

Introduction to Careers in Arts, A/V Technology and Communications	Scope and Sequence
Unit Lesson	Objectives
<b>AUDIO/VIDEO TECHNOLOGY AND FILM</b>	
A/V Technology – Through the Years	
	Describe the impact of changing technology on the audio/video and film industries.
	Discuss the evolution of audio/video production.
	Identify pioneers in film and sound.
Project: A Moment in Film or Audio History	
A/V Technology at Work	
	Describe the work of A/V technician.
	Discuss A/V technician positions.
	Compare educational programs for A/V technician careers.
	Identify work environments and types of equipment used by A/V technicians.
	Explain research methods that may be beneficial in career and educational pathway selection.
Project: Research Careers in Your Dream Field	
A/V Technology – Careers and Education	
	Define A/V technician.
	Explain the role of equipment and the role of interpersonal teamwork.
	Discuss a range of careers as an A/V tech.
	Identify salary and work environments for careers.
	Compare certification programs, AA and BA degrees.
Careers in Film: Development and	

**Unit Lesson**

**Objectives**

Pre-Production

Describe the evolution of film and the impact of digital technology on today's films.

Describe the five phases of film production.

Describe the responsibilities of directors, including knowledge of story structure, script analysis, the relationship to the production team, and the responsibilities of pre-production crew members.

Analyze various development and pre-production careers and their job descriptions.

Project: Screenwriting 101

Careers in Film: The Production  
Phase

Describe how digital technology is impacting film production and filmmaking.

Demonstrate knowledge of the director's role and creative roles in film production.

Discuss key positions in film production and explain the duties and responsibilities of each position.

Demonstrate technical skills and the use of various equipment and tools used in film production.

Careers in Film: Post-Production

Describe the significance of digital technology, high-definition production and the required editing equipment.

Describe skills required for editing.

Explore film careers in post-production.

Apply knowledge of post-production on a film project.

Project: Filmmaking: Then and Now

Test

**PERFORMING ARTS**

Performing Arts in the Past

Describe the impact on performing arts of cultural movements from the 14th century to the early part of the 20th

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century.

Identify the technological advances that have improved the delivery of the performing arts.

Performing Arts in the Present

Provide a historical perspective of technological changes that have occurred within the performing arts over the last century.

Analyze the impact that funding has had on career opportunities in the performing arts.

Explore the future of the performing arts in light of technological advances in digital and on-demand entertainment.

Project: Creative Fundraising Online

Overview of Production Managers in  
the Performing Arts

Compare and contrast the responsibilities and requirements of production managers in dance, music, and theater.

Identify one or more successful paths to becoming a production manager.

Project: Academic Programs in  
Production Management

Playwrights, Screenwriters and  
Directors

Compare and contrast the responsibilities and requirements of playwrights, screenwriters, and directors.

Outline one or more successful paths to becoming a playwright, screenwriter, or director.

Actors, Dancers and Musicians

Contrast the responsibilities and requirements of actors, dancers, or musicians.

Outline one or more successful paths to acting, dancing, or music careers within the performing arts.

Describe some of the physical challenges of an extended career in dance within the performing arts.

Project: Actors' Career Pathways

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**Objectives**

Designers: Set, Costume, Lighting  
and Sound

Contrast the responsibilities and requirements of set, costume, sound, and lighting designers and other stage crew jobs within the performing arts.

Outline one or more successful paths to set, costume, sound, and lighting designer careers within the performing arts.

Project: Set and Clothing Design  
Styles: 1970s and Today

Test

**VISUAL ARTS**

Principles of Design and Motion in  
Visual Arts

Define principles of design and motion.

Discuss interaction of design principles.

Identify examples of painting styles and paintings.

Explain motion in still and moving pictures and its principles in animation.

Identify skills and abilities developed in art history courses.

Project: Analyze a Work of Art

The Art Director

Define art director as a job and career.

Discuss workplace challenges for art directors.

Examine successful ad campaigns.

Identify roles of art and commerce for art directors.

Project: And the Art Direction Award  
Goes to...

**Unit Lesson**

**Objectives**

Being a Fine Artist

Explore the idea of fine artist as a professional title.

Describe types of fine artists and their work environments.

Discuss income generation for fine artists.

Give examples of famous fine artists and qualities they have needed to cultivate.

Contrast expectations and outcomes in the field.

Multimedia Artists in the Workplace

Identify multimedia artists as visual artists.

Describe projects multimedia artists create.

Analyze ways technology is used in art projects.

Compare work environments for multimedia artists.

Summarize types of jobs multimedia artists hold.

Project: Your Dream Job as a  
Multimedia Artist

Keeping Up with Technology

Compare digital art technology past and present.

Describe multimedia professionals' computer turnover.

Identify advancements in technology developed for multimedia art.

Use examples from film technique and computer design.

Project: The Latest Thing in Digital Art  
Technology

Working Alone, in Collaboration, and  
in Teams

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Identify ways multimedia artists collaborate and give examples.

Describe solo artists' work and work environments.

Summarize types of work teams of CG artists.

Analyze creative control and ownership of artwork.

Discuss legal and ethical issues of art production.

Test

**PRINTING TECHNOLOGY, JOURNALISM, AND BROADCASTING**

Printing Technology Through the  
Years

Examine the evolution of printing technology.

Identify inventors and inventions in printing.

Analyze how availability of printed material affects societies.

Contrast printing technology with public opinion, styles, and customs.

Summarize printing technology today.

Project: Printing with an Old  
Technology

Digital Technology at Work

Identify careers in print publishing.

Compare digital print work environments.

Demonstrate familiarity with software used in creating print publishing.

Summarize training options for hardware and software.

Analyze educational and career pathways in print publishing.

Project: Digital Print Project

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**Objectives**

Printing Technology: Careers and Education

Identify careers in print publishing.

Describe training and educational degree programs for careers in printing.

Explore work environments in print publishing.

Summarize careers in many company departments and freelance work.

Journalism in the 20th Century

Identify evolution and trends in journalism and the role of journalists and newspapers through the 20th century.

Compare the influence of the public on journalism and vice versa.

Analyze technological advancements and journalism trends.

Summarize how world events affect editorial style and content.

Summarize today's journalistic landscape.

Project: A Major Moment in Journalism

Editing in the Media

Define editing as a career pathway.

Differentiate different types of editing jobs.

Identify management and scheduling processes in editing.

Discuss the need for teamwork and attention to detail in editing careers.

Compare educational and career pathways for editors.

Journalism and Broadcast Careers

Identify aspects of broadcast journalism.

Contrast broadcast journalism stylistically with print journalism.

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**Objectives**

Discuss careers and training programs in broadcast media, including on set, in the control room, and in the field.

Summarize the importance of teamwork and knowledge of terminology.

Describe work environments, required skills, and education.

Project: Reporter, News Anchor, or  
Technician?

Test

**TELECOMMUNICATIONS SYSTEMS**

Regulations in the  
Telecommunications Industry

Describe the basic elements of telecommunications systems.

Provide a brief overview of telecommunications from telegraph to WiFi.

Analyze the influence of user demand on technology development and vice versa.

Compare issues requiring regulation and deregulation.

Evaluate arguments for Open Internet and Net Neutrality.

Project: Web Security Now and in the  
Future

Telecommunications Timeline from  
Telephone to Videoconference

Define telecommunications terminology.

Differentiate between analog and digital communications.

Differentiate between voice and data communications.

Explain the primary aspects of communication theory and describe concepts relating to this theory.

Summarize and describe the Open Systems Interconnection model (OSI) and transmission media which relate to communication theory.



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Telecommunications Transmission  
Methods

Explain telecommunications terminology.

Compare transmission media.

Analyze pros and cons of wiring and wireless technologies.

Summarize wireless transmission methods and uses.

Describe trends in telecom services and the impact of cloud technology on the industry.

Project: Explain the Cloud to Your  
Mom

The Changing Nature of  
Telecommunications Technology

Summarize the changing nature of the telecom industry.

Analyze specific innovations in telecommunications over time.

Describe influences on research and development, and on supply and demand.

Compare methods of transmission and equipment from telegraph to smartphone.

Discuss how telecom technologies affect global communication.

Project: Future Telecom Trends

Telecommunication Careers

Examine career opportunities in the field of telecommunications.

Analyze the responsibilities of the workers in the field.

Describe the nature and range of the work involved in maintaining a telecommunications network.

Evaluate hottest telecom tech jobs for the future.

Compare educational pathways and training options.

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Project: Choose a Work Environment,  
Find a Job

Training and Certification in  
Telecommunications Careers

Analyze educational pathways, degree types, programs, and schools for telecom jobs.

Compare entry level requirements to advanced certifications.

Evaluate fastest job growth and certifications required.

Describe basic job responsibilities and skills for telecom categories.

Summarize aspects of telecommunications devices including design, functions, and components.

Test

**COURSE PROJECT, REVIEW, AND EXAM**

Review

Exam