

ARIZONA CTE CAREER PREPARATION STANDARDS & MEASUREMENT CRITERIA

COMMUNICATIONS MEDIA TECHNOLOGIES, 10.0200	
STANDARD 1.0 – ANALYZE THE MEDIA INDUSTRY, ITS BUSINESS PRACTICES, AND ITS ROLE IN THE ECONOMY	
1.1	Research the role of the media industry and its impact on society and the economy
1.2	Investigate the history and evolution of media and emerging technology
1.3	Identify factors that contribute to the success of media businesses and freelance/contract providers
1.4	Examine the impact of social media on the media industry
1.5	Identify key factors to be considered in launching a media business
1.6	Examine how the relationship among marketing, sales, and production affects profitability
1.7	Describe how production processes and cycles affect media businesses
1.8	Determine costing projections for various media objectives and/or functions
1.9	Describe how diversity (cultural, ethnic, multigenerational) and ethics affect the selection of projects and programs
1.10	Describe how ethics, hype, and content influence media products
1.11	Identify industry safety standards
1.12	Describe multiple distribution platforms that are in compliance with the American Disability Act
STANDARD 2.0 – INVESTIGATE INTELLECTUAL PROPERTY LAW AND RIGHTS MANAGEMENT	
2.1	Identify current legal issues in media professions
2.2	Explain plagiarism and its effects in business
2.3	Define the establishment of a copyright
2.4	Discuss rights and implications of copyright law
2.5	Examine intellectual property law and its ramifications
2.6	Explain the establishment of a trade name and trademark
2.7	Explain fair use in relation to legal and regulatory considerations
STANDARD 3.0 – DEMONSTRATE VERBAL AND NONVERBAL COMMUNICATION SKILLS REQUIRED BY THE MEDIA INDUSTRY	
3.1	Use industry terminology appropriately in the work environment

ARIZONA CTE CAREER PREPARATION STANDARDS & MEASUREMENT CRITERIA

3.2	Use effective communication techniques to obtain accurate information from sources, audiences, and clients
3.3	Practice verbal and nonverbal communication skills with people of diverse cultures, generations, and situations
3.4	Practice active listening skills appropriate to the medium/media
STANDARD 4.0 – DEMONSTRATE WRITTEN COMMUNICATION SKILLS REQUIRED BY THE MEDIA INDUSTRY	
4.1	Use professional etiquette for web-, email-, and social-media-based communications
4.2	Conduct formal and informal research to collect information
4.3	Verify the accuracy of information
4.4	Verify the authority of sources
4.5	Identify the purpose, content, and audience for communications
4.6	Select the appropriate medium/media for distribution of communications
4.7	Format communications for the purpose, audience, and medium/media
4.8	Use editing skills when reviewing communications
4.9	Use proofing skills and check the spelling when reviewing communications
STANDARD 5.0 – UTILIZE COMPUTER APPLICATIONS TO MANAGE MEDIA	
5.1	Use appropriate electronic publishing software and output devices
5.2	Apply essential commands and knowledge of computer operating systems
5.3	Apply computer file management techniques
5.4	Use the Internet for file transfer
5.5	Select the format for digital delivery
5.6	Use and care for equipment and related accessories
5.7	Describe the functionality of the internet, intranet, and extranet in the media environment
5.8	Explain methods of protecting a computer against computer threats
STANDARD 6.0 – APPLY KNOWLEDGE OF DATA CAPTURE AND MANIPULATION	
6.1	Identify software that supports data capture for media devices (i.e., digital camera, video input device, graphics tablet, graphics expansion boards)
6.2	Select appropriate resolutions for data capture

These knowledge and technical skill standards were validated by a Skill Standards Validation Committee on May 11, 2012, and approved by the Arizona Skill Standards Commission on May 16, 2012.

ARIZONA CTE CAREER PREPARATION STANDARDS & MEASUREMENT CRITERIA

6.3	Capture and transfer still image, audio, and moving image content
6.4	Archive and manage data for media applications