Oregon CTE

Arts, A/V Technology, and Communications: Career Cluster Knowledge and Skill Statements with Suggested Performance Indicators

Analyze and summarize the history and evolution of the arts, audio-video technology, and communications fields to understand their place in society CC-AAVTC01

- **A** Analyze persistent cultural issues and dilemmas within society that commonly affect how humans and groups are portrayed within art forms and communication CC-AAVTC01.A
- **B** Identify the systemic issues that may reduce access to arts, A/V technology, and communications for some communities CC-AAVTC01.B
- **C** Understand the value of creating original artwork CC-AAVTC01.C
- **D** Analyze the current and historical impact of arts, A/V technology, and communications on society and the economy CC-AAVTC01.D
- **E** Identify technologic and societal influences on the evolution of art, A/V technology, and communications CC-AAVTC01.E
- **F** Compare and contrast the different objectives for arts and communications held by the public and the industry at large CC-AAVTC01.F
- **G** Analyze key local and national issues related to the arts, audio-video technologies, and communications CC-AAVTC01.G

Demonstrate an understanding of basic elements of the arts, audio-video technology, and communications fields CC-AAVTC02

- **A** Describe the types and roles of organizations that work in the arts, audio-video technology, and communications fields CC-AAVTC02.A
- **B** Analyze current and potential future careers and the educational requirements and certifications to find entry-level employment CC-AAVTC02.B
- **C** Define and use industry standard terminology to communicate information CC-AAVTC02.C

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:xamine the influence government regulations, public opinion, social media, and cultural perspectives may have upon visual arts, media communications, or

	performance as a business CC-AAVTC02.D
	E Describe the economic factors influencing the field CC-AAVTC02.E
Analyze the interdependence of technical and artistic elements within the Arts, A/V Technology, and Communications Career Cluster CC-AAVTC03	A Analyze the skills and elements required by both technical and artistic partners, the qualities of works and productions produce, and synthesize the impact this has on audience perception and experience CC-AAVTC03.A
	B Describe the impact that audio-video technology, printing, broadcasting, and journalism have in developing high quality presentations and productions CC-AAVTC03.B
	C Describe how companies in differing sectors within the cluster work together to generate productions, media, and other activities CC-AAVTC03.C
	D Describe the roles and responsibilities of creators, performers, technicians, and others in the industry and how they interact CC-AAVTC03.D
	E (Understand how job responsibilities may differ by sector (corporate, non-profit, government) within a field CC-AAVTC03.E
Describe health, safety and environmental considerations and the systems, policies, and procedures to address them CC-AAVTC04	A Understand the rationale for various rules and laws designed to promote safety and health and the implications of ignoring them (e.g., safety practices required in the control room for broadcasting; in a theater with props, sets, costumes, make-up, and lighting; in graphic arts with presses; with photographic chemical solutions, and in other specific pathway locations) CC-AAVTC04.A
	B Describe common occupational health and safety risks encountered by workers (e.g., on-set or on-location field work, extreme weather) the types of mental health issues, injuries, and trauma that may occur, how to report unsafe situations, and practices to reduce or eliminate them CC-AAVTC04.B
	C Identify and describe common hazards in the workplace (including sources of combustible/flammable materials, fire, and emergencies) and the procedures necessary for maintaining a safe work area CC-AAVTC04.C
Analyze the lifestyle implications and demands required in the arts, audio/visual technology, and communications workplace CC-AAVTC05	A Describe the types of physical activities required in different pathways and demonstrate physical preparation to allow workers to perform identified work activities CC-AAVTC05.A
	B Describe the types of warm-up activities to prepare the body for various performing arts and body mechanics that prevent strain on various parts of the body and voice CC-AAVTC05.B
	C Describe how to recognize stress as a potential safety factor to the body in various movements and demonstrate ergonomic movements that can help alleviate these tressors CC-AAVTC05.C

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	D Describe the impact of lifestyle choices (such as nutrition, exercise, and stress management) on individuals' abilities to sustain a career in associated careers CC-AAVTC05.D
	E (Demonstrate strategies relating to lifestyle sources (e.g., nutrition, exercise, stress management) to meet the body's needs to supply the physical and cognitive activities required by careers in this cluster CC-AAVTC05.E
	F Understand the unique work hours that may be required and the impact of the hours on work-life balance. CC-AAVTC05.F
Describe the types of organizational and regulatory controls that exist within the industry and how they affect workers CC-AAVTC06	**A** Identify applicable laws and regulations in this cluster and potential ways to address them (e.g., addressing requirements, obtaining permits) CC-AAVTC06.A
	B Discuss how specific organizational policies, procedures, and rules help employees perform their jobs CC-AAVTC06.B
	C Analyze the liabilities that may be associated with productions and performances, media, and telecommunications installations CC-AAVTC06.C
	D Identify the rights afforded to workers and the responsibilities employers have to support those rights CC-AAVTC06.D
	E Identify the types and essential elements of contracts and interpret their applications for potential work in pathways within this cluster CC-AAVTC06.E
	F Understand the purposes of contracts and their implications for organizations and individuals CC-AAVTC06.F
	G Identify issues that are handled in agreements between labor and management CC-AAVTC06.G
Exhibit ethical conduct to uphold high standards for behavior in the industry CC-AAVTC07	**A** Define a professional code of ethics, how these standards are developed, and analyze standards that apply to the delivery of quality performance and products (e.g., standards promulgated by the Society of Professional Journalism) CC-AAVTC07.A
	B Analyze ethical principles of decision-making related to clients, customers, fellow workers, and others, and the consequences of unethical decision-making CC-AAVTC07.B
	C Demonstrate how to secure permission to use copyrighted materials and to give credit for copyrighted materials CC-AAVTC07.C
	D Define intellectual property and proprietary information and evaluate situations to judge the extent to which information can or cannot be used CC-AAVTC07.D
	E Understand how to validate sources of information, how to identify essential information, and the dangers of misinformation CC-AAVTC07.E

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	F Identify the degree of influence media, arts, and performance have upon society and individuals and evaluate historic political events and actions instigated through these media CC-AAVTC07.F
	G Identify current concerns about consumer ethics related to the music and video industries CC-AAVTC07.G
	H Describe considerations associated with accessing and communicating information and the types of issues that may arise (e.g., identifying biased materials, on-record vs off-record comments) CC-AAVTC07.H
Demonstrate understanding of the different ways that artistic works can be presented for audience viewing CC-AAVTC08	**A** Describe and apply techniques for presenting digital artwork CC-AAVTC08.A
	B Describe considerations in preparing works of art in differing mediums to be viewed (e.g., audience seating/viewing, museums/studios/online, visual/performing/auditory) CC-AAVTC08.B
	C Describe and apply techniques for presenting print and photographic artwork (e.g., framing, lithographs) CC-AAVTC08.C
	D Describe and apply techniques for presenting musical and performing artwork CC-AAVTC08.D
Evaluate technological advancements and industry- standard tools in the arts, audio-video technology, and communications fields CC-AAVTC09	**A** Identify technological changes in the past five years that have affected the skill requirements for workers in this cluster CC-AAVTC09.A
	B Describe how skill requirements will be impacted by continuing technological advancements CC-AAVTC09.B
	C Research the impact of recent technological advancements related to this cluster (e.g., ChatGPT, artificial intelligence, virtual reality) CC-AAVTC09.C
	D Demonstrate awareness of barriers to access and explore solutions that may make outputs more inclusive and accessible (e.g., closed captions) CC-AAVTC09.D