CareerClusters™ PATHWAYS TO COLLEGE & CAREER READINESS

Arts, A/V Technology & Communications

State Approved Courses for Arts, A/V Technology & Communications Programs

Foundational CTE Courses

Career Exploration (22151^) Employability (22152^) Entrepreneurship (12053^) Foundations of Technology (10004^) Leadership & Service (22101^)

Cluster Courses

Intro to Arts, A/V Technology & Communications (11001^) MS Family and Consumer Sciences (19000^)

Pathway Courses

A/V Technology & Film Pathway	*Visual Arts Pathway*	*Journalism & Broadcasting Pathway*
Broadcast Technology (11103)	Fashion Design (19201)	Broadcast Technology (11103)
Digital Animation (10207^)	Graphic Design I (11155^)	Digital Production for Entertainment (11153)
Digital Music Production (11056)	Graphic Design II (11154)	Graphic Design I (11155^)
Digital Production for Entertainment (11153)	Interior Design I (19205^)	Graphic Design II (11154)
Electronics (17106)	Interior Design II (19206)	Journalistic Design (11106)
Graphic Design I (11155^)	Photography I (11054)	Media Production (11151^)
Graphic Design II (11154)	Photography II (11052)	Multimedia Design (10203^)
Journalistic Design (11106)	Visual Media Design (05162)	Photography I (11054)
Media Production (11151^)	Web Development I (10201^)	Photography II (11052)
Multimedia Design (10203^)	Adv. Web Development (10202)	Production Technology (11160)
Network Technologies (10101)		Visual Media Design (05162)
Photography I (11054)		
Photography II (11052)		
Production Technology (11160)		
Visual Media Design (05162)		
Web Development I (10201^)		
Adv. Web Development (10202)		

Dual Credit Courses

Visit https://sdmylife.com/images/Approved-CTE-Dual-Credit.pdf for a full list of dual credit courses in the Arts, A/V Technology & Communications Career Cluster.

Supporting Academic Courses

Sociology (04258^) Journalism (11101) Art Appreciation (05151^) Multimedia Art (05169) Intro to Theater (05051) Printmaking (05160) Fibers & Textile Design (05164)

Capstone CTE Courses

Entrepreneurship Experience (80026) Senior Experience (80019^) Youth Apprenticeship (80020) Service Learning (22104) Youth Internships (80018^)

^Denotes course is available on the SD Virtual School (http://www.sdvs.k12.sd.us/)

Proposed

south dakota DEPARTMENT OF EDUCATION
Learning. Leadership. Service.

Broadcast Technology

Career Cluster	Arts, A/V Technology, & Communications
Course Code	11103
Prerequisite(s)	None
Credit	0.5 to 1.0 credit
Program of Study and Sequence	Introduction to Arts, A/V Technology & Communications – Level I pathway course – Broadcast Technology – Level III pathway course – capstone experience.
Student Organization	Skills USA
Coordinating Work-Based Learning	Guest speakers, project-based learning, community outreach, internships, field trips, and industry partnerships
Industry Certifications	National Career Readiness Certificate (NCRC)
Dual Credit or Dual Enrollment	https://sdmylife.com/images/Approved-CTE-Dual-Credit.pdf
Teacher Certification	Arts AV Technology & Communications Cluster Endorsement; Journalism & Broadcasting Pathway Endorsement; *K12 Classroom Technology; *Multimedia; *K12 Educational Technology
Resources	

Course Description

Broadcast Technology explores the ever-changing world of television, radio, entertainment, and commercial video performance. Students gain valuable insight into the careers of broadcast journalism in news, sports, and entertainment. Students will gain industry experience by writing scripts, filming, editing, and producing original performances. Students will work in collaborative teams to produce video projects using relevant A/V equipment and editing software. Special emphasis is placed on creativity, writing, and the editing process.

Program of Study Application

This is a second level pathway course in the Arts, A/V Technology and Communications Career Cluster, Printing Technology/Journalism & Broadcasting; Telecommunications/A/V Technology and Film; and Performing Arts pathways. It is preceded by the Introduction to Arts, A/V Technology, and Communications cluster class. It may be followed up with any pathway level 3 or 4 class and/or a Capstone Experience.

Proposed

Course Standards

BT 1: Explore career opportunities, copyright laws, ethics, and safety in the broadcast field.

Webb Level	*Sub-indicator*
Three Strategic Thinking	BT 1.1 Analyze and evaluate various careers in the broadcast field.
Two Skill/Concept	BT 1.2 Distinguish broadcast journalism copyright laws and ethics.
One Recall	BT 1.3 Identify safety concerns in the field of broadcast journalism.
Two Skill Concept	BT 1.4 Practice employability skills in the field of broadcast journalism.

BT 2: Demonstrate proper use and terminology of broadcast equipment.

Webb Level	*Sub-indicator*
Three Strategic Thinking	BT 2.1 Demonstrate understanding of industry terminology.
Two Skill/Concept	BT 2.2 Execute proper use of broadcast equipment.

BT 3: Create original broadcast production.

Webb Level	*Sub-indicator*
Four Extended Thinking	BT 3.1 Produce media project using broadcasting tools and terminology.
Four Extended Thinking	BT 3.2 Evaluate student broadcasts.

BT 4: Compare and contrast professional broadcasts.

Webb Level	*Sub-indicator*
Three Strategic Thinking	BT 4.1 Evaluate professional broadcasts.

Proposed

south dakota DEPARTMENT OF EDUCATION
Learning. Leadership. Service.

Digital Animation

Career Cluster	Arts, A/V Technology, Communications
Course Code	10207
Prerequisite(s)	Recommended: Introduction To Arts/AV Technology & Communications 11000
Credit	0.5 to 1.0 credit
Program of Study and Sequence	Introduction to Art/AV Technology & Communications – Level I Pathway Course – Digital Animation – Level III Pathway Course
Student Organization	Skills USA
Coordinating Work-Based Learning	Guest Speakers, Field Trips, Informational Interviews, Tours,
Industry Certifications	Student can work toward Adobe Certified Associate (ACA) Certification in Adobe Products (http://www.adobe.com/education/certification-programs.html), National Career Readiness Test (NCRC)
Dual Credit or Dual Enrollment	https://sdmylife.com/images/Approved-CTE-Dual-Credit.pdf
Teacher Certification	Arts AV Technology & Communications Cluster Endorsement; Visual Arts Pathway Endorsement; Information Technology Cluster Endorsement; Web & Digital Communication Pathway Endorsement; *K12 Classroom Technology; *K12 Educational Technology; *Multimedia
Resources	Suggested Software: Adobe Suitevtc.com, youtube.com

Course Description
Digital Animation explores Legal and Ethical Issues, Career Opportunities, Use of Animations, Animation Software Tools, Basic Animation Techniques, Interactivity in Animation, and how to Publish Animated Movies.

Program of Study Application
Digital Animation is a Level II pathway course in the Arts, A/V Technology & Communications career cluster that is appropriate for both the Visual Arts and the Telecommunications/AV Technology pathway.

Proposed

Course Standards

DA 1: Develop an Awareness of Career Opportunities and Professionalism in Digital Animation.

Webb Level	*Sub-indicator*
Two Skill/Concept	DA 1.1 Identify personal interests and abilities related to digital animation careers.
Two Skill/Concept	DA 1.2 Investigate career opportunities, trends, and requirements related to digital animation careers.
Three Strategic Thinking	DA 1.3 Demonstrate job skills for digital animation Industries.
Three Strategic Thinking	DA 1.4 Explore legal and ethical issues related to digital animation.

DA 2: Demonstrate Basic Digital Animation Skills.

Webb Level	*Sub-indicator*
Three Strategic Thinking	DA 2.1 Understand animation development process.
Four Extended Thinking	DA 2.2 Create clips using animation software tools.
Four Extended Thinking	DA 2.3 Implement a pre-production plan.
Four Extended Thinking	DA 2.4 Analyze and critique animation production.

DA 3: Employ Standard Convention for the Creation and Design of Animation Concepts.

Webb Level	*Sub-indicator*
Four Extended Thinking	DA 3.1 Produce basic animation.
Four Extended Thinking	DA 3.2 Generate audio in animation.
Four Extended Thinking	DA 3.3 Design User Interface/Interactivity in animations.
Four Extended Thinking	DA 3.4 Evaluate and analyze animations for publication.

Proposed

south dakota DEPARTMENT OF EDUCATION
Learning. Leadership. Service.

Digital Music Production

Career Cluster	Arts, A/V Technology, Communications
Course Code	11056
Prerequisite(s)	Recommendation only: Introduction to Arts, A/V Technology, and Communications Cluster class and basic music appreciation or musical experience
Credit	0.5 to 1.0 credit
Program of Study and Sequence	Cluster Course – Digital Music Production – Level 2 pathway course – Any Level 3 pathway course, Level 4 pathway course, or Capstone Experience
Student Organization	Skills USA
Coordinating Work-Based Learning	Field trips, guest speakers, Internships, Job Shadows, Conference calls with Industry leaders, Industry Leader critiques
Industry Certifications	National Career Readiness Certificate
Dual Credit or Dual Enrollment	https://sdmylife.com/images/Approved-CTE-Dual-Credit.pdf
Teacher Certification	Arts AV Technology & Communications Cluster Endorsement; Audio Video Technology Pathway Endorsement; *Multimedia
Resources	Websites include: ● Bassgorilla (tutorials) - https://bassgorilla.com/ ● Digital Harbor High School Music Technology - https://sites.google.com/site/dhhsmusictechnology/music-curriculum ● Digital Music Association - http://www.digmedia.org/issues-and-policy/copyright-and-royalties/139-copyright-in-music ● Foley – www.Marblehead.net/foley/jack.html ● Health/Safety - http://www.airsweb.com/blog/posts/2014/november/health-and-safety-in-the-music-events-industry/#.V2vjpVexqYU ● John Muir Middle School Digital Music Program - http://www.sjusd.org/schools/john_muir/Pages/music/digital_music_program.html ● Music Genre Lists - http://www.musicgenreslist.com/ ● Music Theory - http://tobyrush.com/theorypages/ ● Music.tutsplus.com ● Social Media for Teachers - http://www.edutopia.org/blog/social-media-resources-educators-matt-davis ● Soundcloud.com

Proposed

	• Teaching Copyright – https://www.teachingcopyright.org/ • US Copyright Office - http://copyright.gov/policy/musiclicensingstudy/copyright-and-the-music-marketplace.pdf Online publications: • DigitalMusicNews.com • Pcmag.com When looking for a Digital Audio Workstation (DAW), look for guides such as "The Ultimate Guide to DAW Software for 2015" (www.ehomerecordingstudio.com/best-daw-software/). Youtube is an excellent resource for all different types of tutorials.

Course Description
The Digital Music Production course provides students with the basic knowledge and technical skills needed to prepare them for postsecondary study or entry-level employment in the Digital Music Production industry. Students will develop knowledge of the business of music, music copyright laws and ethics, studio recording, basic music theory needed to create music, and the creation and performance of electronic music.

Program of Study Application
This is a secondary level pathway class in the Arts, A/V Technology and Communications Career Cluster, Telecommunications/A-V Technology or Journalism and Broadcasting Pathway. It is preceded by the Introduction to Arts, A/V Technology, and Communications cluster class. It may be followed up with any pathway level 3 or 4 class or a Capstone Experience.

Proposed

Course Standards

DMP 1: Discuss careers in digital music and audio production.

Webb Level	*Sub-indicator*
One Recall	DMP 1.1 Identify opportunities and occupations in the field of digital music.
Three Strategic Thinking	DMP 1.2 Demonstrate personal musical knowledge and interests.
Three Strategic Thinking	DMP 1.3 Examine music copyright laws and ethics.
One Recall	DMP 1.4 Identify safety concerns and soft skills in the field of digital music.

DMP 2: Analyze digital audio production equipment & software.

Webb Level	*Sub-indicator*
Four Extended Thinking	DMP 2.1 Examine the process of basic sound recording and capturing.
Four Extended Thinking	DMP 2.2 Analyze recorded, live music, and computer-generated music for technical and aesthetic quality.

DMP 3: Create digital music.

Webb Level	*Sub-indicator*
Four Extended Thinking	DMP 3.1 Integrate basic music structure.
Two Skill/Concept	DMP 3.2 Distinguish appropriate audio production software, equipment, and techniques.
Four Extended Thinking	DMP 3.3 Generate audio (music, sound effects, vocal work) separately for use in musical piece.
Four Extended Thinking	DMP 3.4 Construct layered digital music for publication or performance.

DMP 4: Perform Digital Music.

Webb Level	*Sub-indicator*
Three Strategic Thinking	DMP 4.1 Perform or demonstrate personally created music in front of a live audience.
Four Extended Thinking	DMP 4.2 Analyze and evaluate personally created music performances.
Four Extended Thinking	DMP 4.3 Analyze the venue and audience for appropriate presentation of performance .

Proposed

south dakota DEPARTMENT OF EDUCATION
Learning. Leadership. Service.

Digital Production for Entertainment

Career Cluster	Arts, A/V Technology, Communications
Course Code	11153
Prerequisite(s)	Algebra I or Programming I
Credit	0.5 credit
Program of Study and Sequence	Introduction to Arts, A/V Technology & Communications – Level I pathway course – Level II pathway course – Level III pathway course – Digital Production for Entertainment – capstone experience
Student Organization	SkillsUSA, Local University Program Development Competitions (PDC)
Coordinating Work-Based Learning	Guest Speakers, Field Trips, Informational Interviews, Tours,
Industry Certifications	National Career Readiness Certificate (NCRC)
Dual Credit or Dual Enrollment	https://sdmylife.com/images/Approved-CTE-Dual-Credit.pdf
Teacher Certification	Arts AV Technology & Communications Cluster Endorsement; Visual Arts Pathway Endorsement; Information Technology Cluster Endorsement; Web & Digital Communication Pathway Endorsement; *K12 Classroom Technology; *K12 Educational Technology; *Multimedia
Resources	Examples of Software Environments and Languages: Visual Studio/Basic, C++, Java, Alice, etc.

Course Description
Digital Production for Entertainment prepares students to extend their knowledge of computer programming and design. Students will be given opportunities to design, implement, and present meaningful entertainment through a variety of media.

Program of Study Application
Digital Production for Entertainment is a Level IV pathway course appropriate for two pathways in the Arts/AV Technology & Communications cluster: Telecommunications/A/V Technology and Visual Arts.

Proposed

Course Standards

DPE 1: Develop an Awareness of Opportunities and Professionalism in Digital Entertainment careers.

Webb Level	*Sub-indicator*
Two Skill/Concept	DPE 1.1 Identify personal interests and abilities related to careers in digital entertainment.
Two Skill/Concept	DPE 1.2 Investigate opportunities, trends, and requirements related to careers in digital entertainment.
Three Strategic Thinking	DPE 1.3 Demonstrate job skills for digital entertainment Industries.
Three Strategic Thinking	DPE 1.4 Explore legal and ethical issues related to digital entertainment.

DPE 2: Identify and Analyze Basic Entertainment Design Elements.

Webb Level	*Sub-indicator*
Two Skill/Concept	DPE 2.1 Explore basic entertainment design elements.
Two Skill/Concept	DPE 2.2 Explore the fundamentals of entertainment art.

DPE 3: Create and Design Entertainment Projects.

Webb Level	*Sub-indicator*
Three Strategic Thinking	DPE 3.1 Design and implement procedures and timelines.
Four Extended Thinking	DPE 3.2 Develop digital production components and resources.

DPE 4: Demonstrate Knowledge of Software Development processes.

Webb Level	*Sub-indicator*
Three Strategic Thinking	DPE 4.1 Identify and Utilize software development methodology.
Two Skill/Concept	DPE 4.2 Utilize tools for developing software applications.
Three Strategic Thinking	DPE 4.3 Apply language specific programming tools/techniques.

DPE 5: Identify and Utilize a Programming Environment.

Webb Level	*Sub-indicator*
Four Extended Thinking	DPE 5.1 Develop an application using selected programming language or software.
Four Extended Thinking	DPE 5.2 Evaluate and Troubleshoot an application for distribution.

Proposed

south dakota DEPARTMENT OF EDUCATION
Learning. Leadership. Service.

Fashion Design

Career Cluster	Arts, A/V Technology, Communications
Course Code	19201
Prerequisite(s)	None
Credit	0.5 credit
Program of Study and Sequence	Introduction to Arts/AV Technology and Communications – Level 1 pathway course – Fashion Design – Level 3 pathway course – Capstone Experience
Student Organization	FCCLA
Coordinating Work-Based Learning	Field trip, industry-personnel interviews
Industry Certifications	National Career Readiness Certificate (NCRC)
Dual Credit or Dual Enrollment	https://sdmylife.com/images/Approved-CTE-Dual-Credit.pdf
Teacher Certification	Arts AV Technology & Communications Cluster Endorsement; Visual Arts Pathway Endorsement; FACS Endorsement; *Family and Consumer Science Education
Resources	FCCLA Fashion Design, Fashion Construction, and Repurpose and Redesign STAR Event, FCCLA Fashion Sketch Skill Demonstration Event, Institute of Design and Technology of South Dakota

Course Description
Fashion Design is an applied knowledge course intended to help students explore different aspects of careers in the fashion design industry. Students will study the history of the fashion industry, elements and principles of design, textile composition, and fashion illustration. Students will explore trends in fashion design and engage with industry specific technology used to produce fabrics and create fashion lines.

Program of Study Application
Fashion Design is a Level 2 pathway course in the Arts, A/V Technology and Communication cluster, visual arts pathway, capstone.

Proposed

Course Standards

FD 1: Explore career opportunities in the fashion industry.

Webb Level	*Sub-indicator*
Two Skill/Concept	FD 1.1 Research career opportunities and pathways in fashion design and related industries.
Four Extended Thinking	FD 1.2 Analyze industry standard skills needed in the fashion design industry.

FD 2: Analyze the relationship between history and fashion.

Webb Level	*Sub-indicator*
Three Strategic Thinking	FD 2.1 Interpret the influences of art and media on fashion.
Three Strategic Thinking	FD 2.2 Differentiate how politics, society, economics, culture, and aesthetics influence fashion.

FD 3: Evaluate performance characteristics of textiles and textile products

Webb Level	*Sub-indicator*
Two Skill/Concept	FD 3.1 Classify clothing details used to recognize, understand, and interpret fashion.
Three Strategic Thinking	FD 3.2 Evaluate fibers, yarns, fabrics and finishes for end use.

FD 4: Demonstrate fashion design skills.

Webb Level	*Sub-indicator*
Three Strategic Thinking	FD 4.1 Create fashion designs incorporating the elements and principles of design.
Three Strategic Thinking	FD 4.2 Critique how color theory and color forecasting impact fashion design.
Four Extended Thinking	FD 4.3 Create a fashion line.

Proposed

south dakota DEPARTMENT OF EDUCATION
Learning. Leadership. Service.

Graphic Design I

Career Cluster	Arts, A/V Technology, Communications
Course Code	11155
Prerequisite(s)	Recommended: Introduction To Arts/AV Technology & Communications 11000
Credit	0.5 to 1.0 credit
Program of Study and Sequence	Introduction to Art/AV Technology & Communications – Level I Pathway Course – Graphic Design I - Level III Pathway Course
Student Organization	Skills USA
Coordinating Work-Based Learning	Guest Speakers, Field Trips, Informational Interviews, Tours
Industry Certifications	Student can work toward Adobe Certified Associate (ACA) Certification in Adobe Products (http://www.adobe.com/education/certification-programs.html), National Career Readiness Certificate (NCRC)
Dual Credit or Dual Enrollment	https://sdmylife.com/images/Approved-CTE-Dual-Credit.pdf
Teacher Certification	Arts AV Technology & Communications Cluster Endorsement; Information Technology Cluster Endorsement; Web & Digital Communication Pathway Endorsement; *K12 Classroom Technology; *K12 Educational Technology
Resources	Suggested Software: Adobe Photoshop, Illustrator, Pixlar, etc.

Course Description
Graphic Design I explores Legal and Ethical Issues, Career Opportunities, Fundamentals of Computer Graphics, Raster or Vector Graphics, Tools Used to Create Graphics, 2D & 3D Basic Animations.

Program of Study Application
Graphic Design I is a Level II pathway course in the Arts/AV Technology & Communications cluster, A/V, Technology, and Film; Journalism and Broadcasting; and the Visual Arts Pathway.

Proposed

Course Standards

GD 1: Develop an Awareness of Career Opportunities and Professionalism in Graphic Design.

Webb Level	*Sub-indicator*
Two Skill/Concept	GD 1.1 Identify personal interests and abilities related to graphic design careers.
Two Skill/Concept	GD 1.2 Investigate career opportunities, trends and requirements related to graphic design careers.
Three Strategic Thinking	GD 1.3 Demonstrate employability skills for graphic design industries.
Three Strategic Thinking	GD 1.4 Explore legal and ethical issues related to graphic design.
Four Extended Thinking	GD 1.5 Apply ADA compliance in graphic design.

GD 2 Explore fundamentals related to graphic design.

Webb Level	*Sub-indicator*
Two Skill/Concept	GD 2.1 Illustrate the use of computer graphics.
One Recall	GD 2.2 Identify graphic design concepts.
Three Strategic Thinking	GD 2.3 Differentiate 2D and 3D graphic design concepts.
Four Extended Thinking	GD 2.4 Utilize color technologies.

GD 3: Create Graphic Designs.

Webb Level	*Sub-indicator*
Three Strategic Thinking	GD 3.1 Explore hardware and software utilized in graphic design.
Four Extended Thinking	GD 3.2 Implement graphic design software.

GD 4: Identify and Utilize a Graphic Design Environment.

Webb Level	*Sub-indicator*
Four Extended Thinking	GD 4.1 Construct transformation of graphics.
Four Extended Thinking	GD 4.2 Construct animations of graphics.
Four Extended Thinking	GD 4.3 Create graphic design products.

Proposed

south dakota DEPARTMENT OF EDUCATION
Learning. Leadership. Service.

Graphic Design II

Career Cluster	Arts, A/V Technology, Communications
Course Code	11154
Prerequisite(s)	Recommended: Introduction to Arts/AV Technology & Communications 11000, Graphic Design I 10202
Credit	0.5 credit
Program of Study and Sequence	Introduction to Art/AV Technology & Communications – Graphic Design I – Graphic Design II – Capstone Experience
Student Organization	Skills USA
Coordinating Work-Based Learning	Guest Speakers, Field Trips, Informational Interviews, Tours
Industry Certifications	Student can work toward Adobe Certified Associate (ACA) Certification in Adobe Products (http://www.adobe.com/education/certification-programs.html), National Career Readiness Certificate (NCRC)
Dual Credit or Dual Enrollment	https://sdmylife.com/images/Approved-CTE-Dual-Credit.pdf
Teacher Certification	Arts AV Technology & Communications Cluster Endorsement; Information Technology Cluster Endorsement; Web & Digital Communications Pathway Endorsement; *K12 Classroom Technology; *K12 Educational Technology
Resources	Suggested Software: Adobe Photoshop, Illustrator, In design, Pixlar, etc.

Course Description
Graphic Design II explores legal and ethical issues, career opportunities, graphic design methods, design elements, design principles, page layout, typography, color theory, creating media and forms of published media.

Program of Study Application
Graphic Design II is a Level III pathway course in the Arts, A/V Technology and Communications career cluster appropriate for three pathways: A/V, Technology, and Film; Journalism and Broadcasting; and the Visual Arts Pathway. Completion of Graphic Design II will prepare a student for a Level IV course or capstone experience.

Proposed

Course Standards

GD 2-1: Develop an Awareness of Career Opportunities and Professionalism in Graphic Design.

Webb Level	*Sub-indicator*
Three Strategic Thinking	GD2 1.1 Evaluate growth in abilities and skills related to graphic design careers.
Three Strategic Thinking	GD2 1.2 Investigate career opportunities, emerging technologies and requirements related to graphic design careers.
Three Strategic Thinking	GD2 1.3 Demonstrate employability skills for graphic design industries.
Three Strategic Thinking	GD2 1.4 Critique legal and ethical issues related to graphic design.
Four Extended Thinking	GD2 1.5 Apply ADA compliance in graphic design.

GD 2-2: Apply design fundamentals.

Webb Level	*Sub-indicator*
Four Extended Thinking	GD2 2.1 Execute color theory.
Four Extended Thinking	GD2 2.2 Implement the principles of design.

GD 2-3: Apply techniques used in creating print media.

Webb Level	*Sub-indicator*
Three Strategic Thinking	GD2 3.1 Evaluate various printing methods.
Three Strategic Thinking	GD2 3.2 Demonstrate typography techniques.
Four Extended Thinking	GD2 3.3 Apply page layout techniques.

GD 2-4: Design a graphic media project.

Webb Level	*Sub-indicator*
Three Strategic Thinking	GD2 4.1 Utilize graphic design business processes.
Four Extended Thinking	GD2 4.2 Implement use of tools used to create graphic media.

GD 2-5: Create a graphic media product.

Webb Level	*Sub-indicator*
Three Strategic Thinking	GD2 5.1 Evaluate types of materials for various graphic design products. Identify and describe the differences among watercolor, oil and acrylic.
Three Strategic Thinking	GD2 5.2 Publish printed or digital media.

Proposed

south dakota DEPARTMENT OF EDUCATION
Learning. Leadership. Service.

Interior Design I

Career Cluster	Arts, A/V Technology, Communications
Course Code	19205
Prerequisite(s)	None
Credit	0.5 credit
Program of Study and Sequence	Introduction to Arts, A/V Technology, and Communication – Interior Design I – advanced pathway course – Capstone Course
Student Organization	FCCLA
Coordinating Work-Based Learning	Professional interviews, tours of homes
Industry Certifications	National Career Readiness Certificate (NCRC)
Dual Credit or Dual Enrollment	https://sdmylife.com/images/Approved-CTE-Dual-Credit.pdf
Teacher Certification	Arts AV Technology & Communications Cluster Endorsement; Visual Arts Pathway Endorsement; FACS Endorsement; Family and Consumer Science Education
Resources	International Interior Design Association (IIDA); American Society of Interior Designers (ASID); FCCLA Interior Design, Professional Presentation, Repurpose and Redesign STAR Event and Interior Design Sketch Skill Event

Course Description
Interior Design I provide students with an introduction to interior design. Students learn to create impact using the elements and principles of design. Areas of study include understanding both personal and clients wants and needs, housing options, design styles, furniture arrangement, floor plan evaluation, space planning, project presentation and interior design related careers.

Program of Study Application
Interior Design I is a Level 2 pathway course in the Arts, A/V Technology and Communication career cluster, Visual Arts pathways.

Proposed

Course Standards

FID 1: Explore career opportunities and professional practices in interior design.

Webb Level	*Sub-indicator*
Two Skill/Concept	FID 1.1 Research career opportunities and pathways in interior design.
Two Skill Concept	FID 1.2 Analyze industry standards skills needed in interior design.

FID 2: Analyze the relationship between history and current trends in interior design.

Webb Level	*Sub-indicator*
Two Skill/Concept	FID 2.1 Explain the influence of history on interior design.
Two Skill/Concept	FID 2.2 Describe current trends in the interior design profession.

FID 3: Apply design elements and principles in interior design.

Webb Level	*Sub-indicator*
Three Strategic Thinking	FID 3.1 Analyze the effect and application of elements of design in interior design.
Two Skill/Concept	FID 3.2 Analyze the effect and application of principles of design in interior design.

FID 4: Investigate design and function of interior spaces.

Webb Level	*Sub-indicator*
Three Strategic Thinking	FID 4.1 Demonstrate space and floor planning skills.
Two Skill/Concept	FID 4.2 Examine floor plans, elevation drawings and scale drawings for interior space.

FID 5: Critique items used in creating interior environments.

Webb Level	*Sub-indicator*
Two Skill/Concept	FID 5.1 Compare characteristics of the components of the interior environments.
Three Strategic Thinking	FID 5.2 Distinguish key features of architectural structural elements.
Two Skill/Concept	FID 5.3 Formulate guidelines for selection of furniture.

FID 6: Apply Interior design project and presentation skills

Webb Level	*Sub-indicator*
Three Strategic Thinking	FID 6.1 Analyze clients' needs.
Two Skill/Concept	FID 6.2 Describe the basic components of project budgets used in interior design proposals.
One	FID 6.3 Present interior design proposal to clients.

Proposed

Recall	

Proposed

south dakota DEPARTMENT OF EDUCATION
Learning. Leadership. Service.

Interior Design II

Career Cluster	Arts, A/V Technology, & Communications
Course Code	19206
Prerequisite(s)	Interior Design I
Credit	0.5 credit
Program of Study and Sequence	Introduction to Arts, A/V Technology and Communication – Level I pathway course – Interior Design I – Interior Design II – Level IV pathway course or capstone experience
Student Organization	FCCLA
Coordinating Work-Based Learning	Guest speakers, project-based learning, community outreach, internships, field trips, and industry partnerships
Industry Certifications	National Career Readiness Certificate (NCRC)
Dual Credit or Dual Enrollment	https://sdmylife.com/images/Approved-CTE-Dual-Credit.pdf
Teacher Certification	Arts AV Technology & Communications Cluster Endorsement; Visual Arts Pathway Endorsement; FACS Endorsement; *Family and Consumer Science Education
Resources	International Interior Design Association (IIDA); American Society of Interior Designers (ASID); FCCLA Interior Design and Repurpose and Redesign STAR Event

Course Description
Interior Design II is an applied-knowledge course intended to prepare students for careers in the interior design industry. Students in Interior Design II will create a design for a specific space and purpose, either residential or commercial, applying skills and knowledge from previous courses using industry-specific technologies.

Program of Study Application
Interior Design II is a level three course in the Arts, A/V Technology, Communications career cluster, Visual Arts pathways. Interior Design I is a prerequisite for this course. Participation in Interior Design II would prepare a student to participate in a level IV pathway course or capstone experience.

Proposed

Course Standards

ID2-1: Analyze opportunities and professional practices in interior design.

Webb Level	*Sub-indicator*
Three Strategic Thinking	ID2 1.1 Investigate employment and entrepreneurial endeavors in interior design.
Two Skill/Concept	ID2 1.2 Describe credentials and licensing requirements for interior designers.
Three Strategic Thinking	ID2 1.3 Critique professional codes of ethics.

ID2-2: Investigate safe and sustainable practices in the interior design profession.

Webb Level	*Sub-indicator*
Two Skill/Concept	ID2 2.1 Demonstrate personal and environmental safety practices.
Two Skill/Concept	ID2 2.2 Describe Occupational Safety and Health Administration (OSHA) policies and regulations related to the interior design profession.
Three Strategic Thinking	ID2 2.3 Integrate sustainable and universal design practices.
Two Skill/Concept	ID2 2.4 Explain legislation, regulations, and public policy that affect interior design.

ID2- 3: Differentiate residential interior design and commercial interior design.

Webb Level	*Sub-indicator*
Three Strategic Thinking	ID2 5.1 Compare and contrast the fields of residential interior design and commercial interior design.
Three Strategic Thinking	ID2 5.2 Compare space planning techniques and practices for commercial interior design and residential interior design.

ID2-4: Investigate design processes and project management.

Webb Level	*Sub-indicator*
Four Extended Thinking	ID2 4.1 Apply the design process to interior design scenarios.
One Recall	ID2 4.2 Identify the designer's role in successful project management.
Four Extended Thinking	ID2 4.3 Create a plan to meet proposal requirements.

Proposed

south dakota DEPARTMENT OF EDUCATION
Learning. Leadership. Service.

Intro to Arts, Audio-Visual (A/V) Technology and Communications

Career Cluster	Arts, A/V Technology, & Communications
Course Code	11001
Prerequisite(s)	None
Credit	0.5 to 1.0 credit
Program of Study and Sequence	Foundation Course – Introduction to Arts, Audio-Visual Technology and Communications – Level I Pathway Course
Student Organization	Skills USA, FBLA
Coordinating Work-Based Learning	Guest speakers, project-based learning, community outreach, internships, field trips, and industry partnerships
Industry Certifications	National Career Readiness Certificate (NCRC)
Dual Credit or Dual Enrollment	https://sdmylife.com/images/Approved-CTE-Dual-Credit.pdf
Teacher Certification	Arts AV Technology & Communications Cluster Endorsement; *K12 Classroom Technology; *K12 Educational Technology; *Multimedia; *Graphic Design
Resources	Local postsecondary institutions, media outlets and online tools

Course Description
Introduction to Arts, A/V Technology & Communication course enables students to understand and critically evaluate the role of media in society. Course content includes investigation of visual images, printed material and audio segments as tools of information, entertainment and propaganda; improvement of presentation and evaluative skills in relation to mass media; recognition of various techniques for delivery of a particular message; and, in some cases, creation of a media product. The course may concentrate on a particular medium within the selected pathway(s).

Program of Study Application
This is a cluster-level course, preparing students to enter any of the following pathways: A/V, Technology, and Film; Journalism and Broadcasting; and the Visual Arts Pathway.

Proposed

Course Standards

IAC 1: Understand opportunities within Arts, A/V Technology and Communications.

Webb Level	*Sub-indicator*
One Recall	IAC 1.1 Investigate career opportunities in Arts, A/V Technology and Communication occupations.
Two Skill Concept	IAC 1.2 Explore historically significant events in development of specified pathway(s).

IAC 2: Demonstrate proper usage of tools in the Arts, A/V Technology, and Communication cluster.

Webb Level	*Sub-indicator*
Three Strategic Thinking	IAC 2.1 Use hardware associated with career cluster.
Two Skill/Concept	IAC 2.2 Utilize equipment in a proper and safe manner.
Three Strategic Thinking	IAC 2.3 Use software specific to career cluster pathways.
Two Skill/Concept	IAC 2.4 Use appropriate terminology specific to career cluster pathway(s).

IAC 3: Analyze various purposes and individuals' responsibilities within communication fields.

Webb Level	*Sub-indicator*
Three Strategic Thinking	IAC 3.1 Differentiate media messages.
Two Skill/Concept	IAC 3.2 Relate laws and ethics in media.
Three Strategic Thinking	IAC 3.3 Integrate personal responsibility into technological forms of communication.

IAC 4: Apply color theory and visual design principles.

Webb Level	*Sub-indicator*
Two Skill/Concept	IAC 4.1 Demonstrate understanding of color theory and its impact on art and/or media.
Two Skill/Concept	IAC 4.2 Analyze and describe how composition of art and/or media is affected by use of design principles.

IAC 5: Demonstrate application of professional skills and knowledge.

Webb Level	*Sub-indicator*
Four Extended Thinking	IAC 5.1 Using an area of expertise, create a work of self-expression within selected pathway.
Three Strategic Thinking	IAC 5.2 Apply course concepts in industry-based collaboration.

Proposed

south dakota DEPARTMENT OF EDUCATION
Learning. Leadership. Service.

Journalistic Design

Career Cluster	Arts, A/V Technology, & Communications
Course Code	11106
Prerequisite(s)	Recommended – Intro. to Art, A/V and Communications
Credit	0.5 to 1.0 credit
Program of Study and Sequence	Intro to Arts, Audio Visual Technology and Communications – Journalistic Design – Photography I – Multimedia Design – Media Production, Capstone Experience
Student Organization	Skills USA, FBLA
Coordinating Work-Based Learning	Field trips, guest speakers, advisory board, job shadowing
Industry Certifications	Adobe ACA, National Career Readiness Certificate (NCRC)
Dual Credit or Dual Enrollment	https://sdmylife.com/images/Approved-CTE-Dual-Credit.pdf
Teacher Certification	Arts AV Technology & Communications Cluster Endorsement; Visual Arts Pathway Endorsement; *K12 Classroom Technology; *K12 Educational Technology; *Multimedia
Resources	Local postsecondary institutions, media outlets and online tools, https://www.nationalgeographic.org/education/professional-development/courses/storytelling-for-impact/

Course Description
Journalistic Design provides students with opportunities to gain insight into technology tools, client expectations and publication procedures. Individuals will explore artistic techniques to effectively communicate ideas and information to selected audiences through digital and printed media. Students will learn fundamentals and tools used to create and manipulate digital graphics. Topics will emphasize career exploration, concept design, tools and various forms of publishing media. The course may concentrate on a particular medium within the selected pathway(s).

Program of Study Application
This course is a Level I pathway course that will prepare a student to successfully enter advanced work in any of the Arts, AV Technology, and Communications pathways.

Proposed

Course Standards

JD 1: Explore career opportunities within journalism.

Webb Level	*Sub-indicator*
Two Skill/Concept	JD 1.1 Investigate career opportunities.
Two Skill Concept	JD 1.2 Explain skills needed for journalism.

JD 2: Explore and practice skills of journalistic writing.

Webb Level	*Sub-indicator*
Two Skill/Concept	JD 2.1 Identify facets of journalistic writing.
Two Skill/Concept	JD 2.2 Explore publishing writing styles.
Two Skill/Concept	JD 2.3 Demonstrate appropriate interview skills.

JD 3: Analyze elements of design.

Webb Level	*Sub-indicator*
One Recall	JD 3.1 Identify design elements.
Two Skill/Concept	JD3.2 Analyze principles of typography used in design.
Three Strategic Thinking	JD 3.3 Analyze design and layout.
Three Strategic Thinking	JD 3.4 Apply page layout techniques.

JD 4: Apply journalistic design principles and ethical fundamentals.

Webb Level	*Sub-indicator*
Three Strategic Thinking	JD 4.1 Explain legal and ethical issues related to publication, design and broadcast.
Three Strategic Thinking	JD 4.2 Interpret design elements.
Three Strategic Thinking	JD 4.3 Implement design principles.

JD 5: Create computer-generated graphics.

Webb Level	*Sub-indicator*
Two Skill/Concept	JD 5.1 Investigate journalism and broadcast software and hardware.
Two Skill/Concept	JD 5.2 Modify images to meet publication broadcast needs.

Proposed

JD 6: Explore and apply photography and videography techniques.

Webb Level	*Sub-indicator*
Three Strategic Thinking	JD 6.1 Investigate characteristics of composition.
Three Strategic Thinking	JD 6.2 Explore camera settings and equipment to obtain desired images.

JD 7: Produce pathway-specific media.

Webb Level	*Sub-indicator*
Three Strategic Thinking	JD 7.1 Plan out design process in working with client.
Two Skill/Concept	JD 7.2 Determine production roles.
Four Extended Thinking	JD 7.3 Create and critique production piece.

Proposed

south dakota DEPARTMENT OF EDUCATION
Learning. Leadership. Service.

Media Production

Career Cluster	Arts, A/V Technology, & Communications
Course Code	11151
Prerequisite(s)	Recommend: Multi-Media Design
Credit	0.5 to 1.0 credit
Program of Study and Sequence	Introduction to Arts, A/V Technology & Communications – Multimedia Design – Media Production – Capstone Experience
Student Organization	Skills USA
Coordinating Work-Based Learning	Guest Speakers, Field Trips, Informational Interviews, Tours
Industry Certifications	Student can work toward Adobe Certified Associate(ACA) Certification in Adobe Products (http://www.adobe.com/education/certification-programs.html), National Career Readiness Certificate (NCRC)
Dual Credit or Dual Enrollment	https://sdmylife.com/images/Approved-CTE-Dual-Credit.pdf
Teacher Certification	Arts AV Technology & Communications Cluster Endorsement; Visual Arts Pathway Endorsement; *K12 Classroom Technology; *K12 Educational Technology; *Multimedia
Resources	ISMFilms.com, vtc.com, youtube.com

Course Description
Media Production focuses on technical skills and knowledge in all phases of media production. Students will also explore equipment operation, software applications, careers, social networking and media law.

Program of Study Application
Media Production is a Level IV pathway course appropriate for all Arts, AV Technology, and Communications pathways. It is recommended that Media Production would be preceded by Multimedia Design. Completion of Media Production would prepare a student for a capstone experience.

Proposed

Course Standards

MP 1: Develop an awareness of career opportunities and employability skills in media production.

Webb Level	*Sub-indicator*
Two Skill/Concept	MP 1.1 Identify personal interests and abilities related to media production careers
Two Skill/Concept	MP 1.2 Investigate career opportunities, trends and requirements related to media production careers
Three Strategic Thinking	MP 1.3 Demonstrate employability skills required by business and industry
Three Strategic Thinking	MP 1.4 Describe and apply principles of media law

MP 2: Evaluate validity, credibility and bias of information in media.

Webb Level	*Sub-indicator*
Four Extended Thinking	MP 2.1 Evaluate web-based social networks
Two Skill/Concept	MP 2.2 Categorize digital media communication
Three Strategic Thinking	MP 2.3 Evaluate cultural impact of information in the media

MP 3: Exhibit basic skills in operating production equipment.

Webb Level	*Sub-indicator*
Three Strategic Thinking	MP 3.1 Demonstrate skills and safety procedures used in video production

MP 4: Produce media for distribution using phases of production.

Webb Level	*Sub-indicator*
Four Extended Thinking	MP 4.1 Design and connect production plans, techniques and roles
Three Strategic Thinking	MP 4.2 Utilize production plan to capture raw media footage
Four Extended Thinking	MP 4.3 Produce a final media project using editing software
Three Strategic Thinking	MP 4.4 Prepare finished production for distribution via desired medium

Proposed

south dakota DEPARTMENT OF EDUCATION
Learning. Leadership. Service.

Multimedia Design

Career Cluster	Arts, A/V Technology, & Communications
Course Code	10203
Prerequisite(s)	None
Credit	0.5 to 1.0 Credit
Program of Study and Sequence	Intro to Arts, A/V Technology & Communications – Visual Communications or Journalistic Design – Photography I – Multimedia Design – Media Production
Student Organization	Skills USA, FBLA
Coordinating Work-Based Learning	Field trips, guest speakers, advisory board, job shadowing
Industry Certifications	National Career Readiness Certificate (NCRC)
Dual Credit or Dual Enrollment	https://sdmylife.com/images/Approved-CTE-Dual-Credit.pdf
Teacher Certification	Arts AV Technology & Communications Cluster Endorsement; Visual Arts Pathway Endorsement; Business Management & Administration Cluster Endorsement; Information Technology Cluster Endorsement; Web & Digital Communication Pathway Endorsement; Sales, Merchandising & Marketing Research Support Pathway Endorsement; Marketing Cluster Endorsement; *K12 Classroom Technology; *K12 Educational Technology; *Multimedia
Resources	Local postsecondary institutions, media outlets and online tools

Proposed

Course Description
Multimedia Design gives students experience and knowledge in all forms of mixed media and content. Multimedia presentations combine text, graphics, animation, images and sound from a wide range of media, such as films, newspapers, magazines, online information, television, videos, streaming and electronic media-generated images. Students will learn how to select the appropriate medium for each element of the presentation and gauge the needs of clients and the intended audience. In addition to their general academic and technical knowledge and skills, students gain an understanding of career opportunities available in technology and what employers require to gain and maintain employment in these careers. The course may concentrate on a particular medium within the selected pathway(s).

Program of Study Application
Multimedia Design is a level III pathway course in the Arts, A/V Technology and Communications career cluster.

Course Standards

MD 1: Explore career opportunities in multimedia.

Webb Level	*Sub-indicator*
One Recall	MD 1.1 Summarize multimedia career opportunities
Two Skill/Concept	MD 1.2 Explain professional behaviors, skills and abilities needed for multimedia careers
Three Strategic Thinking	MD 1.3 Recognize levels of quality in multimedia based on industry standards

MD 2: Explore fundamentals within multimedia collaboration.

Webb Level	*Sub-indicator*
Two Skill/Concept	MD 2.1 Interpret use of multimedia in everyday life
Two Skill/Concept	MD 2.2 Interpret design layout to reflect client expectations
Three Strategic Thinking	MD 2.3 Demonstrate appropriate use of multimedia tools
Two Skill/Concept	MD 2.4 Apply proper operation and maintenance procedures for equipment

MD 3: Organize multimedia projects.

Webb Level	*Sub-indicator*
Two Skill/Concept	MD 3.1 Outline customer requirements
Four Extended Thinking	MD 3.2 Construct a multimedia plan
Two Skill/Concept	MD 3.3 Categorize project tasks into tools, techniques and personnel

MD 4: Create a multimedia project based on current industry standards.

Webb Level	*Sub-indicator*
Four Extended Thinking	MD 4.1 Construct multimedia projects based on developed plans
Four Extended Thinking	MD 4.2 Analyze multimedia presentation

Proposed

south dakota DEPARTMENT OF EDUCATION
Learning. Leadership. Service.

Photography I

Career Cluster	Arts, A/V Technology, & Communications
Course Code	11054
Prerequisite(s)	None
Credit	0.5 credit
Program of Study and Sequence	Introduction to Arts, A/V Technology and Communication – Photography I – Photography II – Capstone Experience
Student Organization	Skills USA
Coordinating Work-Based Learning	Local photographers, newspapers/publishing company, school based photography business, local nursing home to take portraits
Industry Certifications	Working toward ACA certification in Adobe Photoshop, National Career Readiness Certificate (NCRC)
Dual Credit or Dual Enrollment	https://sdmylife.com/images/Approved-CTE-Dual-Credit.pdf
Teacher Certification	Arts AV Technology & Communications Cluster Endorsement; Visual Arts Pathway Endorsement; *Multimedia
Resources	

Course Description
In Photography I, students will be able to apply principles of visual literacy to produce visual content. This gives students an advantage in today's global, multimedia society. Students will learn industry-relevant technical skills and have the opportunity to work with a variety of technology, including digital cameras, design software, and editing tools to stage, shoot, process, print, and present professional-grade images. Students will evaluate and critique photographic work and investigate the history of photography.

Program of Study Application
Photography I is a Level 2 pathway course in the Arts, A/V Technology and Communications cluster, Journalism & Broadcasting; Telecommunications/A-V Technology; and Visual Arts pathways. Photography I would be preceded by a level I course. Completion of Photography I would prepare a student to successfully participate in Photography II.

Proposed

Course Standards

P1-1: Explore opportunities in photographic arts.

Webb Level	*Sub-indicator*
Two Skill/Concept	P1-1.1 Explore career opportunities in the area of photography and photojournalism.

P1-2: Examine fundamentals related to photographic arts.

Webb Level	*Sub-indicator*
Two Skill/Concept	P1-2.1 Classify digital cameras and accessories for intended use.
Four Extended Thinking	P1-2.2 Implement digital darkroom management practices.
Two Skill/Concept	P1-2.3 Differentiate legal and copyright issues related to photography and photojournalism.

P1-3: Analyze camera operations.

Webb Level	*Sub-indicator*
Two Skill/Concept	P1-3.1 Implement appropriate care, maintenance, and safety related to the operation of a digital camera.
Four Extended Thinking	P1-3.2 Analyze the effect of exposure on the quality of photographs.
Two Skill/Concept	P1-3.3 Analyze how techniques impact the quality of photographs.

P1-4: Evaluate photographs for effective composition.

Webb Level	*Sub-indicator*
Four Extended Thinking	P1-4.1 Critique photographs for effective use of the elements of composition.
Three Strategic Thinking	P1-4.2 Check light and color to produce effective photographs.

P1-5: Create artistic photographs.

Webb Level	*Sub-indicator*
Two Skill/Concept	P1-5.1 Implement the use of image editing software for manipulation of photographs.
Four Extended Thinking	P1-5.2 Produce photographs for visual display. Create a portfolio of photographs that illustrates each of the elements of composition.

Proposed

south dakota DEPARTMENT OF EDUCATION
Learning. Leadership. Service.

Photography II

Career Cluster	Arts, A/V Technology, & Communications
Course Code	11052
Prerequisite(s)	Photography I
Credit	0.5 credit
Program of Study and Sequence	Introduction to Arts, A/V Technology and Communication – Photography I – Photography II – Capstone Experience
Student Organization	Skills USA, HOSA
Coordinating Work-Based Learning	Local photographers, newspapers/publishing company, school based photography business, local nursing home to take portraits
Industry Certifications	Work toward ACA certification in Adobe Photoshop National Career Readiness Certificate
Dual Credit or Dual Enrollment	https://sdmylife.com/images/Approved-CTE-Dual-Credit.pdf
Teacher Certification	Arts AV Technology & Communications Cluster Endorsement; Visual Arts Pathway Endorsement; *Multimedia
Resources	Skills USA, Photography PDT Program, Professional Photographers of America, National Press Photographers Association

Course Description

Photography II provides the advanced photography student with practical knowledge and highly advanced skills for a comprehensive career in photography. Students will explore advanced lighting and editing techniques and the commercial distribution of photographic works.

Program of Study Application

Photography II is a Level III course in the Arts, A/V Technology, Communications career cluster, Journalism & Broadcasting; Telecommunications/A-V Technology; or Visual Arts pathways. Photography I is a prerequisite for this course. Completion of Photography II would prepare a student to successfully participate in a level IV course or capstone experience.

Proposed

Course Standards

P2-1: Explore opportunities in commercial photography.

Webb Level	*Sub-indicator*
Four Extended Thinking	P2 1.1 Plan for employment and entrepreneurial endeavors in commercial photography.
Two Skill/Concept	P2 1.2 Demonstrate interpersonal skills essential to workplace success.
One Recall	P2 1.3 Identify basic resources commonly used in the photography industry.

P2-2: Exhibit legal and ethical conduct.

Webb Level	*Sub-indicator*
Three Strategic Thinking	P2 2.1 Evaluate professional codes of conduct.
Two Skill/Concept	P2 2.2 Demonstrate personal professionalism related to commercial photography.

P2-3: Evaluate photographic techniques.

Webb Level	*Sub-indicator*
Four Extended Thinking	P2 3.1 Analyze how the combination of camera settings and desired aesthetics influence the creation of a photograph.
Three Strategic Thinking	P2 3.2 Evaluate how camera accessories are used to produce commercial photography.
Two Skill/Concept	P2 3.3 Demonstrate proficiency in using advanced lighting techniques.

P2-4: Evaluate photographs for effective composition.

Webb Level	*Sub-indicator*
Four Extended Thinking	P2 4.1 Apply professional aesthetics to compositional elements in photographs.
Four Extended Thinking	P2 4.2 Critique photographs to a professional standard.

P2-5: Create commercial photographic products.

Webb Level	*Sub-indicator*
Three Strategic Thinking	P2 5.1 Demonstrate advanced proficiency in digital darkroom software.
Three Strategic Thinking	P2 5.2 Demonstrate use of evaluation techniques for professional portfolios.

Proposed

south dakota DEPARTMENT OF EDUCATION
Learning. Leadership. Service.

Production Technology

Career Cluster	Arts, A/V Technology, & Communications
Course Code	11160
Prerequisite(s)	Recommended prerequisite courses: Intro to Arts, AV Tech & Communication
Credit	0.5 to 1.0 credit
Program of Study and Sequence	Introduction to Arts, A/V Technology & Communications – Production Technology–pathway courses – Capstone Experience
Student Organization	International Thespian Association, United States Institute for Theatre Technology, Educational Theatre Association, Skills USA
Coordinating Work-Based Learning	School drama department; community theatre; non-profit organizations such as The Cave (Rapid City); religious organizations
Industry Certifications	National Career Readiness Certificate (NCRC)
Dual Credit or Dual Enrollment	https://sdmylife.com/images/Approved-CTE-Dual-Credit.pdf
Teacher Certification	Arts AV Technology Cluster Endorsement; Visual Arts Pathway Endorsement
Resources	Local postsecondary institutions, Standard Hyperlinks

Course Description

Production Technology introduces the student to the fundamental elements and principles of technical productions through applied learning that makes use of production facilities, operations, methods, and technologies used in professional, amateur, and educational theaters and production studios. The course includes a brief history of technical theatre and broadcast media. Students will learn the functions of the creative team, production staff, technicians and stage crew. Basic elements of scenic construction, design concepts, theatrical lighting, sound technologies, and production management will be introduced and assessed through practical application.

Program of Study Application

Production Technology is a level II course in the Arts, A/V Technology & Communications career cluster. Production Technology pertains to all three career pathways: Journalism and Broadcasting; Telecommunications/A-V Technology; Visual/Performance Arts.

Proposed

Course Standards

PT 1: Identify the components of the performance space and potential safety hazards.

Webb Level	*Sub-indicator*
One Recall	PT 1.1 Explore, label, and define usage of all areas adjacent to the stage and within the performance space.
One Recall	PT 1.2 Identify all areas and equipment in a performance area that have potential to cause harm.

PT 2: Examine applications of past and present forms of technology in performing arts.

Webb Level	*Sub-indicator*
Three Strategic Thinking	PT 2.1 Compare and contrast historical and contemporary performance spaces.
Two Skill/Concept	PT 2.2 Identify and define the properties of different performance spaces.

PT 3: Describe career possibilities in technical production.

Webb Level	*Sub-indicator*
Two Skill/Concept	PT 3.1 Research job titles and duties for technical personnel.
Two Skill/Concept	PT 3.2 Demonstrate and practice basic crew functions.

PT 4: Analyze scripts collaboratively with production crew for understanding of performance design and technical needs.

Webb Level	*Sub-indicator*
Two Skill/Concept	PT 4.1 Identify specific cues for sound, lighting, and set derived from action or dialogue in the text.
Three Strategic Thinking	PT 4.2 Determine choices of production color and style which reflect intended mood, environment, and era.

PT 5: Plan scenic elements and set construction.

Webb Level	*Sub-indicator*
One Recall	PT 5.1 Identify industry terminology for scene design and construction.
Three Strategic Thinking	PT 5.2 Design and create a floor plan for a specific production.
Two Skill/Concept	PT 5.3 Demonstrate safety procedures for operation, maintenance, and storage of set construction items and tools.

Proposed

PT 6: Construct various elements of sets according to industry standards.

Webb Level	*Sub-indicator*
Three Strategic Thinking	PT 6.1 Evaluate the function and application of framed scenery and build suitable set pieces.
Three Strategic Thinking	PT 6.2 Design and construct weight-bearing scenic units.
Two Skill/Concept	PT 6.3 Apply knowledge of installation and rigging techniques to securely join set pieces.
Two Skill/Concept	PT 6.4 Demonstrate various elements of scenic art.

PT 7: Design practical applications for lighting and sound.

Webb Level	*Sub-indicator*
One Recall	PT 7.1 Identify and recall names of common lighting instruments.
Three Strategic Thinking	PT 7.2 Design lighting plot for screenplay or script.
Two Skill/Concept	PT 7.3 Demonstrate proper procedure for hanging and focusing lighting instruments.
Three Strategic Thinking	PT 7.4 Develop sound design for production.
Two Skill/Concept	PT 7.5 Observe and apply knowledge of sound and light board operation.

Proposed

south dakota DEPARTMENT OF EDUCATION
Learning. Leadership. Service.

Visual Media Design

Career Cluster	Arts, Audio-Visual Technology & Communications
Course Code	05162
Prerequisite(s)	Intro to Arts/AV and Communications
Credit	0.5 credit
Program of Study and Sequence	Introduction to Arts, A/V Technology and Communications – Visual Media Design – pathway course – Capstone Experience
Student Organization	None
Coordinating Work-Based Learning	Guest Speakers, Field Trips
Industry Certifications	National Career Readiness Certificate (NCRC)
Dual Credit or Dual Enrollment	https://sdmylife.com/images/Approved-CTE-Dual-Credit.pdf
Teacher Certification	Arts AV Technology and Communications Cluster Endorsement; Visual Arts Pathway Endorsement
Resources	

Course Description
Visual Media Design examines the topics of theory, two-dimensional graphic design, environmental graphic design, typography, illustration, photographic illustration and interactive media. Introduction is presented regarding how and why professionals in the field of visual communication create meaning and context through their work. Students explore the language of visual communication, how communication is influenced by form, content and context.

Program of Study Application
Visual Media Design is a Level I Pathway Course in the A/V, Technology, and Film; Journalism and Broadcasting; and the Visual Arts Pathway. Visual Media Design will prepare a student to enter a Level II pathway course in any of the Arts, A/V Tech and Communications pathways.

Proposed

Course Standards

VC 1: Explore careers and employability skills in the commercial visual arts.

Webb Level	*Sub-indicator*
Two Skill/Concept	VC 1.1 Demonstrate knowledge of the careers available in the visual communications industry.
Two Skill/Concept	VC 1.2 Examine and critique composition of professional portfolios.

VC 2: Apply elements of art and principles of design.

Webb Level	*Sub-indicator*
Three Strategic Thinking	VC 2.1 Utilize elements of art in visual communications.
Two Skill/Concept	VC 2.2 Utilize the principles of design in visual communications.

VC 3: Demonstrate effective use of typography.

Webb Level	*Sub-indicator*
One Recall	VC 3.1 Identify common typography terminology used in typography.
Two Skill/Concept	VC 3.2 Understand the use, and application and psychological impact of typography in visual communication.

VC 4: Utilize methods and materials used in visual media design.

Webb Level	*Sub-indicator*
Two Skill/Concept	VC 4.1 Explore methods used in 2D/3D visual communications.
Two Skill/Concept	VC 4.2 Explore materials used in 2D/3D visual communications.
Two Skill/Concept	VC 4.3 Explore emerging techniques and technology in visual communications.
Three Strategic Thinking	VC 4.4 Create visual communications media.

VC 5: Demonstrate safe practice and ethics in visual media design.

Webb Level	*Sub-indicator*
Two Skill/Concept	VC 5.1 Demonstrate safe practices in a work environment.
One Recall	VC 5.2 Define legal issues and their impact on visual communications and creators.
Two Skill/Concept	VC 5.3 Practice correct copyright usage.

Proposed