

Arts, AV Technology and Communications Pathway Courses

KCCMS Code, Description and Credit Value

The courses for the Arts, AV Technology and Communications pathway are listed below by code and title. The state titles are listed in bold followed by the credit value. If the course code has a different title at the national level (as listed in the SCED code book), it is also included. Always look at the code for a course in all Kansas reporting systems as many do not list the state titles, but the SCED title. Contact Gayla Randel at 785-296-4912 or grandel@ksde.org with questions.

05162/11154—Graphic Design (1.0 cr)

NOTE: 05162—(Kansas and SCED title) Graphic Design;
11154— (Kansas Title) Graphic Design, (SCED title) Commercial Graphic Design

(05162) Graphic Design courses emphasize design elements and principles in the purposeful arrangement of images and text to communicate a message. They focus on creating art products such as advertisements, product designs, and identity symbols. Graphic Design courses may investigate the computer's influence on and role in creating contemporary designs and provide a cultural and historical study of master design works of different periods and styles.

(11154) 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.

10004— (Kansas and SCED Title) Computer Applications (1.0 cr)

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.

10202— (Kansas and SCED Title) Computer Graphics (1.0 cr)

Computer Graphics courses provide students with the opportunity to explore the capability of the computer to produce visual imagery and to apply graphic techniques to various fields, such as advertising, TV/video and architecture. Typical course topics include modeling, simulation, animation and image retouching.

10248— (Kansas and SCED Title) Media Technology—Workplace Experience (1.0 cr)

Media Technology—Workplace Experience courses provide students with work experience in fields related to media technology. Goals are typically set cooperatively by the student, teacher, and employer (although students are not necessarily paid). These courses may include classroom activities as well, involving further study of the field or discussion regarding experiences that students encounter in the workplace.

12060—(Kansas Title) Business Essentials (.5 cr)

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.

12152— (Kansas Title) Marketing (1.0 cr)

(SCED Title: Marketing-Comprehensive)

Marketing—Comprehensive courses focus on the wide range of factors that influence the flow of goods and services from the producer to the consumer. Topics may include (but are not limited to) market research, the purchasing process, distribution systems, warehouse and inventory control salesmanship, sales promotions, shoplifting and theft control, business management, and entrepreneurship. Human relations, computers, and economics are often covered as well.

21205—(Kansas title) Project Management and Resource Scheduling (1.0 cr)

Project Management courses provide students with the information and skills necessary for success in managing projects and operating logistical ventures in technology, business, and industry. This course covers scheduling of resources (including personnel, budget, timelines, and equipment), utilization of Gantt charts, economic principles within the workplace, and risk management. Other possible topics include developing a business plan, finance, business law, marketing and promotion strategies, insurance employee/employer relations, problem-solving and decision-making, and building leadership skills. These courses may also incorporate a survey of the careers within technology and engineering industries.

22207—(Kansas title) Career and Life Planning (.5 cr)

(SCED Title: Self-Management)

Self-Management courses introduce students to the skills and strategies helpful in becoming more focused, productive individuals. These courses typically emphasize goal-setting; decision-making; managing time, energy, and stress; and identifying alternatives and coping strategies. They may also allow students to explore various career and lifestyle choices.

22212—(Kansas Title) Interior Design IIb (.5 cr)

An application level course designed to instruct students in the skills necessary to design interior spaces that acknowledge client needs, legislated codes, historic, current and future trends, and public policy.

22250—(Kansas Title) Career and Community Connections (1.0 cr)

(NOTE: Change of description only as of August, 2011.)

Career and Community Connections is an application level course that applies the technical skills in careers related to providing for the needs of humans. This professional learning experience may be unpaid or paid, outside or within the school environment, but provides the opportunity for learners to focus on 21st century skills, and acquire job-seeking and retention skills needed to advance within this unique workplace.

30005—(Kansas Title) Intro to Drawing (.5 cr)

Introduction to Drawing emphasizes the development of fundamental drawing skills. Focus will be on the application of art theory, processes and techniques that increase the power of observation. Instruction includes the elements and principles of design as applied in composition through hard copy and/or electronic software.

30100— (Kansas Title) 21st Century Journalism (.5 cr)

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.

30101—(Kansas Title) Principles of Illustration (.5 cr)

Principles of Illustration explore a variety of media, tools and supports as a means to communicate ideas. Topics include an understanding of illustration as applicable to careers in graphic design, animation, apparel/textile design, industrial design, web design, architecture, interior design and fine arts. Techniques in traditional and digital illustration applications will be explored as directly linked to ever-changing social trends.

30102—(Kansas Title) Graphic Design Fundamentals (.5 cr)

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.

30103—(Kansas Title) Audio/Video Production Fundamentals (.5 cr)

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.

30104—(Kansas Title) Digital Media Technology (.5 cr)

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.

30105—(Kansas Title) Photo Imaging (.5 cr)

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.

30110— (Kansas Title) Essentials of Interior and Textile Design (.5 cr)

Essentials of Interior and Textile Design introduces students to and expands upon the various aspects of industry, conveying the commercial application of principles and elements of design, production processes, and maintenance techniques to meet the design needs of humans. This course will also provide a discussion and exploration of career opportunities in interior, textiles and set/exhibit design.

30111—(Kansas Title) Trends in Interior and Textile Design (1.0 cr)

Trends in Interior and Textile Design examine special topics in interiors and apparel that meet the needs of humans now and projected in the future rather than providing a general study. Topics include sustainable design, shelter/apparel for diverse populations (such as aging, special needs, etc.) and how trends are developed. Additional topics may be generated as trends are identified.

30112—(Kansas Title) Interior and Textile Merchandising (.5 cr)

Interior and Textile Merchandising is a course that centers upon the merchandising of interior and textile products in a variety of settings. Topics include exploring cycles, trends and style as well as the techniques in coordination, promotion, display and sales of interior and textile items. Basic management and entrepreneurship will be introduced as will the relationship of the skills to set and exhibit design.

30150—(Kansas Title) Video Production (1.0 cr)

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.

30151—(Kansas Title) Digital Media Design and Production (1.0 cr)

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.

30160— (Kansas Title) Interior and Textile Design Studio (1.0 cr)

Interior and Textile Design Studio provides students with the opportunity to expand knowledge and experience with 4-dimensional design forms as they relate to human needs. Topics will include the language, materials and processes used to apply the design elements and principles based upon designers, periods and styles. As students advance and become more adept, the instruction regarding the creative process becomes more refined and students are encouraged to develop their own design styles to meet the needs of a client. This application course is client driven in the interior, textile or apparel fields.

43115--(Kansas Title) Media and Public Relations (.5 cr)

This course will build skills needed to communicate messages to the public as it relates to topics of concern involving government and public administration. Topics will include conflict awareness, reliability of sources, creating publicity materials, public relations campaigns and working with media.