

# Auburn School District Framework: Visual Communications Contract Study

**Course:** Video ProductionTechnology/Technician

**Total Framework Hours:** 360 Hours

**CIP Code:** 100202

**Type:** Preparatory

**Career Cluster:** Arts, Audio/Video Technology & Communications

**Date Last Modified:** Friday, April 15, 2016

## Resources and Standard used in Framework Development:

Standards and resources used for this framework are from SkillsUSA Blueprint for Assessment for Television (Video) Production and NOCTI Job Ready Assessment Blueprints for Television Production and Broadcasting and Journalism.

## Unit 1 PORTFOLIO/CAREER

**Hours: 45**

### Performance Assessment(s):

Student Portfolio presentations w/review rubric  
Public Shows w/self and group evaluation  
Competition Rubric  
Competition Results

### Leadership Alignment:

Skills USA leadership presentation  
Business/industry presentations to classes  
Student presentations to businesses on portfolio  
Auburn Art Show  
Produce Results  
10.B.1 Demonstrate additional attributes associated with producing high quality products including the abilities to:  
10.B.1.e Present oneself professionally and with proper etiquette  
Solve Problems  
2.D.1 Solve different kinds of non-familiar problems in both conventional and innovative ways  
7.A.2 Work effectively in a climate of ambiguity and changing priorities  
8.A.3 Utilize time and manage workload efficiently

## Standards and Competencies

Standard 1: Career Planning: explores/analyze personal interests and aptitudes as they relate to education and career planning.

Standard 3: Employability and Entrepreneurship skills for professional and workplace success:

Standard WR 1: Career Planning

Standard WR 2: Personal Success

Standard WR 3: Employability and Entrepreneurship

National Core Arts Standards

Anchor Standard 3: Refine and complete artistic work

Anchor Standard 4: Select, analyze, and interpret artistic work for presentation

Anchor Standard 5: Develop and refine artistic techniques and work for presentation.

Anchor Standard 6: Convey meaning through the presentation of artistic work.

ASD Vis Com II Power Standards

1. Students will identify and use lighting equipment and effects to achieve a variety of results
2. Students will identify and intentionally use design concepts to achieve intended results
3. Students will identify and use appropriate software, resolution, image formats, and printing processes to achieve intended output/results
4. Students will understand and adhere to copyright, digital ethics and expectations in the classroom

6. Students will analyze and use basic and advanced features of computer hardware/software
7. Students will analyze and use file management and storage
8. Students will analyze and use equipment and tools needed for capture/input
9. Students will analyze and use equipment and tools needed for creation/conversion/output
10. Students will research a career related to Visual Communications
11. Students will create a portfolio of their work

ASD Visual Arts Power Standards

3. Understand, analyze and intentionally apply aesthetic critical thinking using the elements of art and principles of design to create original compositions
5. Demonstrate ethical behavior and comply with with fair use and copyright rules and expectations
6. Demonstrate art processes, techniques, and skills using traditional and digital media to produce works of art for expression, specific purposes and audiences
8. Critically analyze, interpret, describe and judge one's own work and the work of others
11. Select, organize, develop and refine a portfolio that demonstrates mastery and personal style
12. Create, prepare, present and professionally display original work for community exhibitions
13. Research, analyze and apply workplace expectations, safety guidelines and skill requirements for careers in the visual arts

**Aligned to Washington State Standards**

**Arts**

Arts 3.0 The student communicates through the arts.

**Communication - Speaking and Listening**

Presentation of Knowledge and Ideas (11-12)

**Health and Fitness**

**Language**

**Mathematics**

**Reading**

**Science**

**Social Studies**

**Writing**

**21st Century Skills**

**LEARNING AND INNOVATION**

**Creativity and Innovation**

- Think Creatively
- Work Creatively with Others
- Implement Innovations

**Creative Thinking and Problem Solving**

- Reason Effectively
- Use Systems Thinking
- Make Judgements and Decisions
- Solve Problems

**Communication and Collaboration**

- Communicate Clearly
- Collaborate with Others

**INFORMATION, MEDIA AND TECHNOLOGY SKILLS**

**Information Literacy**

- Access and Evaluate Information
- Use and Manage Information

**Media Literacy**

- Analyze Media
- Create Media Products

**Information, Communications, and Technology (ICT Literacy)**

- Apply Technology Effectively

**LIFE AND CAREER SKILLS**

**Flexibility and Adaptability**

- Adapt to Change
- Be Flexible

**Initiative and Self-Direction**

- Manage Goals and Time
- Work Independently
- Be Self-Directed Learners

**Social and Cross-Cultural**

- Interact Effectively with Others
- Work Effectively in Diverse Teams

**Productivity and Accountability**

- Manage Projects
- Produce Results

**Leadership and Responsibility**

- Guide and Lead Others
- Be Responsible to Others

**Performance Assessment(s):**

Precision Exams pre and post tests  
Classroom Assessments working with Community members  
Personal and Team Evaluations  
SkillsUSA competitions

**Leadership Alignment:**

Collaborate within teams to produce client work  
Skills USA  
State and national competitions  
4.B.3 Apply a fundamental understanding of the ethical/legal issues surrounding the access and use of information  
Create Media Products  
5.B.1 Understand and utilize the most appropriate media creation tools, characteristics and conventions  
Be Self-Directed Learners  
8.C.1 Go beyond basic mastery of skills and/or curriculum to explore and expand one's own learning and opportunities to gain expertise

**Standards and Competencies****Standard 2: Personal Success**

- Develop personal goals using SMART (Specific Measurable Attainable Realistic Timely), objectives and strategies.
- Use interpersonal skills to facilitate effective teamwork;
- Use a problem-solving model and critical-thinking skills to make informed decisions;
- Use effective time-management and goal-setting strategies;
- Demonstrate self-management skills
- Describe the importance of having a positive attitude and techniques that boost morale
- Show initiative by coming up with unique solutions and taking on extra responsibilities
- Value the importance of professionalism, including reliability, honesty, responsibility, and ethics
- Demonstrate a respect for diversity and its benefit to the workplace

**Standard 3: Employability and Entrepreneurship skills for professional and workplace success:**

- Demonstrate effective verbal, nonverbal, written, and electronic communication skills;
  - Evaluate the impact of positive and negative personal choices, including use of electronic communications such as social networking sites;
  - Model characteristics of effective leadership, teamwork, and conflict management;
  - Explore and model characteristics necessary for professional success such as work ethics, integrity, dedication, perseverance, and the ability to interact with a diverse population;
- and
- Complete activities using project- and time-management techniques.
  - Demonstrate dependability, punctuality, and initiative;
  - Model appropriate business and personal etiquette in the workplace;
  - Explain the importance of setting goals and demonstrate the ability to set, reach, and evaluate goals

**Standard 6: Teamwork and Cooperation**

- Employ leadership skills to accomplish organizational goals and objectives.
- Establish and maintain effective working relationships with others in order to accomplish objectives and tasks.
- Conduct and participate in meetings to accomplish work tasks.
- Employ mentoring skills to inspire and teach others.

**Standard 7: Ethics and Legal Responsibilities**

- Evaluate and justify decisions based on ethical reasoning.

- Evaluate alternative responses to workplace situations based on personal, professional, ethical, legal responsibilities, and employer policies.
- Interpret and explain written organizational policies and procedures.

Standard WR 2: Personal Success

WR-2.3 Use interpersonal skills to facilitate effective teamwork;

WR-2.5 Use effective time-management and goal-setting strategies;

Standard WR 3: Employability and Entrepreneurship

WR-3.1 Demonstrate effective verbal, nonverbal, written, and electronic communication skills;

WR-3.3 Model characteristics of effective leadership, teamwork, and conflict management;

WR-3.11 Exhibit productive work habits, ethical practices, and a positive attitude;

Standard WR 6: Teamwork and Cooperation

WR-6.1 Employ leadership skills to accomplish organizational goals and objectives.

WR-6.2 Establish and maintain effective working relationships with others in order to accomplish objectives and tasks.

WR-6.3 Conduct and participate in meetings to accomplish work tasks.

WR-6.4 Employ mentoring skills to inspire and teach others.

WR-6.5 Cooperates rather than compete with team members

WR-6.6 Offers/seeks suggestions, opinions, and information to team members.

WR-6.7 Listens to and considers the ideas of team members.

WR-6.8 Supports group decision even if not in total agreement.

WR-6.9 Communicates changes or problems to team members.

WR-6.10 Treat everybody with respect and understanding

WR-6.11 Employ mentoring skills to inspire and teach others.

ASD Visual Arts Power Standards

5. Demonstrate ethical behavior and comply with with fair use and copyright rules and expectations

7. Collaborate to perform a variety of tasks

8. Critically analyze, interpret, describe and judge one's own work and the work of others

**Aligned to Washington State Standards**

**Arts**

Arts 1.0 The student understands and applies arts knowledge and skills in dance, music, theatre, and visual arts.

1.4 Understands and applies audience conventions in a variety of arts settings and performances.

Arts 2.0 The student demonstrates thinking skills using artistic processes.

2.1. Applies a creative process to the arts (dance, music, theatre and visual arts):

Arts 3.0 The student communicates through the arts.

3.2 Uses the arts to communicate for a specific purpose.

Arts 4.0 The student makes connections within and across the arts to other disciplines, life, cultures and work.

4.5. Understands how arts knowledge and skills are used in the world of work including careers in the arts.

**Communication - Speaking and Listening**

CC: College and Career Readiness Anchor Standards for Speaking and Listening

Comprehension and Collaboration

Presentation of Knowledge and Ideas

**Health and Fitness**

**Language**

**Mathematics**

**Reading**

**Science**

**Social Studies**

**Writing**

**21st Century Skills**

**LEARNING AND INNOVATION**

**Creativity and Innovation**

- Think Creatively
- Work Creatively with Others
- Implement Innovations

**Creative Thinking and Problem Solving**

- Reason Effectively
- Use Systems Thinking
- Make Judgements and Decisions
- Solve Problems

**Communication and Collaboration**

- Communicate Clearly
- Collaborate with Others

**INFORMATION, MEDIA AND TECHNOLOGY SKILLS**

**Information Literacy**

- Access and Evaluate Information
- Use and Manage Information

**Media Literacy**

- Analyze Media
- Create Media Products

**Information, Communications, and Technology (ICT Literacy)**

- Apply Technology Effectively

**LIFE AND CAREER SKILLS**

**Flexibility and Adaptability**

- Adapt to Change
- Be Flexible

**Initiative and Self-Direction**

- Manage Goals and Time
- Work Independently
- Be Self-Directed Learners

**Social and Cross-Cultural**

- Interact Effectively with Others
- Work Effectively in Diverse Teams

**Productivity and Accountability**

- Manage Projects
- Produce Results

**Leadership and Responsibility**

- Guide and Lead Others
- Be Responsible to Others

**Performance Assessment(s):**

Auburn Art Show  
School Competitions class verses class for best (school) shirt design  
Skills USA Competitions  
Client Based Work, teams compete for a companies business

**Leadership Alignment:**

Skills USA  
Team Leadership for Client Work  
Interact Effectively with Others  
9.A.1 Know when it is appropriate to listen and when to speak  
10.A.2 Prioritize, plan and manage work to achieve the intended result  
11.A.4 Demonstrate integrity and ethical behavior in using influence and power

**Standards and Competencies**

## Standard 6: Teamwork and Cooperation

- Employ leadership skills to accomplish organizational goals and objectives.
- Establish and maintain effective working relationships with others in order to accomplish objectives and tasks.
- Conduct and participate in meetings to accomplish work tasks.

## Standard 7: Ethics and Legal Responsibilities

- Copyright
- Public Domain

## Standard WR 3: Employability and Entrepreneurship

WR-3.1 Demonstrate effective verbal, nonverbal, written, and electronic communication skills;

WR-3.8 Demonstrate dependability, punctuality, and initiative;

WR-3.10 Model appropriate business and personal etiquette in the workplace;

## Standard WR 6: Teamwork and Cooperation

WR-6.2 Establish and maintain effective working relationships with others in order to accomplish objectives and tasks.

## Standard WR 7: Ethics and Legal responsibilities

WR-7.13 Understand Intellectual Properties rights

## National Core Arts Standards

Anchor Standard 3: Refine and complete artistic work

Anchor Standard 4: Select, analyze, and interpret artistic work for presentation

Anchor Standard 5: Develop and refine artistic techniques and work for presentation.

Anchor Standard 6: Convey meaning through the presentation of artistic work.

Anchor Standard 9: Apply criteria to evaluate artistic work

## OSPI Frameworks

C1.10 - Define elements of art

C1.11 - Define principles of design

**Aligned to Washington State Standards****Arts**Arts 3.0 The student communicates through the arts.

## **Communication - Speaking and Listening**

CC: College and Career Readiness Anchor Standards for Speaking and Listening

### Presentation of Knowledge and Ideas

- 4 - Present information, findings, and supporting evidence such that listeners can follow the line of reasoning and the organization, development, and style are appropriate to task,
- 5 - Make strategic use of digital media and visual displays of data to express information and enhance understanding of presentations.
- 6 - Adapt speech to a variety of contexts and communicative tasks, demonstrating command of formal English when indicated or appropriate.

## **Health and Fitness**

## **Language**

## **Mathematics**

## **Reading**

## **Science**

## **Social Studies**

## **Writing**

CC: College and Career Readiness Anchor Standards for Writing

### Production and Distribution of Writing

- 4 - Produce clear and coherent writing in which the development, organization, and style are appropriate to task, purpose, and audience.
- 5 - Develop and strengthen writing as needed by planning, revising, editing, rewriting, or trying a new approach.
- 6 - Use technology, including the Internet, to produce and publish writing and to interact and collaborate with others.



## 21st Century Skills

### LEARNING AND INNOVATION

#### Creativity and Innovation

- Think Creatively
- Work Creatively with Others
- Implement Innovations

#### Creative Thinking and Problem Solving

- Reason Effectively
- Use Systems Thinking
- Make Judgements and Decisions
- Solve Problems

#### Communication and Collaboration

- Communicate Clearly
- Collaborate with Others

### INFORMATION, MEDIA AND TECHNOLOGY SKILLS

#### Information Literacy

- Access and Evaluate Information
- Use and Manage Information

#### Media Literacy

- Analyze Media
- Create Media Products

#### Information, Communications, and Technology (ICT Literacy)

- Apply Technology Effectively

### LIFE AND CAREER SKILLS

#### Flexibility and Adaptability

- Adapt to Change
- Be Flexible

#### Initiative and Self-Direction

- Manage Goals and Time
- Work Independently
- Be Self-Directed Learners

#### Social and Cross-Cultural

- Interact Effectively with Others
- Work Effectively in Diverse Teams

#### Productivity and Accountability

- Manage Projects
- Produce Results

#### Leadership and Responsibility

- Guide and Lead Others
- Be Responsible to Others

**Performance Assessment(s):**

Create, Present, and Revise Products for Clients  
Client Feedback  
Classroom Analysis and Critique

**Leadership Alignment:**

Skills USA  
Team and individual Products for Clients through computer design, video, screen printing and advertisement materials.  
8.A.2Balance tactical (short-term) and strategic (long-term) goals  
Manage Projects  
10.A.1Set and meet goals, even in the face of obstacles and competing pressures  
  
11.A.2Leverage strengths of others to accomplish a common goal

**Standards and Competencies**

Standard 3: Employability and Entrepreneurship skills for professional and workplace success:

- Demonstrate effective verbal, nonverbal, written, and electronic communication skills;
- Complete activities using project- and time-management techniques.
- Exhibit productive work habits, ethical practices, and a positive attitude;

Standard 5: Health and Safety

- Identify, describe and demonstrate personal, shop and job site safety practices and procedures
- Demonstrate safe dress and use of relevant safety gear and personal protective equipment (PPE), including wrist rests, adjustable workspaces and equipment, gloves, boots, earplugs, eye protection, and breathing apparatus
- Demonstrate the safe use, storage, and maintenance of every piece of equipment in the lab, shop, and classroom
- Describe safety practices and procedures to be followed when working with and around electricity
- Demonstrate proper workspace cleaning procedures

Standard WR 2: Personal Success

WR-2.3 Use interpersonal skills to facilitate effective teamwork;

Standard WR 3: Employability and Entrepreneurship

WR-3.3 Model characteristics of effective leadership, teamwork, and conflict management;

WR-3.11Exhibit productive work habits, ethical practices, and a positive attitude;

Standard WR 4: Problem Solving

WR-4.1 Employ critical thinking skills independently and in teams to solve problems and make decisions.

WR-4.4 Conduct technical research to gather information necessary for decision-making

WR-4.7 Explain strategies used to formulate ideas, proposals and solutions to problems

WR-4.8 Select potential solutions based on reasoned criteria

WR-4.9 Implement and evaluate solution(s)

Standard WR 5: Health and Safety

WR-5.11 Illustrate a safe environment for students in printing

WR-5.13 Read chemical, product, and equipment labels to determine appropriate health and safety considerations

WR-5.14 Identify, describe and demonstrate personal, shop and job site safety practices and procedures

WR-5.15 Demonstrate safe dress and use of relevant safety gear and personal protective equipment (PPE), including wrist rests, adjustable workspaces and equipment, gloves, boots, earplugs, eye protection, and breathing apparatus

WR-5.18 Demonstrate the safe use, storage, and maintenance of every piece of equipment in the lab, shop, and classroom

WR-5.19 Describe safety practices and procedures to be followed when working with and around electricity  
WR-5.20 Illustrate proper handling and storage practices, including working with hazardous materials, disposal, and recycling  
WR-5.21 Demonstrate proper workspace cleaning procedures

Standard WR 6: Teamwork and Cooperation

WR-6.1 Employ leadership skills to accomplish organizational goals and objectives.  
WR-6.2 Establish and maintain effective working relationships with others in order to accomplish objectives and tasks.  
WR-6.3 Conduct and participate in meetings to accomplish work tasks.  
WR-6.6 Offers/seeks suggestions, opinions, and information to team members.

Standard WR 7: Ethics and Legal responsibilities

WR-7.2 Evaluate alternative responses to workplace situations based on personal, professional, ethical, legal responsibilities, and employer policies.  
WR-7.8 Discuss legal issues associated with locating and retrieving information from the internet  
WR-7.9 Understand Acceptable Use Policy, Copyright and Fair Use Laws  
WR-7.13 Understand Intellectual Properties rights

National Core Arts Standards

Anchor Standards 1: Generate and conceptualize artistic ideas and work  
Anchor Standard 2: Organize and develop artistic ideas and work  
Anchor Standard 3: Refine and complete artistic work  
Anchor Standard 4: Select, analyze, and interpret artistic work for presentation  
Anchor Standard 6: Convey meaning through the presentation of artistic work.

OSPI Frameworks

C6.6 - Apply photographic elements of composition  
C6.12 - Use software to perform alterations to digital images  
C6.11 - Knowledge of light source to capture correct exposure and mood

ASD Vis Com II Power Standards

1. Students will identify and use lighting equipment and effects to achieve a variety of results
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3. Students will identify and use appropriate software, resolution, image formats, and printing processes to achieve intended output/results
4. Students will understand and adhere to copyright, digital ethics and expectations in the classroom
6. Students will analyze and use basic and advanced features of computer hardware/software
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3. Understand, analyze and intentionally apply aesthetic critical thinking using the elements of art and principles of design to create original compositions
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Arts 3.0 The student communicates through the arts.  
Arts 4.0 The student makes connections within and across the arts to other disciplines, life, cultures and work.  
4.4. Understands how the arts influence and reflect culture/civilization, place and time.

## Communication - Speaking and Listening

CC: College and Career Readiness Anchor Standards for Speaking and Listening

### Presentation of Knowledge and Ideas

4 - Present information, findings, and supporting evidence such that listeners can follow the line of reasoning and the organization, development, and style are appropriate to task,

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## Health and Fitness

## Language

## Mathematics

## Reading

## Science

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## 21st Century Skills

### LEARNING AND INNOVATION

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#### Flexibility and Adaptability

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#### Initiative and Self-Direction

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- Guide and Lead Others
- Be Responsible to Others