Arizona CTE

Digital Communication

Describe the Media Industry and Its Role in the Economy 1.0	**1.1** Research the role of the media industry and the industry's impact on society and the economy 1.1
	1.2 Investigate the history and evolution of media 1.2
	1.3 Examine the impact of emerging technologies on the media industry (e.g., 5G devices, virtual reality, anti-ad blocking, automated journalism, social outreach apps, data virtualization, wearable technology, and video creation) 1.3
	1.4 Identify factors that contribute to the success of media businesses and freelance/contract providers (i.e., good ideas and standards, target groups, product awareness, right tools and talent, etc.) 1.4
	1.5 Describe how processes and cycles affect production in media businesses required to complete a product from idea to final master copy. 1.5
	1.6 Discuss cost and price in relationship to media products, projects, and businesses (i.e., hourly-based, project based, retainer pricing, value-based, package pricing, performance-based, and equity pricing) 1.6
Investigate Intellectual Property Law and Rights Management 2.0	**2.1** Describe common legal issues in media professions (e.g., free speech, defamation, copyright, censorship, and issues involving intellectual privacy law regarding printing content, broadcasting over the air, and publishing online) 2.1
	2.2 Explain the importance of fair use for the individual and the businesses (e.g., intellectual property, patents, copyrights, trademarks, trade secrets, and protecting ideas and concepts) 2.2
	2.3 Explain plagerism and describe effects on business 2.3
	2.4 Describe the establishment of a copyright, trademark, or trade name 2.4
Demonstrate Communication Skills Required by the Media Industry 3.0	**3.1** Use Industry terminology appropriate in the work environment 3.1
	3.2 Use effective communication and research techniques to obtain accurate information from sources, audiences, and clients 3.2
	3.3 Use verbal and nonverbal communication skills with all people, including people of diverse cultures and generations 3.3

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	3.4 Explain the importance of business communications (i.e., in-person, email, text messages, body language, word choice, auto-correct, etc.) 3.4
	3.5 Format communications for the purpose, audience, and medium/media 3.5
	3.6 Use editing and proof-reading skills when reviewing communications (i.e., spellcheck for errors, etc.) 3.6
	3.7 Explain how intellectual property can be violated through communication errors (e.g., sender uses wrong email address, recipient forwards the email, Excel attachment contains hidden content in a tab, and data is forwarded to a personal email account) 3.7
	3.8 Compare and contrast audio/video presentation methods (i.e., software, virtual platforms. etc.) 3.8
	3.9 Discuss the purpose, content, and steps in creating a media portfolio 3.9
Use Hardware and Software to Manage Media 4.0	**4.1** Use industry-specific software (i.e., Adobe, Constant Contact, WordPress, Microsoft, etc.) 4.1
	4.2 Describe the basic functions of computer operating systems 4.2
	4.3 Apply essential computer commands for maximum efficiency (i.e., shortcuts, etc.) 4.3
	4.4 Apply computer file management techniques for organizing, archiving, and version control 4.4
	4.5 Describe the functionality of the internet, intranet, and extranet in the media environment 4.5
	4.6 Use file transfer methods (i.e., internet, Bluetooth, air drop, intranet, etc.) 4.6
	4.7 Select the format for digital delivery (input/output) (e.g., TIFF, JPEG, Raw File, and PDF) 4.7
	4.8 Explain methods to protect a computer against threats (cybersecurity) 4.8
	4.9 Use and care for equipment and related accessories 4.9
Use Devices and Software for Data Capture and Manipulation 5.0	**5.1** Identify software that supports data capture for media devices (i.e., audio, digital camera, lighting, video input device, graphics, tablet, graphic cards, etc.) 5.1
	5.2 Demonstrate the use of devices (e.g., capture, process, and transfer still image, audio, and moving image) 5.2
	Select the appropriate format and resolution for data capture 5.3

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	5.4 Export, manage, and archive data for media applications 5.4
Perform Tasks in the Pre-Production Planning Phase of Media Projects 6.0	**6.1** Articulate publishing platforms in today's media (i.e., digital news, video, podcast, livestreaming, etc.) 6.1
	6.2 Demonstrate brainstorming, storyboarding, and the content strategy process to deliver conceptual ideas and stories to appropriate stakeholders 6.2
	6.3 Explain the vetting process when publishing the original work or pre-published work for accuracy, balance, fairness, proper attribution, and credibility (i.e., intellectual property, conflicts, public domain, opinions vs. facts, op-ed, etc.) 6.3
	6.4 Describe and utilize design elements (i.e., fonts, line spacing, overall format, color palette, alignment, margins, headers, footers, etc.) 6.4
	6.5 Demonstrate proper media device operation and safety following the brand key guidelines 6.5
Perform Tasks in the Post-Production Phase of Media Projects 7.0	**7.1** Utilize the editing/revision process (i.e., establish checklist protocols, etc.) 7.1
	7.2 Explain the steps in a quality control plan to maintain quality assurance (e.g., planning, implementation, and assessment) 7.2
	7.3 Implement an approval process (i.e., proofing draft, master copy, etc.) 7.3
	7.4 Analyze publishing options and select appropriate equipment for the application 7.4
	7.5 Explain how to preflight and package a file before handoff 7.5
Deliver/Distribute Products Using Various Media in Accordance With Consumer Expectations 8.0	**8.1** Use strategies and tools to publish a digital product (i.e., social media, website/blog, podcast/streaming, other web-based platforms, etc.) 8.1
	8.2 Use social media distribution tools to disseminate digital communications (i.e., Spouts, Hootsuite, Hubs, etc.) 8.2
	8.3 Use multiple tools/channels to distribute a digital product (i.e., website, electronic newsletter platform, social media platform, podcast, etc.) 8.3