Arizona CTE

High School

ANALYZE THE MEDIA INDUSTRY, ITS BUSINESS PRACTICES, AND ITS ROLE IN THE ECONOMY 1.0	**1.1** Research the role of the media industry and its impact on society and the economy 1.1
	1.2 Investigate the history and evolution of media and emerging technology 1.2
	1.3 Identify factors that contribute to the success of media businesses and freelance/contract providers 1.3
	1.4 Examine the impact of social media on the media industry 1.4
	1.5 Identify key factors to be considered in launching a media business 1.5
	1.6 Examine how the relationship among marketing, sales, and production affects profitability 1.6
	1.7 Describe how production processes and cycles affect media businesses 1.7
	1.8 Determine cost projections for various media objectives and/or functions 1.8
	1.9 Describe how diversity (cultural, ethnic, multigenerational) and ethics affect the selection of projects and programs 1.9
	1.10 Describe how ethics, hype, and content influence media products 1.10
	1.11 Identify industry safety standards 1.11
	1.12 Describe multiple distribution platforms that are in compliance with the American Disability Act 1.12
INVESTIGATE INTELLECTUAL PROPERTY LAW AND RIGHTS MANAGEMENT 2.0	**2.1** Identify current legal issues in media professions 2.1
	2.2 Explain plagiarism and its effects in business 2.2
	2.3 Define the establishment of a copyright 2.3
	2.4 Discuss rights and implications of copyright law 2.4
	2.5 Examine intellectual property law and its ramifications 2.5
	2.6 Explain the establishment of a trade name and trademark 2.6
	2.7 Explain fair use in relation to legal and regulatory considerations 2.7

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DEMONSTRATE VERBAL AND NONVERBAL COMMUNICATION SKILLS REQUIRED BY THE MEDIA INDUSTRY 3.0	**3.1** Use industry terminology appropriately in the work environment 3.1
	3.2 Use effective communication techniques to obtain accurate information from sources, audiences, and clients 3.2
	3.3 Practice verbal and nonverbal communication skills with people of diverse cultures, generations, and situations 3.3
	3.4 Practice active listening skills appropriate to the medium/media 3.4
DEMONSTRATE WRITTEN COMMUNICATION SKILLS REQUIRED BY THE MEDIA INDUSTRY 4.0	**4.1** Use professional etiquette for web-, email-, and social-media-based communications 4.1
	4.2 Conduct formal and informal research to collect information 4.2
	4.3 Verify the accuracy of information 4.3
	4.4 Verify the authority of sources 4.4
	4.5 Identify the purpose, content, and audience for communications 4.5
	4.6 Select the appropriate medium/media for distribution of communications 4.6
	4.7 Format communications for the purpose, audience, and medium/media 4.7
	4.8 Use editing skills when reviewing communications 4.8
	4.9 Use proofing skills and check the spelling when reviewing communications 4.9
UTILIZE COMPUTER APPLICATIONS TO MANAGE MEDIA 5.0	**5.1** Use appropriate electronic publishing software and output devices 5.1
	5.2 Apply essential commands and knowledge of computer operating systems 5.2
	5.3 Apply computer file management techniques 5.3
	5.4 Use the Internet for file transfer 5.4
	5.5 Select the format for digital delivery 5.5
	5.6 Use and care for equipment and related accessories 5.6
	5.7 Describe the functionality of the internet, intranet, and extranet in the media environment 5.7
	5.8 Explain methods of protecting a computer against computer threats 5.8
AP DA MA	Identify software that supports data capture for media devices (i.e., digital camera, video input device, graphics tablet, graphics expansion boards) 6.1

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	6.2 Select appropriate resolutions for data capture 6.2
	6.3 Capture and transfer still image, audio, and moving image content 6.3
	6.4 Archive and manage data for media applications 6.4
ENGAGE IN PRE-PRODUCTION/PLANNING PHASE OF PRODUCT CREATION IN MUSIC AND AUDIO PRODUCTION 7.0	**7.1** Define the roles of composers, performers, engineers, and producers as related to the music industry 7.1
	7.2 Define the processes of composition, practice, rehearsal, performance, tracking/capture, mixing, and mastering as related to the music industry 7.2
	7.3 Demonstrate a functional understanding of the fundamentals of sound and acoustic principles as they relate to the production of sound and its modification/control via electronic and acoustic manipulation 7.3
	7.4 Design the operation and execution of industry standard audio production tasks for small- and large-scale recording sessions that make use of analog and digital audio equipment and digital audio workstation (DAW) software 7.4
	7.5 Design the operation and execution of industry standard audio production tasks for small- and large-scale live performances and events that make use of analog and digital audio equipment 7.5
	7.6 Demonstrate industry standard instrumental/vocal techniques in preparation for the creation, live performance, and recording of music 7.6
	7.7 Demonstrate the appropriate selection and industry standard usage of musical instruments and related accessories in preparation for the creation, live performance, and recording of music, including setting up, tuning, plugging in, maintenance, and related skills 7.7
	7.8 Demonstrate a functional understanding of the standard structural components of contemporary music styles/genres/arrangements including Verse, Chorus, Bridge, and related elements 7.8
	7.9 Demonstrate a functional understanding of music theory (melody, harmony, rhythm, dynamics, phrasing, instrumentation, analysis, etc.) in preparation for the creation, live performance, and recording of music 7.9
IMPLEMENT PLAN(S) FOR ACQUIRING OR CREATING A PRODUCT IN ACCORDANCE WITH PRODUCTION PHASE TASKS IN MUSIC AND AU[illegible] PR	**8.1** Demonstrate industry standard usage of microphones (dynamic, condenser, tube, ribbon, etc.) for various sources and locations in live performance and recording studio applications 8.1
	8.2 Demonstrate industry standard usage of amplifiers (pre-, power-, instrument, etc.) for various functions in live and recording applications 8.2
	8.3 Demonstrate industry standard usage of audio production consoles (mix desks) in live and recording applications 8.3

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	8.4 Demonstrate a functional understanding of audio component interconnectivity and related signal flow for analog and digital audio recording and live systems 8.4
	8.5 Use MIDI instruments, processes, and methods for sound production, synchronization, and data/control applications 8.5
	8.6 Execute industry standard multi-track studio recording/capture, mixing, and monitoring techniques for music, Foley, and spoken word 8.6
	8.7 Identify similarities in the processes for selecting, setting up, and using analog and digital audio equipment, including outboard gear and Digital Audio Workstations (DAW), for live performance and recording studio applications 8.7
	8.8 Implement the operation and execution of industry standard audio production tasks for small- and large-scale recording sessions 8.8
	8.9 Collaborate with other musicians to perform works of music for recording sessions 8.9
	8.10 Create original works of music using acoustic, electric, electronic, MIDI, and software, instruments, and sources for the purpose of reaching specific audiences or fulfilling specific functions adhering to common audience/listener and industry standard commercial expectations in preparation for live performance and recording 8.10
	8.11 Create lead sheets in standard musical notation for original works of music in preparation for live performance and recording 8.11
PERFORM TASKS IN POST-PRODUCTION PHASE OF PRODUC REFINEMENT IN MUSIC AND AUDIO PRODUCTION 9.0	**9.1** Demonstrate industry standard usage of audio signal processors and effects (dynamic, timbre shaping, modulation, ambient, etc.) for live event audio mixing 9.1
	9.2 Demonstrate industry standard usage of audio signal processors and effects (dynamic, timbre shaping, modulation, ambient, etc.) for recording studio audio mixing 9.2
	9.3 Execute industry standard recording studio multi-track audio mixing techniques for material captured during live performances 9.3
	9.4 Execute industry standard recording studio multi-track audio mixing techniques for material captured during recording studio sessions 9.4
	9.5 Execute industry standard audio mastering techniques for material captured during live performances 9.5
	9.6 Execute industry standard audio mastering techniques for material captured during recording sessions 9.6

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	9.7 Create multiple arrangements/versions of the same captured audio material using industry standard audio editing, mixing, mastering, and remixing techniques and procedures 9.7
DELIVER/DISTRIBUTE PRODUCT(S) USING VARIOUS MEDIA IN ACCORDANCE WITH CONSUMER EXPECTATIONS IN MUSIC AND AUDIO PRODUCTION 9.8	**10.1** Identify industry standard and common digital audio recording formats and editing information 9.9
	10.2 Compile/sequence complete, multi-track, audio albums to reflect consumer expectations and current commercial trends 9.10
	10.3 Determine the digital audio recording formats appropriate for various forms of distribution 9.11
	10.4 Create mp3s, CDs, and web-ready audio files for various forms of distribution 9.12
MONITOR QUALITY ASSURANCE OF PRODUCT CREATION CONCURRENT WITH ALL PHASES OF PRODUCTION IN MUSIC AND AUDIO PRODUCTION 11.0	**11.1** Critique fundamental recording and production techniques in terms of sound quality, commercial viability, and general musical effectiveness 11.1
	11.2 Improve recording and production techniques through the use of industry standard audio editing, mixing, mastering, and remixing techniques and procedures 11.2
	11.3 Critique musical ideas in terms of commercial viability and general musical effectiveness 11.3
	11.4 Improve musical ideas through the use of industry standard audio editing, mixing, mastering, remixing, and music composition techniques and procedures 11.4
PRESENT PRODUCT(S) TO SELECTED AUDIENCE(S) USING MEDIA IN MUSIC AND AUDIO PRODUCTION 11.5	**12.1** Assemble PA system equipment and related accessories for live events, consisting of multi-track Front-Of- House, Monitor, and Recording desks 11.5
	12.2 Execute audio production tasks for large-scale, live music events, including Front-Of-House, Monitoring and Recording desk operations 11.6
	12.3 Demonstrate proper instrumental/vocal techniques for live performance 11.7
	12.4 Demonstrate industry standard selection, application, and usage of audio signal processors and effects (dynamic, timbre shaping, modulation, ambient, etc.) for live performance 11.8
	12.5 Collaborate with other musicians to perform works of music for an audience 11.9