

## **DIGITAL COMMUNICATION, 10.0200.40**

The knowledge and technical skill standards were validated by the Skill Standards Validation Committee on December 14, 2012 and approved by the Arizona Career and Technical Education Quality Commission on April 9, 2013.

### **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
- 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

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

**STANDARD 7.0 ENGAGE IN PRE-PRODUCTION/PLANNING PHASE OF PRODUCT CREATION IN DIGITAL COMMUNICATION**

- 7.1 Conceptualize, develop, and present an idea
- 7.2 Identify and describe newsworthy stories  
Analyze and evaluate news stories in local, national, and international newspapers and magazines and from online news sources (e.g. electronic copy, blogs, convergence) for accuracy, balance, fairness, proper attribution, and credibility
- 7.3 Analyze and evaluate feature stories in local, national, and international newspapers and magazines and from online news sources (e.g. electronic copy, blogs, convergence) for accuracy, balance, fairness, proper attribution, and credibility
- 7.4 Analyze and evaluate columns (e.g. human interest, profile/personality, sports, in-depth, special occasion, humor, sidebars) in local, national, and international newspapers and magazines and from online news sources (e.g. electronic copy, blogs, convergence) for accuracy, balance, fairness, proper attribution, and credibility
- 7.5 Analyze and evaluate op-ed pages in local, national, and international newspapers and magazines and from online news sources (e.g. electronic copy, blogs, convergence) for accuracy, balance, fairness, proper attribution, and credibility
- 7.6 Define types and uses of software for photo manipulation, drawing, and page layout
- 7.7 Identify basic categories and uses of type (e.g. serif, sans serif, display, and script)
- 7.8 Explain type specifics, such as kerning, letter spacing, and word spacing
- 7.9 Explain alignment specifics (e.g. flush left, flush right, centered, justified, force justified, and widows and orphans)
- 7.10 Identify design elements using related terminology (e.g. dummies, modular design, margins, columns, bleeds, and graphics)
- 7.11 Practice use and care of digital cameras and accessories
- 7.12 Determine equipment needed for a variety of photography tasks/situations
- 7.13 Understand file size and ppi formats (e.g. BMP, TIFF, JPEG, RAW, PNG) and select the appropriate camera format for a given situation and end usage requirements
- 7.14 Explain how to preflight and package a file before handoff

**STANDARD 8.0 IMPLEMENT PLAN(S) FOR ACQUIRING OR CREATING A PRODUCT IN ACCORDANCE WITH PRODUCTION PHASE TASKS IN DIGITAL COMMUNICATION**

- 8.1 Present a workflow outline for a project from start to finish to ensure deadlines are met
- 8.2 Write content that utilizes a variety of creative leads
- 8.3 Write content that utilizes headlines (i.e., label, sentence, combination) and cut lines
- 8.4 Write content that contains information from credible sources
- 8.5 Write content that narrates events for a variety of audiences  
Select and use appropriate journalistic styles for writing to inform, including short focused sentences and paragraphs, varied word usage and descriptive vocabulary, active verbs, and avoidance of jargon and vague language
- 8.6 Select and use appropriate journalistic styles for writing to entertain, including short focused sentences and paragraphs, varied word usage and descriptive vocabulary, active verbs, and avoidance of jargon and vague language
- 8.7

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- 8.8 Select and use appropriate journalistic styles for writing to persuade, including short focused sentences and paragraphs, varied word usage and descriptive vocabulary, active verbs, and avoidance of jargon and vague language
- 8.9 Apply principles and elements of page design using multiple elements when creating a product (e.g., illustration, graphics, images, text, content; color; and typography)
- 8.10 Incorporate principles of photography including composition, light, depth of field, focus, and stop action
- 8.11 Create original graphics that accompany copy, enhance readability, and appeal to a variety of audiences
- 8.12 Demonstrate teamwork skills required for success in the workplace

**STANDARD 9.0 PERFORM TASKS IN THE POST-PRODUCTION PHASE OF PRODUCT REFINEMENT IN DIGITAL COMMUNICATION**

- 9.1 Utilize the editing/revising process
- 9.2 Analyze publishing options and select appropriate equipment for the application

**STANDARD 10.0 DELIVER/DISTRIBUTE PRODUCT(S) USING VARIOUS MEDIA IN ACCORDANCE WITH CONSUMER EXPECTATIONS IN DIGITAL COMMUNICATION**

- 10.1 Utilize strategies and tools to write and/or publish to print and to write and/or publish a digital product
- 10.2 Examine the role of social media in the field of digital communication

**STANDARD 11.0 MONITOR QUALITY ASSURANCE OF PRODUCT CREATION CONCURRENT WITH ALL PHASES OF PRODUCTION IN DIGITAL COMMUNICATION**

- 11.1 Identify activities that measure quality requirements for a product (i.e., production time and cost and product evaluation by different audiences)

**STANDARD 12.0 PRESENT PRODUCT(S) TO SELECTED AUDIENCE(S) USING MEDIA IN DIGITAL COMMUNICATION**

- 12.1 Identify different kinds of portfolios
- 12.2 Use delivery methods appropriate for various publications
- 12.3 Explore participation in competitions

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