

Standards and Competencies for Media Concepts (Course # 5763)

| | Begin-End Yr |
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| Standard 1 - Students will demonstrate the ability to communicate effectively through oral, written, and visual expression | 2009 - |
| 1.1 - Examine different mass media fields of study including audio and video technologies and journalism and broadcasting. | 2009 - |
| 1.2 - Interpret industry-specific writing samples. | 2009 - |
| 1.3 - Demonstrate enunciation, vernacular, diction, and proper speech techniques for mass media applications | 2009 - |
| Standard 2 - Students will examine various funding methods for the media industry | 2009 - |
| 2.1 - Demonstrate an understanding of advertising. | 2009 - |
| 2.2 - Distinguish public from commercial funding sources. | 2009 - |
| 2.3 - Prepare a budget for a specified production or publication. | 2009 - |
| 2.4 - Design a promotional campaign. | 2009 - |
| Standard 3 - Students will be able to interpret and evaluate various media presentations within their context | 2009 - |
| 3.1 - Examine formats for various media applications. | 2009 - |
| 3.2 - Analyze various media presentation formats. | 2009 - |
| 3.3 - Evaluate format applications of various local, national, and international media | 2009 - |
| Standard 4 - Students will demonstrate the ability to use research, writing, and analytical skills to conceptualize, develop, and present an idea; design a project; and make a valid judgement. | 2009 - |
| 4.1 - Demonstrate the ability to formulate and articulate appropriate information in a presentation | 2009 - |
| 4.2 - Analyze qualitative and quantitative data to make accurate and informed decisions | 2009 - |
| 4.3 - Compare and contrast major differences and similarities as reflected in various perspectives on an issue | 2009 - |
| 4.4 - Compose written project proposals based on solid research and thorough analysis. | 2009 - |
| Standard 5 - Students will analyze environmental conditions and select appropriate equipment for the application and the media setting. | 2009 - |
| 5.1 - Research and develop media application projects. | 2009 - |
| 5.2 - Create a project plan that incorporates location, equipment, and safety needs | 2009 - |
| 5.3 - Assess the location for safety, personnel, visual, and equipment needs | 2009 - |
| 5.4 - Assemble teams and assign roles and responsibilities | 2009 - |
| Standard 6 - Students will demonstrate leadership, citizenship, and teamwork skills required for success in the school, community, and workplace. | 2009 - |
| 6.1 - Demonstrate dignity in work using SkillsUSA guidelines as an integral part of the classroom | 2009 - |
| 6.2 - Evaluate school, community, and workplace situations by applying problem-solving and decision-making skills. | 2009 - |
| 6.3 - Demonstrate the ability to work professionally with others | 2009 - |
| 6.4 - Examine and evaluate the principles of active listening | 2009 - |
| Standard 7 - Students will practice all aspects of safety procedures, laws, and policies | 2009 - |
| 7.1 - Evaluate local, state, and national laws, policies, and procedures regarding personal rights, interviewing, pictures, or identifying issues. | 2009 - |
| 7.2 - Research and analyze potential safety, legal, and policy issues | 2009 - |
| 7.3 - Appraise and implement safety standards, procedures, requirements, rules, and regulations | 2009 - |
| 7.4 - Demonstrate professional conduct and code of ethics around issues such as, but not limited to, copyright, use of materials taken from the Internet, and privacy. | 2009 - |
| 7.5 - Analyze and compare media release forms, contracts, and permits | 2009 - |
| Standard 8 - Students will operate within an environment structured after current media industry standards | 2009 - |
| 8.1 - Categorize the roles and responsibilities of various members of a production team | 2009 - |
| 8.2 - Assess the demographics of the target audience to be served. | 2009 - |
| 8.3 - Select the content that is most appropriate for the target audience | 2009 - |
| 8.4 - Choose a format that is suited to the needs and desires of the target audience | 2009 - |
| 8.5 - Determine the most effective and cost-efficient location for the presentation/production | 2009 - |
| Standard 9 - Students will analyze the effects of media on society. | 2009 - |
| 9.1 - Compare research of mass media ethics today and those of past generations. | 2009 - |
| 9.2 - Appraise professional conduct in the development of today's media. | 2009 - |
| Standard 10 - Students will evaluate career opportunities and career paths within the media industry | 2009 - |
| 10.1 - Develop a profile of career opportunities. | 2009 - |
| 10.2 - Develop a personal education/career roadmap. | 2009 - |
| 10.3 - Project future career opportunities within the media industry. | 2009 - |
| Standard 11 - Students will perform safety examinations and maintain safety records | 2009 - |
| 11.1 - Pass with 100percent accuracy a written examination on safety. | 2009 - |
| 11.2 - Pass with 100percent accuracy a performance examination relating specifically to tools and equipment | 2009 - |
| 11.3 - Maintain a portfolio record of written safety examinations and equipment examinations for which the student has passed an operational checkout by the instructor. | 2009 - |