Kentucky CTE

Media Arts: Advanced Production Design

Demonstrate an advanced understanding of color models and application to diverse media. APD1	**1 Demonstrate an advanced understanding of color models and application to diverse media.** APD1
Demonstrate proper equipment operation and following procedures in a safe manner and achieving one hundred percent on a written/demonstration safety test. APD2	**2 Demonstrate proper equipment operation and following procedures in a safe manner and achieving one hundred percent on a written/demonstration safety test.** APD2
Utilize information and ideas about the art and design around them and throughout the world. APD3	**3 Utilize information and ideas about the art and design around them and throughout the world.** APD3
Explain and use colors (HSB/RGB/CMYK/Pantone/TruMatch/Focoltone). APD4	**4 Explain and use colors (HSB/RGB/CMYK/Pantone/TruMatch/Focoltone).** APD4
Describe and demonstrate how to apply spot color to graphics and text. APD5	**5 Describe and demonstrate how to apply spot color to graphics and text.** APD5
Identify and incorporate a variety of historical and cultural contexts in their artistic thinking and production. APD6	**6 Identify and incorporate a variety of historical and cultural contexts in their artistic thinking and production.** APD6
Cri str Skip to main content	**ritically investigate and strategically interact with legal, technological, systemic, nd vocational contexts of media arts.** APD7

with legal, technological, systemic, and vocational contexts of media arts. APD7	
Develop basic copywriting skills needed to acquire an entry level media arts job. APD8	8 Develop basic copywriting skills needed to acquire an entry level media arts job. APD8
Discuss basic legal issues involved in media arts. APD9	9 Discuss basic legal issues involved in media arts. APD9
Independently select and prepare artwork for exhibition. APD10	10 Independently select and prepare artwork for exhibition. APD10
Identify and define authentic problems and significant questions for investigation. APD11	11 Identify and define authentic problems and significant questions for investigation. APD11
Plan and manage activities to develop a solution or complete a project. APD12	12 Plan and manage activities to develop a solution or complete a project. APD12
Collect and analyze data to identify solutions and/or make informed decisions. APD13	13 Collect and analyze data to identify solutions and/or make informed decisions. APD13
Use multiple processes and diverse perspectives to explore alternative solutions. APD14	14 Use multiple processes and diverse perspectives to explore alternative solutions. APD14
Demonstrate the development of a professional portfolio and self-branding. APD15	15 Demonstrate the development of a professional portfolio and self-branding. APD15
Inc an an	Independently utilize and adapt tools, styles, and systems in standard, innovative, and experimental ways in the production of complex media artworks. APD16

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standard, innovative, and experimental ways in the production of complex media artworks. APD16		
Demonstrate an advanced skill level in one or more electronic media processes using diverse media, software, and hardware. APD17	17	Demonstrate an advanced skill level in one or more electronic media processes using diverse media, software, and hardware. APD17
Independently and collaboratively present a product design to a client, either hypothetical or authentic. APD18	18	Independently and collaboratively present a product design to a client, either hypothetical or authentic. APD18
Research and report on media arts related careers of their choice in planning for college/career paths. APD19	19	Research and report on media arts related careers of their choice in planning for college/career paths. APD19
Demonstrate employability skills required by business and industry. APD20	20	Demonstrate employability skills required by business and industry. APD20
Review and use portfolio presentation and interview skills. APD21	21	Review and use portfolio presentation and interview skills. APD21
Prepare portfolio of student's best work. APD22	22	Prepare portfolio of student's best work. APD22
Design and produce a creative APD23	a	resume APD23A
	b	cover letter APD23B
	c	self-promotional material APD23C
ExSkip to main content student organizations		eadership development APD24A

are integral parts of career and technical education courses through APD24	b school and community service projects APD24B c competitive events APD24C
Constructively critique their media art designs and the work of others while using visual arts terminology at an advanced level. APD25	25 Constructively critique their media art designs and the work of others while using visual arts terminology at an advanced level. APD25
Connect media arts to other art forms, academic content areas, and to the global community. APD26	26 Connect media arts to other art forms, academic content areas, and to the global community. APD26
Demonstrate and expound on the use of media artworks to consummate new meaning, knowledge, and impactful cultural experiences APD27	27 Demonstrate and expound on the use of media artworks to consummate new meaning, knowledge, and impactful cultural experiences APD27
Make connections among the arts, other disciplines, other cultures, and the world of work. APD28	28 Make connections among the arts, other disciplines, other cultures, and the world of work. APD28
Identify and explain the functional roles and activities of advertising for the marketing plan of a company. APD29	29 Identify and explain the functional roles and activities of advertising for the marketing plan of a company. APD29
Identify the two basic components that are the foundation on which all advertising is built. APD30	30 Identify the two basic components that are the foundation on which all advertising is built. APD30
Identify the business se ad	31 Identify the business segments where most advertising is used and explain their differences. APD31

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explain their differences. APD31	
Apply correct terminology to projects and marketing plans. APD32	**32 Apply correct terminology to projects and marketing plans.** APD32
Identify and troubleshoot problems with marketing strategies. APD33	**33 Identify and troubleshoot problems with marketing strategies.** APD33
Demonstrate an advanced independent skills level in the use of compositional theory, elements and principles of design, techniques and creative processes. APD34	**34 Demonstrate an advanced independent skills level in the use of compositional theory, elements and principles of design, techniques and creative processes.** APD34
Demonstrate a conscientious use of a personal style. APD35	**35 Demonstrate a conscientious use of a personal style.** APD35
Use imagination and creativity to develop multiple solutions to problems, expand their intellectual scope, and create ideas for original works of art and design. APD36	**36 Use imagination and creativity to develop multiple solutions to problems, expand their intellectual scope, and create ideas for original works of art and design.** APD36
Fluently employ mastered creative and innovative adaptability in formulating lines of inquiry and solutions, to address complex challenges within and through media arts productions. APD37	**37 Fluently employ mastered creative and innovative adaptability in formulating lines of inquiry and solutions, to address complex challenges within and through media arts productions.** APD37
De co ne Skip to main content	**Develop basic copywriting skills needed to acquire an entry level visual communication job.** APD38

entry level visual communication job. APD38

Discuss basic legal issues involved in visual communication. APD39	39 Discuss basic legal issues involved in visual communication. APD39