Needed prompting from instructor	<input type="checkbox"/> Sequencing is confusing <input type="checkbox"/> Menus and paths are confusing <input type="checkbox"/> Inconsistent <input type="checkbox"/> Rehash of other people's ideas <input type="checkbox"/> Failure to transmit electronically
Content #1, 4	25%	<input type="checkbox"/> Covers topic completely and in depth <input type="checkbox"/> Content is readily understandable <input type="checkbox"/> Media used contributes to understanding of topic	<input type="checkbox"/> Covers topic <input type="checkbox"/> Content is mostly understandable <input type="checkbox"/> Media used mostly contributes to understanding of topic	<input type="checkbox"/> Barely covers topic <input type="checkbox"/> Content is somewhat understandable <input type="checkbox"/> Media used somewhat contributes to understanding of topic	<input type="checkbox"/> Does not adequately cover topic <input type="checkbox"/> Content is confusing <input type="checkbox"/> Media used does not contributing to understanding of topic
Graphic Design # 1,3, 4	25%	<input type="checkbox"/> Effective combination of multimedia and persuasive design elements <input type="checkbox"/> Excellent use of navigational tools and buttons <input type="checkbox"/> Graphics effectively entice audience; accurately convey message	<input type="checkbox"/> Good combination of multimedia and design elements <input type="checkbox"/> Adequate navigational tools and buttons <input type="checkbox"/> Visuals and images are attractive; adequately conveys message	<input type="checkbox"/> Some use of multimedia and design elements <input type="checkbox"/> Some buttons and navigational tools work properly <input type="checkbox"/> Use of visuals and images is limited; message is conveyed	<input type="checkbox"/> 0-1 media used <input type="checkbox"/> Buttons and navigational tools are absent or confusing <input type="checkbox"/> Use of visuals and images is confusing or absent; message is confusing

Final Score _____

(1)06.05 Demonstrate effective communication skills through the delivery of a multimedia slide presentation.

(2)08.02 Use of email to send simple messages and files to internet uses.

(3)08.04 Use different types of web search engines effectively to locate information relevant to the Arts, AV)Technology and communications cluster.

(4)06.06 Use a computer to assist in the completion of a project related to the Arts, A/V Technology and Communication and Career Cluster

(5) Describe some of the careers available in the AudioVisual, Film Printing Technology, Visual or Performing Arts Pathway