

Career Technical Education

Course Title

DATE: November 1, 2018

INDUSTRY SECTOR: Arts, Media, and Entertainment

PATHWAY: 111D Media Arts

CBEDS TITLE: Advanced Media Arts Portfolio

CBEDS Code: 7221

HOURS:

Total	Classroom	Laboratory/CC/CVE
180	56	124

JOB TITLE	ONET CODES	JOB TITLE	ONET CODES
Multimedia artist and animators	27-1014.00	Photographer	27-4021.00
Graphic Designers	27-1024.00	Desktop Publisher	43-9031.00

COURSE DESCRIPTION:

Advanced Media Arts (Capstone)--This capstone course in the Media Arts sequence applies learning from Introductory and Intermediate Media Arts in a project-based environment. Course work will focus on creative components film, video, computer, and live production application in both the educational and work-based setting. Instruction will focus on applying student knowledge of computer and print media, film and video production, digital lighting sound and projection design, in industry environments. Students will create media arts products that demonstrate entry level workforce skills and comprehensive knowledge of industry practices.

PREREQUISITES:

High School Name:	Site Prerequisite:
Corona Del Mar HS	Intermediate Media Arts and Photography
Costa Mesa HS	Intermediate Media Arts and Photography

A – G APPROVAL: ☐ Yes ☐ No ☒ Desired

ARTICULATION:

High School Name:	College Name:	College Course Title:
CDM HS	OCC, Goldenwest, Coastline, IVC, Saddleback	TBD

Career Technical Education

CMHS	OCC, Goldenwest, Coastline, IVC, Saddleback	TBD

LEVEL: ☐ Introductory ☐ Concentrator ☒ Capstone

CERTIFICATION:

High School Name:	Embedded/Leads to:	Description:
CDMHS	ACA	Photoshop Certification
CMHS	ACA	Photoshop Certification

METHOD OF STUDENT EVALUATION:

- ✓ Pre and Post test
- ✓ Student Projects
- ✓ Written work
- ✓ Observation record of student performance
- ✓ Completion of assignments and worksheets

METHOD OF INSTRUCTION:

- ✓ Lecture
- ✓ Group and individual applied projects
- ✓ Demonstration
- ✓ Field Trips
- ✓ Guest Speaker

RECOMMENDED MATERIALS:

- Computer, DSLR camera
- Digital Drawing tablets
- Adobe CC software including: Photoshop, Illustrator, and Indesign
- Adobe Tutorials (Adobe & Instructor Selected/ Created)
- Google Drive Account

Career Technical Education

MODEL CTE PATHWAY:

Click here to enter text.

Grade	Fall Semester	Spring Semester
9 th or 10 th	Intro Media Arts and Photography	Intro Media Arts and Photography
11 th	Intermediate Media Arts and Photography	Intermediate Media Arts and Photography
12 th	Advanced Media Arts Portfolio	Advanced Media Arts Portfolio

CALIFORNIA CAREER TECHNICAL EDUCATION MODEL CURRICULUM STANDARDS

California Department of Education CTE Standards website: <http://www.cde.ca.gov/ci/ct/sf/ctemcstandards.asp>

Arts, Media and Entertainment KNOWLEDGE AND PERFORMANCE ANCHOR STANDARDS

1.0 Academics

Analyze and apply appropriate academic standards required for successful industry sector pathway completion leading to postsecondary education and employment. Refer to the Arts, Media, and Entertainment academic alignment matrix for identification of standards.

2.0 Communications

Acquire and accurately use Arts, Media, and Entertainment sector terminology and protocols at the career and college readiness level for communicating effectively in oral, written, and multimedia formats. (Direct alignment with LS 9-10, 11-12.6)

2.1 Recognize the elements of communication using a sender–receiver model.

2.2 Identify barriers to accurate and appropriate communication.

2.3 Interpret verbal and nonverbal communications and respond appropriately.

2.4 Demonstrate elements of written and electronic communication such as accurate spelling, grammar, and format.

2.5 Communicate information and ideas effectively to multiple audiences using a variety of media and formats.

2.6 Advocate and practice safe, legal, and responsible use of digital media information and communications technologies.

3.0 Career Planning and Management



Integrate multiple sources of career information from diverse formats to make informed career decisions, solve problems, and manage personal career plans. (Direct alignment with SLS 11-12.2)

3.1 Identify personal interests, aptitudes, information, and skills necessary for informed career decision making.

3.2 Evaluate personal character traits such as trust, respect, and responsibility and understand the impact they can have on career success.

3.3 Explore how information and communication technologies are used in career planning and decision making.

3.4 Research the scope of career opportunities available and the requirements for education, training,

Career Technical Education

certification, and licensure.

3.5 Integrate changing employment trends, societal needs, and economic conditions into career planning.

3.6 Recognize the role and function of professional organizations, industry associations, and organized labor in a productive society.

3.7 Recognize the importance of small business in the California and global economies.

3.8 Understand how digital media are used by potential employers and postsecondary agencies to evaluate candidates.

3.9 Develop a career plan that reflects career interests, pathways, and postsecondary options.

4.0 Technology

Use existing and emerging technology to investigate, research, and produce products and services, including new information, as required in the Arts, Media, and Entertainment sector workplace environment. (Direct alignment with WS 11-12.6)

4.1 Use electronic reference materials to gather information and produce products and services.

4.2 Employ Web-based communications responsibly and effectively to explore complex systems and issues.

4.3 Use information and communication technologies to synthesize, summarize, compare, and contrast information from multiple sources.

4.4 Discern the quality and value of information collected using digital technologies, and recognize bias and intent of the associated sources.

4.5 Research past, present, and projected technological advances as they impact a particular pathway.

4.6 Assess the value of various information and communication technologies to interact with constituent populations as part of a search of the current literature or in relation to the information task.

5.0 Problem Solving and Critical Thinking

Conduct short as well as more sustained research to create alternative solutions to answer a question or solve a problem unique to the Arts, Media, and Entertainment sector, using critical and creative thinking, logical reasoning, analysis, inquiry, and problem-solving techniques. (Direct alignment with WS 11-12.7)

5.1 Identify and ask significant questions that clarify various points of view to solve problems.

5.2 Solve predictable and unpredictable work-related problems using various types of reasoning (inductive, deductive) as appropriate.

5.3 Use systems thinking to analyze how various components interact with each other to produce outcomes in a complex work environment.

5.4 Interpret information and draw conclusions, based on the best analysis, to make informed decisions.

6.0 Health and Safety

Demonstrate health and safety procedures, regulations, and personal health practices and determine the meaning of symbols, key terms, and domain-specific words and phrases as related to the Arts, Media, and Entertainment sector workplace environment. (Direct alignment with RSTS 9-10, 11-12.4)

6.1 Locate, and adhere to, Material Safety Data Sheet (MSDS) instructions.

6.2 Interpret policies, procedures, and regulations for the workplace environment, including employer and employee responsibilities.

Career Technical Education

- 6.3 Use health and safety practices for storing, cleaning, and maintaining tools, equipment, and supplies.
- 6.4 Practice personal safety when lifting, bending, or moving equipment and supplies.
- 6.5 Demonstrate how to prevent and respond to work-related accidents or injuries; this includes demonstrating an understanding of ergonomics.
- 6.6 Maintain a safe and healthful working environment.
- 6.7 Be informed of laws/acts pertaining to the Occupational Safety and Health Administration (OSHA).

7.0 Responsibility and Flexibility

Initiate, and participate in, a range of collaborations demonstrating behaviors that reflect personal and professional responsibility, flexibility, and respect in the Arts, Media, and Entertainment sector workplace environment and community settings. (Direct alignment with SLS 9-10, 11-12.1)

- 7.1 Recognize how financial management impacts the economy, workforce, and community.
- 7.2 Explain the importance of accountability and responsibility in fulfilling personal, community, and workplace roles.
- 7.3 Understand the need to adapt to changing and varied roles and responsibilities.
- 7.4 Practice time management and efficiency to fulfill responsibilities.
- 7.5 Apply high-quality techniques to product or presentation design and development.
- 7.6 Demonstrate knowledge and practice of responsible financial management.
- 7.7 Demonstrate the qualities and behaviors that constitute a positive and professional work demeanor, including appropriate attire for the profession.
- 7.8 Explore issues of global significance and document the impact on the Arts, Media, and Entertainment sector.

8.0 Ethics and Legal Responsibilities

Practice professional, ethical, and legal behavior, responding thoughtfully to diverse perspectives and resolving contradictions when possible, consistent with applicable laws, regulations, and organizational norms. (Direct alignment with SLS 11-12.1d)

- 8.1 Access, analyze, and implement quality assurance standards of practice.
- 8.2 Identify local, district, state, and federal regulatory agencies, entities, laws, and regulations related to the Arts, Media, and Entertainment industry sector.
- 8.3 Demonstrate ethical and legal practices consistent with Arts, Media, and Entertainment sector workplace standards.
- 8.4 Explain the importance of personal integrity, confidentiality, and ethical behavior in the workplace.
- 8.5 Analyze organizational culture and practices within the workplace environment.
- 8.6 Adhere to copyright and intellectual property laws and regulations, and use and appropriately cite proprietary information.
- 8.7 Conform to rules and regulations regarding sharing of confidential information, as determined by Arts, Media, and Entertainment sector laws and practices.

9.0 Leadership and Teamwork

Work with peers to promote divergent and creative perspectives, effective leadership, group dynamics, team and individual decision making, benefits of workforce diversity, and conflict resolution as practiced in the SkillsUSA career technical student organizations. (Direct alignment with SLS 11-12.1b)

Career Technical Education

- 9.1 Define leadership and identify the responsibilities, competencies, and behaviors of successful leaders.
- 9.2 Identify the characteristics of successful teams, including leadership, cooperation, collaboration, and effective decision-making skills as applied in groups, teams, and career technical student organization activities.
- 9.3 Understand the characteristics and benefits of teamwork, leadership, and citizenship in the school, community, and workplace setting.
- 9.4 Explain how professional associations and organizations and associated leadership development and competitive career development activities enhance academic preparation, promote career choices, and contribute to employment opportunities.
- 9.5 Understand that the modern world is an international community and requires an expanded global view.
- 9.6 Respect individual and cultural differences and recognize the importance of diversity in the workplace.
- 9.7 Participate in interactive teamwork to solve real Arts, Media, and Entertainment sector issues and problems.

10.0 Technical Knowledge and Skills

Apply essential technical knowledge and skills common to all pathways in the Arts, Media, and Entertainment sector, following procedures when carrying out experiments or performing technical tasks. (Direct alignment with WS 11-12.6)

- 10.1 Interpret and explain terminology and practices specific to the Arts, Media, and Entertainment sector.
- 10.2 Comply with the rules, regulations, and expectations of all aspects of the Arts, Media, and Entertainment sector.
- 10.3 Construct projects and products specific to the Arts, Media, and Entertainment sector requirements and expectations.
- 10.4 Collaborate with industry experts for specific technical knowledge and skills.

11.0 Demonstration and Application

Demonstrate and apply the knowledge and skills contained in the Arts, Media, and Entertainment anchor standards, pathway standards, and performance indicators in classroom, laboratory, and workplace settings, and through the SkillsUSA career technical student organizations.

- 11.1 Utilize work-based/workplace learning experiences to demonstrate and expand upon knowledge and skills gained during classroom instruction and laboratory practices specific to the Arts, Media, and Entertainment sector program of study.
- 11.2 Demonstrate proficiency in a career technical pathway that leads to certification, licensure, and/or continued learning at the postsecondary level.
- 11.3 Demonstrate entrepreneurship skills and knowledge of self-employment options and innovative ventures.
- 11.4 Employ entrepreneurial practices and behaviors appropriate to Arts, Media, and Entertainment sector opportunities.
- 11.5 Create a portfolio, or similar collection of work, that offers evidence through assessment and evaluation of skills and knowledge competency as contained in the anchor standards, pathway standards, and performance indicators.

Career Technical Education

CR = Classroom LAB/CC = Laboratory/Shop/Community Classroom

I.	INTRODUCTION	CR	LAB/ CC	STANDARDS
	Review of Intermediate Media Arts Students will review Intermediate Media Arts, learn about Advanced Media Arts projects, skills and learning events. Career opportunities, guest speakers and outside learning trips will be explained along with expectations for student achievement. Main Topics Reviewed: • Image Editing • Fundamentals of the Media Design Process • Media Design Production Processes • Concepts/ Skills of Multimedia Design • Portfolio review & Design		1	Academic: VA.9-12(Advanced) .AP.ioMC.1.7 LS 11-12.1, 11-12.2, 11-12.3, 11-12.4, 11-12.5, 11-12.6 RSIT 11-12.1, 11-12.2, 11-12.3, 11-12.4, RLST 11-12.2, 11-12.3, 11-12.4, 11-12.5, 11-12.7, 11-12.9, 11-12.10 WS 11-12.4, 11-12.5, 11-12.7, 11-12.8, 11-12.10 CTE Anchor: 1.0 3.0 CTE Pathway: A1.0 A2.0 A5.0
1	Unit 1: Planning a Multimedia Solution	CR	LAB/ CC	STANDARDS
	Students brainstorm and create to solve a media problem using sequenced plan such as an outline, sketch, layout or storyboard or a combination of these with emphasis on use of design principles and original work. Ethical and copyright issues are covered. Competencies: • Explore and put in practice, knowledge of ethics and copyright law for original video, animation, design and music as applicable to your own work	10	25	Academic: VA.9-12(Advanced) .CE.SPMaT.2.2 VA.9-12 (Advanced).A V.MIJ.4.6 LS 11-12.1, 11-12.2, 11-12.3, 11-12.4, 11-12.5, 11-12.6 RSIT 11-12.1, 11-12.2, 11-12.3,

Career Technical Education

	and permissions for using the work of others - Understand and develop a sequenced plan - Demonstrate an understanding of correct use of fonts with visual hierarchy Possible 2-4 Week Projects: - Research and prepare an application for a copyright on a piece of your own design work - Complete a detailed storyboard for an animated logo - Use typography to create a self portrait - Research and present a unique package design			11-12.4, RLST 11-12.2, 11-12.3, 11-12.4, 11-12.5, 11-12.7, 11-12.9, 11-12.10 WS 11-12.4, 11-12.5, 11-12.7, 11-12.8, 11-12.10 ETS1.a, ETS1.B, ETS1.C CTE Anchor: 2.0 4.0 5.0 CTE Pathway: A2.0 A3.0 A7.0
2	Unit 2: Creating & Compiling Assets	CR	LAB/CC	STANDARDS
	Students use appropriate equipment to create and gather needed design elements by scanning, sketching, illustrating, writing, photographing, using video and animation, and record sound as needed. Students will review and build on their knowledge of scanners, cameras and other input devices with emphasis on correct resolution. Knowledge of image creation/editing software reviewed and applied such as Photoshop or Illustrator. Competencies: - Understand and use scanners, digital still and video cameras and other input devices to carry out proper pre-production and production procedures. - Use proficient communication and design skills to conceive, develop, produce, edit, critique and	15	30	Academic: VA.9-12 (Advanced).A V.MIJ.4.4 VA.9-12 (Advanced).C RA.CaCRS.5.4 LS 11-12.1, 11-12.2, 11-12.3, 11-12.4, 11-12.5, 11-12.6 RSIT 11-12.1, 11-12.2, 11-12.3, 11-12.4, RLST 11-12.2, 11-12.3, 11-12.4, 11-12.5, 11-12.7, 11-12.9, 11-12.10 WS 11-12.4, 11-12.5, 11-12.7, 11-12.8, 11-

Career Technical Education

	revise multimedia projects that inform, educate or entertain while meeting accuracy, project and deadline requirements. - Recognize proper output formats for publishing including prepress, video and web with accurate knowledge and practice of correct resolution. Possible 2-4 Week Projects: - Create a master artist graphic identity/logo - Scan a found object and use repetition to convey a theme - Develop, record and illustrate a short story about a famous piece of visual art - Develop a sketch for a design a full color poster with a predefined theme			12.10 WHSST 11-12.2, 11-12.3, 11-12.4, 11-12.5, 11-12.6, 11-12.7, 11-12.8, 11-12.9, 11-12.10 CTE Anchor: 2.0 5.0 10.0 CTE Pathway: A1.0 A2.0
3	Unit 3: Production & Development	CR	LAB/CC	STANDARDS
	Students produce idea by following a multimedia plan with developed and edited assets to develop the finished piece. Students will build on their basic knowledge of production software such as Indesign, Premiere, Animate or Dreamweaver. Competencies: - Demonstrate proper knowledge with the tools of industry, standard software for modification of digital images at a proficient or advanced skill level for preproduction, production and publishing. - Use proficient communication and design skills to conceive, develop, produce, edit, critique and revise multimedia projects that inform, educate or entertain while meeting accuracy, project and deadline requirements.	15	40	Academic: VA.9-12(Advanced) .CE.SPMaT.2.3 VA.9-12(Advanced) .CE.SPMaT.2.6 VA.9-12(Advanced) .CRA.CaCRS.5.3 LS 11-12.1, 11-12.2, 11-12.3, 11-12.4, 11-12.6 RSIT 11-12.1, 11-12.2, 11-12.3, 11-12.4, RLST 11-12.2, 11-12.3, 11-12.4, 11-12.5, 11-12.9, 11-12.10

Career Technical Education

	- Compile an electronic multimedia portfolio of original work that includes a resume and a researched career plan focuses at current animation and film industry opportunities Possible 2-4 Week Projects: - Use a well developed storyboard to produce an animated logo for your own video production company - Animate a business logo for web presentation - Create a detailed electronic portfolio with appropriate software, including resume, cover letter and job application			WS 11-12.4, 11-12.5, 11-12.7, 11-12.8, 11-12.10 CTE Anchor: 3.0 6.0 7.0 CTE Pathway: A2.0 A3.0
4	Unit 4: Critique, Revise, Edit, Export, Publish	CR	LAB/CC	STANDARDS
	Students reflect on the project, peer edit, and revise according to suggestions with the goal of publishing. Students will finalize file for publishing using appropriate software and material for project in print, dvd or web. Competencies: - Use proficient communication and design skills to conceive, develop, produce, edit, critique and revise multimedia projects that inform, educate or entertain while meeting accuracy, project and deadline requirements. - Compile an electronic multimedia portfolio of original work that includes a resume and a researched career plan focuses at current animation and film industry opportunities - Recognize proper output formats for publishing	8	24	Academic: VA.9-12(Advanced).HaCC.SPMaT.2.3 VA.9-12(Advanced).CRA.VL.5.2 VA.9-12(Advanced).CRA.CaCRS.5.4 LS 11-12.1, 11-12.2, 11-12.3, 11-12.4, 11-12.5, 11-12.6 RSIT 11-12.1, 11-12.2, 11-12.3, 11-12.4, RLST 11-12.2, 11-12.3, 11-12.4, 11-12.5, 11-

Career Technical Education

	including prepress, video and web with accurate knowledge and practice of correct resolution. Possible 2-4 Week Projects: • Create a virtual museum of your own work with a comment area and have five people comment • Compare and contrast the styles in Web content with design created by different cultures. • Design and publish an advertisement for print and the web • Use a multimedia project to answer an assignment in a Core class			12.7, 11-12.9, 11-12.10 WS 11-12.4, 11-12.5, 11-12.7, 11-12.8, 11-12.10 G-GMD 1,3,4 G-MG 1, 2, 3 S-ID 1,2,3 CTE Anchor: 2.0 5.0 9.0 CTE Pathway: A2.0 A4.0 A5.0
--	---	--	--	---

Career Technical Education

V	EMPLOYMENT PORTFOLIO	CR	LAB/ CC	STANDARDS
---	----------------------	----	------------	-----------

Career Technical Education

	A. Students will prepare a professional portfolio. - Portfolio showcases best professional level work - Portfolio is organized - Preparation for Adobe Certified Associate or other industry recognized certification exam - Job application - Resume - References	4	4	Academic: VA.9-12 (Advanced).CR A.CaCRS.5.1 VA.9-12 (Advanced).CR A.CaCRS.5.3 VA.9-12 (Advanced).CR A.CaETOWoA.2 .6 LS 11-12.1, 11-12.2, 11-12.3, 11-12.4, 11-12.5, 11-12.6 RSIT 11-12.1, 11-12.2, 11-12.3, 11-12.4, RLST 11-12.2, 11-12.3, 11-12.4, 11-12.5, 11-12.7, 11-12.9, 11-12.10 WS 11-12.4, 11-12.5, 11-12.7, 11-12.8, 11-12.10 CTE Anchor: 10.0 11.0 CTE Pathway: A5.0 A7.0 A8.0
--	--	---	---	---