

## Colorado CTE Course – Scope and Sequence

<b>Course Name</b>	<b>Digital Media Communications 1</b>	<b>Course Details</b>	<b>1.0</b>		
		<b>Course = 0.50 Carnegie Unit Credit</b>			
<b>Course Description</b>	This course introduces basic media communications concepts and foundations. It provides an overview of skills necessary to be successful in general concepts found within media communications processes.				
<b>Note:</b>	This is a suggested scope and sequence for the course content. The content will work with any textbook or instructional resource. If locally adapted, make sure all essential knowledge and skills are covered.				
SCED Identification #		Schedule calculation based on 60 calendar days of a 90-day semester. Scope and sequence allows for additional time for guest speakers, student presentations, field trips, remediation, or other content topics.			
All courses taught in an approved CTE program must include Essential Skills embedded into the course content. The Essential Skills Framework for this course can be found at <a href="https://www.cde.state.co.us/standardsandinstruction/essentialskills">https://www.cde.state.co.us/standardsandinstruction/essentialskills</a>					
<b>Instructional Unit Topic</b>	<b>Suggested Length of Instruction</b>	<b>CTE or Academic Standard Alignment</b>	<b>Competency / Performance Indicator</b>	<b><u>Outcome / Measurement</u></b>	<b><u>CTSO Integration</u></b>
<b>Unit 1 Foundational Skills</b>	2-4 weeks	Identify tools that are common across fields of design, multimedia arts, and digital communication a. Hardware b. Software c. Vocabulary d. Storyboarding/storytelling e. Teamwork and collaboration	Intro vocab Platforms Tech, Software, Hardware Basic Script writing fundamentals Develop a concept of an idea Distinguish location/studio needs for successful production Practice writing a script and identify resources needed to begin the production Tech practice (tripods, mics, transmitter/ receiver) Layer two images together using blue/green screen	<b>VA2.2.</b> Utilize appropriate vocabulary in the critical analysis of works of art. <b>VA3.2.</b> Demonstrate technical skills and processes to achieve desired results. 3. Utilize current and available technology as a primary medium to create original works of art. <b>VA4.2.</b> Identify where the visual arts and artistic thinking are present in the real world.	<b>Challenging Technology Issues</b> Following the onsite random selection of a technology topic from a group of pre-conference posted topics, participants work to prepare for and deliver a debate-style presentation, in which they explain opposing views of the selected topic.

<p><b>Unit 2 Career Explore</b></p>	<p>2-4 weeks</p>	<p>1) Identify various fields within Design, Multimedia Arts, and Digital Communication and their respective career opportunities a. Recognize the work typically performed, tools and technology used, and nature of work environments b. Identify potential certifications within the careers c. Find membership organizations associated with the careers d. Understand the necessary education associated within the careers</p>	<p>Utilize the inquiry method of observation and the language of visual art and design to gather information and determine meaning.</p>	<p><b>VA1.1.</b> Analyze works of art and apply the language of visual art and design to infer meaning. 2. Recognize and interpret works of art through the lens of time, place and culture. 3. Employ concepts, issues and themes from other disciplines to solve visual arts problems. <b>VA3.</b> Demonstrate technical skills and processes to achieve desired results. 3. Utilize current and available technology as a primary medium to create original works of art. <b>VA4.</b> 1. Investigate how artists, designers and scholars narrate their social context. 2. Identify where the visual arts and artistic thinking are present in the real world.</p>	<p><b>Leadership Strategies</b> Participants prepare for and deliver a presentation about a specific challenge that officers of a TSA chapter might encounter. Semifinalists follow the same competition procedure but must respond to a different chapter challenge.</p>
<p><b>Unit 3 AV Production &amp; Film</b></p>	<p>2-4 weeks</p>	<p>Audio/Video/Film Define media convergence and new media in the 21st century  Discuss the historical timelines of radio, television, cable, satellite, and internet  - Discuss the growth of radio, television, internet and other forms of electronic media</p>	<p>Create a script and identify resources needed to begin the production  Analyze the script and storyboard development processes for a successful production  Identify and participate in the team roles required for completion of a production  Describe various videography techniques including picture composition, focus, camera</p>	<p><b>VA1.1.</b> Analyze works of art and apply the language of visual art and design to infer meaning. 2. Recognize and interpret works of art through the lens of time, place and culture. 3. Employ concepts, issues and themes from other disciplines to solve visual arts problems. <b>VA2.</b> 1. Determine meaning from works of art and design using visual literacy skills such as interpretation, negotiation,</p>	<p><b>Promotional Marketing</b> Participants create and submit a marketing portfolio and required elements that address the annual theme/problem. Semifinalists complete a layout and design</p>

		<ul style="list-style-type: none"> <li>- Explain the cultural impacts of electronic media on society</li> <li>- Demonstrate knowledge of basic audience research methods and media effects</li> <li>- Demonstrate an understanding of advertising and commercial aspects of electronic media</li> </ul>	<p>and tripod movements, and proper exposure and white balance</p> <p>Model various types of shots</p> <p>Demonstrate various fields of view</p> <p>Set up shots with various microphones</p> <p>Demonstrate basic editing techniques</p>	<p>appreciation and selection. 2. Utilize appropriate vocabulary in the critical analysis of works of art.</p> <p><b>VA3.</b> 1. Plan, anticipate outcomes and use feedback to grow as an artist. 2. Demonstrate technical skills and processes to achieve desired results. 3. Utilize current and available technology as a primary medium to create original works of art.</p> <p><b>VA4.</b> 1. Investigate how artists, designers and scholars narrate their social context. 2. Identify where the visual arts and artistic thinking are present in the real world. 3. Communicate messages about societal problems through the creative process.</p>	<p>assignment for evaluation.</p> <p><b>Vlogging</b> Participants use digital video technology to create original content about a pre- determined technology theme. Semifinalists compete in an onsite challenge to produce additional video(s) based on specified criteria, such as provided props, lines of dialog, and topics.</p>
<p><b>Unit 4</b> <b>Broadcast Production</b></p>	<p>2-4 weeks</p>	<ul style="list-style-type: none"> <li>- Examine the relevance, complexities, and purpose of mass media</li> <li>- Discuss the convergence of evolving and new media platforms</li> <li>- Differentiate media convergence for business and consumer needs</li> <li>- Develop social media literacy</li> <li>- Identify how mass media impacts and is impacted by a democracy</li> </ul>	<p>Determine what footage is needed</p> <p>Plan and conduct an interview</p> <p>Differentiate between master shots and B-roll</p> <p>Demonstrate effective information gathering</p> <p>Demonstrate the ability to meet deadlines</p> <p>Set up and use a tripod Demonstrate different</p>	<p><b>VA1.</b> 1. Analyze works of art and apply the language of visual art and design to infer meaning. 2. Recognize and interpret works of art through the lens of time, place and culture. 3. Employ concepts, issues and themes from other disciplines to solve visual arts problems.</p> <p><b>VA2.</b> 1. Determine meaning from works of art and design using visual literacy skills such as interpretation, negotiation, appreciation and selection. 2.</p>	<p><b>Prepared Speech</b> Participants deliver a timed speech that relates to the theme of the current national TSA conference. Semifinalists and finalists are determined using the same competition procedure. Vlogging</p>

			<p>camera angles and frames</p> <p><b>Conduct</b> an interview Determine lighting of the set Monitor sound quality</p> <p>Use software to add graphics to the show</p> <p>Decide which take is the best to use</p> <p>Create credits</p>	<p>Utilize appropriate vocabulary in the critical analysis of works of art.</p> <p><b>VA3.</b> 1. Plan, anticipate outcomes and use feedback to grow as an artist. 2. Demonstrate technical skills and processes to achieve desired results. 3. Utilize current and available technology as a primary medium to create original works of art.</p> <p><b>VA4.</b> 1. Investigate how artists, designers and scholars narrate their social context. 2. Identify where the visual arts and artistic thinking are present in the real world. 3. Communicate messages about societal problems through the creative process.</p>	<p>Participants use digital video technology to create original content about a pre- determined technology theme. Semifinalists compete in an onsite challenge to produce additional video(s) based on specified criteria, such as provided props, lines of dialog, and topics.</p>
<p><b>Unit 5</b> <b>General Reporting</b></p>	<p>2-4 weeks</p>	<p>- Identify the impact of mass media on the individual, family, and local community</p> <p>- Examine mass media from diverse perspectives</p> <p>a. Cultural b. Economic c. Political d. Historical e. Social f. Global</p>	<p>Demonstrate effective information gathering Demonstrate the ability to meet deadlines</p> <p>Conduct interviews</p> <p>Demonstrate effective information gathering</p> <p>Demonstrate the ability to meet deadlines</p> <p>Demonstrate basic editing techniques</p>	<p><b>VA1.</b>1. Analyze works of art and apply the language of visual art and design to infer meaning.</p> <p><b>VA2.</b>2. Utilize appropriate vocabulary in the critical analysis of works of art.</p> <p><b>VA3.</b> 1. Plan, anticipate outcomes and use feedback to grow as an artist. 2. Demonstrate technical skills and processes to achieve desired results. 3. Utilize current and available technology as a primary medium to create original works of art.</p>	<p><b>Essays on Technology</b> Participants conduct research on specific subtopics from a broad technology area posted as part of the annual theme. Using a previously prepared note card as an approved resource, participants</p>

				<p><b>VA4.3.</b> Communicate messages about societal problems through the creative process.</p>	<p>draft an outline of the subtopic randomly selected onsite at the conference. Semifinalists write an essay on that subtopic.</p>