

# ARTS, AV AND COMMUNICATION CAREER CLUSTER DESIGN

## Digital Media Pathway – CIP Code 09.0702

### Approved Pathway:

- 1) Includes minimum of three secondary-level credits.
- 2) Includes a work-based element.
- 3) Consists of a sequence: Introductory-level, Technical-level, and Application-level courses.
- 4) Supporting documentation includes Articulation Agreement(s), Certification, Program Improvement Plan, and a Program of Study.
- 5) Technical-level and Application-level courses receive .5 state-weighted funding in an approved CTE pathway.

### *INTRODUCTORY LEVEL*

Business Essentials	12050	.5 credit
Computer Applications	10004/60004	1 credit

### *TECHNICAL LEVEL*

*21st Century Journalism	30100	.5 credit
Digital Media Technology	30104	.5 credit
Media and Public Relations	43115	.5 credit
Audio/Video Production Fund	30103	.5 credit
Photo Imaging	30105	.5 credit
Graphic Design Fundamentals	30102	.5 credit
Graphic Design	05162/11154	1 credit
Digital Marketing	35162	.5 credit
Sports & Entertainment Marketing	12163	.5 credit

### *APPLICATION LEVEL*

Digital Media Project Management	30195	1 credit
Video Production	30150	1 credit
Digital Media Design & Production	30151	1 credit

\*Required for pathway approval.

## 12050-Business Essentials

*This is a core course designed to give students an overview of the business, marketing and finance career cluster occupations. Students will develop an understanding of how academic skills in mathematics, economics, and written and oral communications are integral components of success in these occupations. Students will examine current events to determine their impact on business and industry and legal and ethical behavior, acquire knowledge of safe and secure environmental controls to enhance productivity, determine how resources should be managed to achieve company goals, and identify employability and personal skills needed to obtain a career and be successful in the workplace. As students learn about different types of business ownership, they will interpret industry laws and regulations to ensure compliance, identify principles of business management, and analyze business practices to determine ethics and social responsibilities.*

1. Analyze fundamental economic concepts necessary for employment in business.
2. Describe the nature of business and its contribution to society.
3. Recognize how economic systems influence environments in which businesses function.
4. Analyze cost/profit relationships to guide business decision-making.
5. Describe the purpose and origin of business within the United States.
6. Analyze the history and importance of trade within a global marketplace.
7. Apply verbal skills when obtaining and conveying information.
8. Compose internal and external multi-paragraph documents clearly, succinctly, and accurately to convey and obtain information
9. Prepare oral presentations to provide information for specific purposes and audiences.
10. Describe the nature of legally binding business contracts.
11. Identify regulatory agencies and regulatory legislation.
12. Identify types of business ownership.
13. Perform customer service activities to support customer relationships and encourage repeat business.
14. Utilize technology to facilitate customer relationship management.
15. Demonstrate managerial and business ethics.
16. Develop personal traits and behaviors to foster career advancement.
17. Analyze entrepreneur careers to determine careers of interest.
18. Compare individual's abilities, interests, and attitudes with those associated with entrepreneurial success to determine the match between the two.
19. Analyze how proper management of personal finance relates with maintaining business financial efficiency.
20. Define the accounting equation and how accounting can assist in maintaining financial solvency.
21. Use information technology tools to manage and perform work responsibilities.
22. Prepare simple documents and other business communications.
23. Understand marketing's role and function in business to facilitate economic exchanges with customers.
24. Explain marketing and its importance in global economy.
25. Describe marketing functions and related activities.
26. Develop personal traits and behaviors to foster career advancement.
27. Identify the impact business has on local communities.
28. List the standards and qualifications that must be met in order for entering a business career.
29. Utilize critical thinking and decision-making skills to exhibit qualifications to a potential employer.
30. Demonstrate project management skills.
31. Demonstrate employability/career success skills.

## **10004-Computer Applications**

*In Computer Applications courses, students acquire knowledge of and experience in the proper and efficient use of previously written software packages. These courses explore a wide range of applications, including (but not limited to) word-processing, spreadsheet, graphics, and database programs, and they may also cover the use of electronic mail and desktop publishing.*

### **1. Personal Information Management**

- a. Identify PIM applications (e.g., Essential PIM, MS Outlook, Lotus Notes...) and maintain safe and secure user profiles.
- b. Manage daily/weekly/monthly schedule using applications such as. (e.g., Notes, MS Outlook, calendars/schedules.)
- c. Create reminder for oneself and send notes/ informal memos using PIM applications.
- d. Access email system using login and password functions. Access email messages received
- e. Create and send e-mail messages in accordance with established business standards (e.g., grammar, word usage, spelling, sentence structure, clarity) demonstrating knowledge of email etiquette.
- f. Attach files to send with messages and access and save received attachments.
- g. Demonstrate knowledge of contamination protection strategies for email.
- h. Maintain shared database of contact information.
- i. Participate in virtual group discussions and meetings.

### **2. Research and Internet**

- a. Test Internet connection.
- b. Navigate web sites using software functions. (e.g., Forward, Back, Go To, Bookmarks). Utilize online tools
- c. Explore the multimedia capabilities of the World Wide Web.
- d. Bookmark web addresses (URLs).
- e. Locate information using appropriate search procedures and approaches through a variety of search engines and Boolean logic.
- f. Access, evaluate accuracy, and compile Internet resource information for a variety of purposes. (e.g., library catalogs, business, technical, commercial, government, educational)
- g. Unpack files using compression software. Organize and archive files.

### **3. Word Processing and Presentations**

- a. Create/Open Edit and Save documents (e.g., letters, memos, reports) and presentations using existing forms and templates.
- b. Employ word processing utility tools (e.g., spell checker, grammar checker). Locate/replace data using search and replace functions.
- c. Format text using basic formatting functions.
- d. Enhance publications using different fonts, styles, attributes, justification, etc.
- e. Enhance publications using paint/draw functions.
- f. Format new desktop publishing files and recognize the advantages and disadvantages of export options.
- g. Place graphics (e.g., graph, clip art, table) in a document or slide in accordance with basic principles of graphics design and visual communication.
- h. Prepare publications using desktop and cloud publishing applications.

### **4. Spreadsheets**

- a. Create/Open Edit and Save spreadsheets.
- b. Create charts and graphs from spreadsheets.

- c. Group worksheets.
- d. Input/process data using spreadsheet functions.
- e. Perform calculations using simple formulas.
- f. Locate/replace data using search and replace functions.
- g. Process data using database functions (e.g., structure, format, attributes, relationships, keys).
- h. Perform single- and multiple-table queries (e.g., create, run, save).
- i. Verify accuracy of output.
- j. Maintain shared database of contact information.

## **6. Ethics and Security**

- a. Demonstrate knowledge of potential internal and external threats to security. Maximize threat reduction.
- b. Assess exposure to security issues.
- c. Demonstrate knowledge of virus protection strategy and ability to load virus detection/protection software.
- d. Identify sources of virus infections and how to remove viruses.
- e. Report viruses in compliance with company standards.
- f. Ensure compliance with security rules, regulations, and codes.
- g. Explore ways to implement countermeasures.
- h. Implement security procedures in accordance with business ethics.
- i. Document security procedures.
- j. Understand how to follow a disaster plan.
- k. Understand how to utilize backup and recovery procedures.
- l. Maintain confidentiality.
- m. Understand how to provide for user authentication (e.g., assign passwords, access level).

## **7. History / Quality Assurance**

- a. Demonstrate knowledge of the diverse continuous improvement cycles within industry and their characteristics. (e.g., Baldrige Performance Excellence, Demming, ISO 9000, Six Sigma)

## **8. Personal Attributes for success. Career Technical Core Skills.**

- a. Act as a responsible and contributing citizen and employee
- b. Demonstrate effective professional communication skills and practices that enable positive customer relationships.
- c. Apply appropriate academic and technical skills
- d. Attend to personal health and financial well-being
- e. Communicate clearly, effectively and with reason
- f. Consider the environmental, social and economic impacts of decisions
- g. Demonstrate the use of cross-functional teams in achieving IT project goals.
- h. Demonstrate positive cyber citizenry by applying industry accepted ethical practices and behaviors.

## **30100-21<sup>st</sup> Century Journalism**

*21st Century Journalism promotes the development of the skill set needed today and in the future. Topics include an exploration of the role media and the communications industry has in society, the development of the technical skills related to journalistic writing and interviewing, as well as understand the ethical and legal issues related to the field.*

### **Benchmark: 1. 1 Analyze career paths in the communications field.**

- 1.1.1 Identify careers/entrepreneurial opportunities in media and communications (i.e. broadcasting, online communications, journalism and strategic communications).
- 1.1.2 Explain the ethical responsibilities of individuals in the field of communications/journalism, including guidelines in the Society of Professional Journalists Code of Ethics.

### **Benchmark: 1. 2 Demonstrate technical skills related to careers in the communications field.**

- 1.2.1 Explore the role of journalism in society today (including the evolution of journalism and present/future need).
- 1.2.2 Analyze the different formats journalists can use to communicate with audiences, including web, social media, video and print..
- 1.2.3 Explore the influence media has on society.
- 1.2.4 Analyze writing and story forms for various media applications.
- 1.2.5 Analyze the steps in the production of a story, including: reporting, writing, shooting video, capturing audio and editing
- 1.2.6 Understand the interview process.
- 1.2.7 Define and use journalistic terminology in appropriate contexts.
- 1.2.8 Identify expert sources and how to cultivate relationships with them.
- 1.2.9 Analyze the reliability of sources of information.
- 1.2.10 Analyze the uses of social networking sites (i.e. for promotional, reference and instructional services).
- 1.2.11 Understand the importance of identity and reputation management in social media.
- 1.2.12 Understand the journalistic writing process (i.e. identify purpose, work with deadlines, conduct research, how to take notes and document sources).
- 1.2.13 Produce and use digital media in storytelling.
- 1.2.14 Determine what constitutes libel, slander, obscenity, acceptable use, fair use, and plagiarism, invasion of privacy and student press rights.
- 1.2.15 Understand libel, slander, obscenity, acceptable use, fair use, plagiarism, invasion of privacy and copyright law.
- 1.2.16 Analyze the First Amendment and student press rights.
- 1.2.17 Understand the use of "sunshine laws," including the Freedom of Information Act and Kansas Open Records Act.
- 1.2.18 Demonstrate ability to write for a variety of audiences and purposes (including feature, editorial and news).
- 1.2.19 Demonstrate ability to write for a variety of audiences and purposes (including feature, editorial and news).

## 30104 Digital Media Technology

*Digital Media Technology teaches the technical skills needed to work with electronic media. Topics include exploring the use of digital media and video today and in the future, a study of the relationship of work flow to project planning and completion and the software, equipment and tools used in the industry.*

### **Benchmark: 1. 1 Analyze career paths in the communications field.**

1.1.1 Explore career/entrepreneurial opportunities in digital media.

### **Benchmark: 1. 2 Demonstrate technical skills related to careers in the communications field.**

1.2.1 Explore the role and uses of audio and video in digital media (e.g. podcasts, streaming audio).

1.2.2 Identify and use common terminology of the industry.

1.2.3 Investigate software, equipment and other tools used in digital media technology.

1.2.4 Identify use of color and color theory in media applications.

1.2.5 Describe the fundamental design principles with digital media applications.

1.2.6 Analyze the ongoing technological changes in digital media.

1.2.7 Predict how technological advancements affect the Arts, AV and Communications career cluster.

1.2.8 Analyze copyright laws affecting the use of digital media for public and educational audiences.

1.2.9 Understand the planning involved in developing multimedia projects (including contracts, costs, preparation and production legal issues).

1.2.10 Understand how work flow relates to project planning and completion (i.e. pre-production, production, post-production).

1.2.11 Analyze the role and responsibilities of individual team members to the success of the digital media project.

1.2.12 Identify specific requirements necessary for embedding content (e.g. video, photos) in various digital delivery formats (including PDF and webpages).

1.2.13 Evaluate current laws and regulations dealing with digital media (e.g. cyber ethics).

1.2.14 Compare and contrast uses of electronic media outlets (e.g. newsgroups, social networking, blogs, electronic publications).

1.2.15 Identify uses of metadata.

1.2.16 Understand and demonstrate quality presentation skills.

## 43115 Media and Public Relations

*This course will build skills needed to communicate messages to the public through advertising and public relations activities. Topics will include conflict awareness, reliability of sources, creating publicity materials, advertising and public relations campaigns and working with the media on behalf of clients.*

### **Benchmark: 1. 1 Analyze career paths in the advertising and public relations fields.**

- 1.1.1 Understand how ideas and information flows through government, public administration, the media industry, the business community and the general public.

### **Benchmark: 1. 2 Demonstrate technical skills related to careers in the advertising and public relations fields.**

- 1.2.1 Analyze situations for any appearance of conflict of interest and plan for consequences.
- 1.2.2 Understand public segmentation in order to communicate to segmented public/audience (vs. general audience) groups.
- 1.2.3 Obtain data and information from sources recognized to be reliable.
- 1.2.4 Analyze the reliability of data and information from available resources.
- 1.2.5 Analyze situations to determine appropriate communication formats.
- 1.2.6 Prepare proposals and arguments regarding issues that are professional and diplomatic in presentation.
- 1.2.7 Apply logical reasoning skills and experiences to anticipate counter arguments.
- 1.2.8 Use carefully selected images and figures of speech for reinforcing a position.
- 1.2.9 Recognize and address sources of conflict among constituents through a variety of research techniques.
- 1.2.10 Identify common marketing and promotional strategies.
- 1.2.11 Apply persuasive techniques to convince individuals or groups to take desired actions or avoid undesirable actions.
- 1.2.12 Speak publically about an issue of public concern to increase awareness or promote good will.
- 1.2.13 Develop an effective media presentation about an issue of public concern.
- 1.2.14 Demonstrate actions in a diplomatic manner when dealing with people.
- 1.2.15 Plan communication strategies to maintain favorable public perceptions of a policy, organization or individual.
- 1.2.16 Prepare or edit organizational publications for internal and external audiences, including newsletters, and reports, and online and social media.
- 1.2.17 Understand the similarities and differences between advertising and public relations and how each can be used on behalf of clients.
- 1.2.18 Analyze the role of advertising and public relations agencies in the development of promotional campaigns to promote products/services, organization or individuals.
- 1.2.19 Develop a public relations/advertising campaign based upon an organization's objectives, promotional policies and needs to influence public opinion or promote ideas and services.



## 30103 Audio/Video Production Fundamentals

*Audio Video Production Fundamentals provides a basic understanding of producing video for a variety of uses. Topics include analyzing the pre-production, production and post-production process, as well as explore the equipment and techniques used to develop a quality video production.*

### **Benchmark: 1. 1 Analyze career paths in the communications field.**

- 1.1.1 Analyze various careers in audio and video production (e.g. producers, directors, reporters, videographers/photographers, anchors).

### **Benchmark: 1. 2 Demonstrate technical skills related to careers in the communications field.**

- 1.2.1 Explain the evolution of audio and video production.
- 1.2.2 Describe how changing technology is impacting the audio and video industries (i.e. wireless systems, high definition production).
- 1.2.3 Analyze the role of the producer (including scheduling, personnel and tracking progress), director (including knowledge of story structure, script analysis, relationship to the production team and crew members), reporters, photographers/videographers and anchors.
- 1.2.4 Define common audio and video production terminology and acronyms (including AVI, MPEG, JPEG and TIFF).
- 1.2.5 Explore the equipment, software (e.g. Flash, Avid, Final Cut Pro, mobile video platforms) and tools needed in audio and video production (including the variety/features, expense, basic care).
- 1.2.6 Identify types of microphones and how to use them in audio video presentations (including pick up patterns, use of lapel vs. stick mic., and mult. box).
- 1.2.7 Distinguish between analogue and digital audio and video formats.
- 1.2.8 Describe how audio is synchronized with other audio or video.
- 1.2.9 Write audio scripts for various types of programs (including key elements, short audio scripts).
- 1.2.10 Identify various types of audio and visual approaches that convey information or create an emotional impact (including use of music).
- 1.2.11 Analyze music licensing (including performance licensing and synchronization rights, copyright vs. free-use).
- 1.2.12 Understand the interview process.
- 1.2.13 Explore the lighting requirements of a variety of productions (including types and placement of fixtures).
- 1.2.14 Understand video formats (including Mini DV, digital cards, non-linear memory devices and HD).
- 1.2.15 Describe non-linear editing and editing skills related to various delivery requirements.
- 1.2.16 Analyze the electrical requirements of audio video equipment.
- 1.2.17 Analyze video production techniques and use of a switcher (e.g. switching video input from one camera or studio to another and/or from video to live programming).
- 1.2.18 Demonstrate video camera operations (including how to frame and maintain picture composition, focusing and adjusting images, performing pans and zooms).
- 1.2.19 Demonstrate how to set up a basic production studio (e.g. location of production, pulling and securing cables, audio and/or sound set up, lighting placement, meeting electrical needs).
- 1.2.20 Identify potential production problems and solutions (including checking for audio video transmission, sound quality and volume).
- 1.2.21 Produce a story using video (including writing the script, shooting the video and editing to make it fluid and seamless).



## 30105 Photo Imaging

*Photo Imaging teaches the technical skills needed to produce quality images for use in a variety of applications. Topics include use of equipment, software and techniques to take, edit and manipulate digital images.*

### **Benchmark: 1. 1 Analyze career paths in the visual arts.**

- 1.1.1 Increase knowledge of careers related to photo journalism photography, including but not limited to photojournalism, aerial, architectural, food, landscape, portraiture, sports, wildlife and commercial photography.

### **Benchmark: 1. 2 Demonstrate technical skills related to careers in the visual arts.**

- 1.2.1 Explore the variety of uses of photos and images in media.
- 1.2.2 Discuss current and emerging issues surrounding imaging technologies.
- 1.2.3 Recognize and capture storytelling images that utilize strong elements of composition and complement story content.
- 1.2.4 Identify camera equipment, hardware and software to meet a variety of needs.
- 1.2.5 Explain the operation of different cameras (including features and uses).
- 1.2.6 Define the role that photographs and/or images play in storytelling.
- 1.2.7 Explore photo editing software.
- 1.2.8 Understand the consequences of photo manipulation.
- 1.2.9 Understand and correctly resize an image for a variety of media including but not limited to correct resolution for print, web and display options.
- 1.2.10 Critique photographic work (including an analysis of technique, content, composition and the ability to convey message or tell a story).
- 1.2.11 Understand freedom of the press and define the photographer's rights and responsibilities.
- 1.2.12 Apply principles of composition to improve picture taking capabilities.
- 1.2.13 Demonstrate the ability to select and use the correct equipment for a specific photographic assignment.
- 1.2.14 Demonstrate an understanding of aperture, shutter speed, white balance, ISO and depth of field.
- 1.2.15 Demonstrate an understanding of the ethical and legal issues associated with photography, including invasion of privacy, copyright law, and the National Press Photographers Association's code of ethics.
- 1.2.16 Create a portfolio to illustrate skill development.
- 1.2.17 Explore how photography and photographic images have made an impact on history.
- 1.2.18 Understand how different lenses affect photographs, including but not limited to standard, zoom, prime, telephoto, fisheye and wide angle lenses.
- 1.2.19 Understand the differences between and uses of photo file types, including but not limited to, JPG, TIF, RAW, PNG.

## 30102 Graphic Design Fundamentals

*Graphic Design Fundamentals provides a basic understanding of the graphic design process. Topics include analyzing the design elements and principles, exploring industry tools, software and equipment and learning composition techniques to develop a quality product.*

### **Benchmark: 1. 1 Analyze career paths in the visual arts.**

- 1.1.1 Explore visual communication careers which utilize graphic design.
- 1.1.2 Compare the advantages and disadvantages of working independently and working for others within the field (including mass production vs. custom work).

### **Benchmark: 1. 2 Demonstrate technical skills related to careers in the visual arts.**

- 1.2.1 Describe how changing technology is impacting the visual communications industry.
- 1.2.2 Explore present and future uses of graphic design by looking at the present market and predicting trends (i.e. magazines, logos, hang tags, store signage, product and packaging design).
- 1.2.3 Define common terminology and concepts in graphic design (i.e. scale drawing, thumbnail sketches, perspective, typography and branding).
- 1.2.4 Explore the equipment, software and tools used in graphic design for electronic applications.
- 1.2.5 Analyze how images can convey messages.
- 1.2.6 Describe how graphic design is used in digital applications.
- 1.2.7 Demonstrate the methods used to create a visual representation of ideas and messages (i.e. combining words, symbols and/or images).
- 1.2.8 Identify the basics of composition.
- 1.2.9 Identify and understand the design elements and principles.
- 1.2.10 Analyze the effects of the design elements (e.g. Optical illusion and color theory).
- 1.2.11 Compare and contrast 2-D and 3-D design.
- 1.2.12 Analyze legal concerns that affect the design field such as copyright and trademark issues.
- 1.2.13 Describe the fundamental design principles in graphic design.
- 1.2.14 Evaluate the visual appeal of graphic designs within visual communications.
- 1.2.15 Analyze the design process of graphic projects (from concept to finished product).
- 1.2.16 Demonstrate design principles in a graphic design project.
- 1.2.17 Demonstrate proper use of tools, software and equipment.
- 1.2.18 Understand and demonstrate quality presentation skills.
- 1.2.19 Create a portfolio of graphic design projects.

## 05162/11154 Graphic Design

*Commercial Graphic Design courses teach students to use artistic techniques to effectively communicate ideas and information to business and customer audiences via illustration and other forms of digital or printed media. Topics covered may include concept design, layout, paste-up and techniques such as engraving, etching, silkscreen, lithography, offset, drawing and cartooning, painting, collage and computer graphics.*

1. Determine client's needs and expected outcomes.
2. Determine purpose of the digital communication project.
3. Determine the digital communication elements to be used.
4. Determine the target audience.
5. Create and produce content.
6. Create and refine design concepts.
7. Alter digitized images using an image manipulation program.
8. Apply color theory to select appropriate colors.
9. Apply knowledge of typography.
10. Apply principles and elements of design.
11. Create and/or implement the look and feel of the product.
12. Create graphical images.
13. Evaluate visual appeal.
14. Differentiate between copyright and trademarks.
15. Define scope of work to achieve individual and group goals.
16. Use available reference tools as appropriate.

## 35162 Digital Marketing

*Digital Marketing covers the principles and functions of marketing from the standpoint of conducting business on the Internet. Typically, students develop these useful skills: using the Internet as a marketing tool, conducting a marketing analysis via the Internet, planning marketing support activities, managing an electronic marketing campaign, managing/owning a business via the Internet, and analyzing the impact of the Internet on global marketing.*

1. Explain why organizations use e-commerce
2. Explain the concept of e-commerce
3. Trace the history of e-commerce business models
4. Explain job functions and responsibilities of those employed in e-commerce
5. Explore ethical considerations and tensions related to e-commerce business models
6. Examine how culture influences global e-commerce
7. Recognize some of the social and ethical implications of e-commerce
8. Discuss the basic economic impact of e-commerce
9. Define state and federal laws governing e-commerce practices
10. Generalize the concept of search engine optimization
11. Explore strategies for optimizing search engine advertising
12. Discuss fundamental principles of Internet based search engines
13. Describe the purpose of Internet based search engines
14. Recognize search engine tools and analytics available for businesses
15. Explain the methods used in email marketing
16. Describe the role of email marketing in the promotional plan
17. Summarize the general principles of how email campaigns work
18. Identify email marketing mediums: traditional, new and experimental
19. Describe the role of web site analytics as a marketing function
20. Discuss how a web site's analytic data is collected and used in the marketing function
21. Identify how a web site's -analytics and data are collected and used in the promotional mix
22. Restate best practices in digital, graphical displays of information
23. Discuss the impact on consumers from a company's digital presence
24. Explain the use of online forms and other digital tools to maximize premium brand awareness
25. Collect examples of each major types of online branding and present findings to class
26. Recommend social media decisions
27. Evaluate methods in which a digital market can be segmented
28. Summarize the role and methods of social media planning
29. Develop a digital marketing plan
30. Create a social media advertising plan
31. Explain career opportunities in digital marketing
32. Evaluate career advancement activities in digital marketing to enhance professional development
33. Illustrate the services of professional organizations in digital marketing

## 12163 Sports/Entertainment Marketing

*Sports and Entertainment Marketing courses introduce students to and help them refine marketing and management functions and tasks that can be applied in amateur or professional sports or sporting events, entertainment or entertainment events, and the sales or rental of supplies and equipment.*

1. Analyze current trends in sports and entertainment marketing
2. Describe the types of sports and entertainment that have become increasingly popular internationally
3. Describe ways sports and entertainment marketing has increased international awareness of each
4. Understand the market potential for sports & entertainment
5. Discuss the impact of emotional ties of fans to sports on an athlete's earning power
6. Discuss the impact of marketing on profitability in sports and entertainment marketing
7. Define the goals of public relations
8. Identify the role of public relations firms in sports and entertainment marketing
9. Identify the components of a public relations "Plan of Action"
10. Define "goodwill"
11. Discuss the relationship between athletes/entertainers and public
12. List ways of enhancing public relations in sports and entertainment marketing
13. Identify the purposes and benefits of fan clubs
14. Discuss the impact of fan behavior on public relations
15. Explain the significance of fund- raising activities in sports and entertainment marketing
16. Describe the public relations impact of fund-raising activities in sports and entertainment marketing
17. Explain methods of advertising sports and entertainment events
18. Discuss the advantages and disadvantages of advertising methods used in sports and entertainment marketing
19. Discuss challenges of marketing special events and certain types of sports: i.e. Olympics, Women's Athletics, and Special Olympics
20. Identify sports marketing strategies
21. Understand the role of sports agents
22. Describe the distribution process for sports teams and organizations
23. Discuss the relationship between a player's ethical behavior and promotional value
24. Identify the types of financing related to sports and entertainment marketing
25. Discuss sponsorship of sports teams and organizations
26. Discuss the levels of sports and entertainment sponsorship (individual, corporate, and fund-raising)
27. Discuss how sponsors invest in sports teams and entertainment
28. Identify the benefits of sports (team sponsor) and entertainment sponsorships
29. Discuss the role of television in sports and entertainment sponsorships (scheduling)
30. Define prohibited sponsorship
31. List ways to balance obligations to fans, sponsors, and sports/entertainment governing bodies
32. Define endorsements
33. Discuss the restrictions on endorsements
34. Identify the benefits of licensing to a team or entertainment organization
35. Describe a successful sports and entertainment licensee
36. Discuss the importance of marketing research
37. Discuss the importance of brand/license protection

## 31095 Digital Media Project Management and Resource Scheduling

*In addition to listed technical competencies Local Education Agencies are encouraged to develop Personalized Learning coursework representative of explicit objectives measured against specific target employment skills that are not available in other courses. These should be enumerated in addition to those listed below. Additional competencies may reflect the particular work environment, workplace experience and/or the essential skills addressed reflective of previous coursework.*

1. Understand the Project Vision
  - 1.1. Understand the function and importance of tailoring for different projects
  - 1.2. Define a typical project lifecycle
  - 1.3. Understand the concept of scope and demonstrate in context of assessing the size of a project.
  - 1.4. Clearly identify what is desired to be created.
  - 1.5. Create a multi-step project by defining the opportunity statement.
  - 1.6. Define the intended end result of the project; what will be created.
  - 1.7. List the impact of this project; why it is important and worthwhile to create.
2. Develop plans for project management and resource scheduling for different resource types (Work, Material, Cost, Budget, Personnel/Skills, Generic, etc.)
  - 2.1. Identify the resources and details needed for the project: the project deliverables, project budget, project sponsor, project manager, scope, due date and project team members and, if desired, their roles.
  - 2.2. Determine essential tasks necessary for project completion.
  - 2.3. Create strategies to manage project budgets.
  - 2.4. Explore appropriate technologies for project.
  - 2.5. Identify the factors and assets that may impact the outcome of a project
  - 2.6. Document project initiation phase in a project Charter or Project Initiation Document (PID).
  - 2.7. Create and present a project management and resource scheduling plan.
3. Identify key personnel and responsibilities for project.
  - 3.1. Work as a team to plan steps to complete the project deliverables within the budget and due date.
  - 3.2. Outline the scheduling and utilization of project resources
  - 3.3. Documented through the development of a GANTT chart for the project complete with schedule, tasks, resource assignments and graphical timeline.
4. Determine required personnel groups and management hierarchy.
  - 4.1. Practice communication, negotiation and effective teamwork skills to create a synergistic result.
  - 4.2. Identify techniques for developing a team, managing conflict, and resolving resource-related problems
5. Implement project management skills to design and complete a collaborative project.
  - 5.1. Demonstrate effective teamwork and interaction
  - 5.2. Execute project deliverables
  - 5.3. Understand the reasons for and approaches to adapting quality management in different project environments
6. Develop strategies for monitoring interconnected assignment and quality control.
  - 6.1. Check, verify and document adherence to quality standards as defined in the project deliverable specifications.

- 6.2. Learn various survey strategies to track project progress.
- 6.3. Analyze workload of tasks and projects.
- 6.4. Develop SWOT analysis [Strengths, Weaknesses, Opportunities, and Threats] for project.
- 6.5. Conduct team progress meetings and/or formal status updates to report adherence to the project plan.
- 6.6. Build survey analysis for customer satisfaction
- 6.7. Prepare a team Closure Report that reconciles budgetary results, provides an overview of the project and analyzes the effectiveness of the project management and resource scheduling processes through use of a tool such as a Plus (what went well that we would want to repeat) / Delta (what could have gone better that we would modify next time) Analysis.



## 30150 Video Production

*Video Production applies the technical skills learned in Audio Video Production Fundamentals by allowing students to orchestrate projects from setting the objectives to the post-production evaluation. The subject of the presentation may be determined in a number of ways, but must address an authentic need. The complexity of the presentation is not the focus of the course, but the experience of the entire process in, to include planning the presentation, setting up the studio (if applies), acting as videographer and editor to make it fluid and seamless.*

### **Benchmark: 1 Use leadership and teamwork skills in collaborating with others to accomplish organizational goals and objectives.**

- 1.1 Exhibit leadership skills (i.e. management of resources, listening to others, respect, supporting others).
- 1.2 Work with others to achieve objectives in a timely manner (i.e. follow direction, take responsibility, respect for others and cooperation).

### **Benchmark: 2 Know and understand the importance of professional ethics and legal responsibilities.**

- 2.1 Follow code of ethics for the Arts, AV and Communications field in all projects, decisions and actions.

### **Benchmark: 3 Know and understand the importance of employability skills, effectively manage careers and the importance of entrepreneurship skills.**

- 3.1 Model behaviors of a good employee (i.e. reliability, dependability, professionalism).
- 3.2 Create a record of work experiences, certifications and products.

### **Benchmark: 4 Analyze career paths in the communications field.**

- 4.1 Experience all aspects of the video production industry (i.e. producer, director, manager, videographer, editor and related personnel).

### **Benchmark: 5 Demonstrate technical skills related to careers in the communications field.**

- 5.1 Design and produce a video presentation (i.e. set objectives, create a story board and write script, identify equipment/people/locations needed; create a production schedule, monitor production process (pre-production, production and post production))
- 5.2 Demonstrate appropriate use of equipment and tools to produce a video production.
- 5.3 Lead discussions with the production staff to discuss production progress and to ensure production objects were attained.
- 5.4 Coordinate the activities of writers, directors, managers, videographers, producers and/or other personnel throughout the production process.
- 5.5 Monitor strength, clarity and reliability of incoming and outgoing signals to maintain broadcast and/or recording quality
- 5.6 Identify potential problems to the production process and possible solutions.
- 5.7 Demonstrate teamwork.
- 5.8 Resolve problems that arise during the production.
- 5.9 Evaluate the pre-production, production and post-production process.
- 5.10 Create a portfolio/reel of video projects.

**30151 Digital Media Design & Production**

*Digital Media Design and Production will provide students with the opportunity to apply the fundamental techniques learned in Digital Media Technology course through the production of a multi-media project for public presentation. Topics include developing a production schedule, working as a team, utilizing composition principles and embedding audio, video or other content in digital formats.*

**Benchmark: 1. 2 Demonstrate technical skills related to careers in the communications field.**

- 1.2.1 Apply design principles to convergent media using software applications currently in use by industry.
- 1.2.2 Capture, edit and/or manipulate photos, audio and/or video for digital media applications.
- 1.2.3 Create a digital media project for public presentation using relevant software.
- 1.2.4 Understand ethical requirements of the work and adhere to a relevant ethical code, such as the Society of Professional Journalists Code of Ethics.
- 1.2.5 Practice digital file management procedures.
- 1.2.6 Design and follow a production schedule for a digital media project.
- 1.2.7 Demonstrate the proper use of terminology as they relate to desktop publishing, graphic design, photojournalism, journalistic writing and/or editing.
- 1.2.8 Collaborate with team members on a digital media project.
- 1.2.9 Perform tasks assigned as part of a project development team.
- 1.2.10 Demonstrate the ability to work as part of a team to see a project through to completion, including engaging in problem solving and conflict resolution as needed.
- 1.2.11 Apply design concepts in projects.
- 1.2.12 Utilize composition principles when designing visual elements (i.e. images, text) in projects.
- 1.2.13 Demonstrate an understanding of the First Amendment and student press rights as well as the rights and responsibilities of the Kansas Student Publications Act.
- 1.2.14 Understand and adhere to rules and laws regarding libel, slander, obscenity, fair use, plagiarism, invasion of privacy and copyright.
- 1.2.15 Demonstrate an understanding of the pre-production, production and post-production of media projects.
- 1.2.16 Develop a plan for a multi-media project (including contracts, budgeting concerns, costs, preparation, production and legal issues).
- 1.2.17 Understand how to utilize sunshine laws, including the Freedom of Information Act, Kansas Open Records Act and Kansas Open Meetings Act.
- 1.2.18 Embed audio, video or other appropriate content in digital formats (i.e. webpage).
- 1.2.19 Create a portfolio of digital media projects.