



# monarch

Curriculum Catalog

Career and Technical Education Series

Introduction to Careers in Arts, A/V

Technology and Communications

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## Introduction to Careers in Arts, A/V Technology and Communications

### Course Overview

This introductory course provides comprehensive information on five separate areas of arts and communications as potential educational and career pathways. Students who are interested in careers across a broad spectrum of professional positions, including fine artist, telecommunications administrator, magazine editor, broadcast journalist, or computer graphics artist, will gain useful perspective on industry terminology, technology, work environment, job outlook, and guiding principles.

Each of the five units covers a specific area within its two chapters. Unit 1 focuses on audiovisual (A/V) technology in film, the arts, and businesses such as advertising. Students learn about job opportunities in a variety of settings and the training programs, degrees, and experience they may need to qualify for them. Unit 2 covers the performing arts, including careers both on and offstage. Unit 3 examines the exciting field of visual arts in depth, with discussions of artistic design principles, animation design, the work and training of multimedia artists, and developments in the burgeoning field of special effects and animation in studios worldwide. Unit 4 enters the world of printing technology and print publishing, including digital media. Students study technological evolution and advancements in printing since the invention of paper. A timeline of (predominantly U.S.) journalism gives students a glimpse into magazine editing, digital printing technology, broadcast journalism, and the legal and ethical issues of news reporting today. Finally, in Unit 5, students examine the telecommunications industry and learn more about careers in networking, phone technology, and communications and the training or certification needed for various specific positions.

#### Objectives

- Analyze the impact of the news media on society.
- Discuss the job responsibilities of various careers within the performing arts.
- Analyze the principles of animation and how and why imagery moves on the screen.
- Describe various A/V technology careers and their job requirements.
- Analyze various careers in printing technology, including educational and training requirements.
- Argue how art history influences modern visual arts.
- Outline the principles of design and assess their influence in all aspects of the visual arts.
- Demonstrate technical skills and the use of various equipment and tools used in audio/video production.
- Demonstrate the importance of mastering software tools used in digital art.
- Describe how art directors differ from fine artists.
- Describe key positions in film production and explain the duties and responsibilities of each position.
- Evaluate the influence of digital technology on the work of visual artists.
- Evaluate the economic outlook of careers in A/V technology and film.
- Examine the career opportunities and requirements in performing arts.
- Examine the educational requirements of various careers in A/V technology in film.
- Examine the interdependent relationship between editorial and technical elements in the news media.
- Explain skills needed to operate equipment and tools used in technical positions.
- Explain the dynamics of art created by collaborative teams compared to that of an individual multimedia artist.
- Explore career pathways in the production and distribution of media.
- Identify careers in fine arts and how to supplement income with artistic skills.
- Summarize the effects of technological advances on the news media and the communications industry.
- Summarize features of transmission lines and network connectivity.

As this course targets students interested in potential careers in the arts, some artistic ability or experience is assumed. However, there are many technical and writing careers presented in this course as well, so the course offers a wealth of information for all students interested in working in arts management, in printing publishing, in news, and in communications fields (such as advertising, marketing, or sales, and in telecommunications).

# Introduction to Careers in Arts, A/V Technology and Communications

Most of the careers and professional fields outlined in this course stress the need to understand terminology, the roles of others, and the importance of working as a team. Students need to consider interpersonal skills and should be able to discuss or consider workplace issues, including ethical and legal responsibilities, when working with others. Combining training and work experience during post-secondary education is a winning pathway in many of the careers evaluated. The course explores viable options and gives students opportunities to research specifics for their own plans.

Students need an aptitude for independent research, creative and critical thinking skills, and the ability to understand technical vocabulary and procedures at a foundational level.

Intro. to Careers in Arts, A/V Technology and Communications	Unit 1: Audio/Video Technology and Film	
	Assignments	
	1. Course Overview	10. Careers in Film: The Production Phase
	2. A/V Technology - Through the Years	11. Careers in Film: Post-Production
	3. Project: A Moment in Film or Audio History	12. Project: Filmmaking: Then and Now
	4. A/V Technology at Work	13. Quiz 2: Careers in A/V Technology in Film
	5. Project: Research Careers in Your Dream Field	14. Special Project*
	6. A/V Technology - Careers and Education	15. Test
	7. Quiz 1: Careers in Audio/Video Technology	16. Course Project Part 1: A/V Tech and You*
	8. Careers in Film: Development and Pre-Production	17. Glossary and Credits
	9. Project: Screenwriting 101	

Intro. to Careers in Arts, A/V Technology and Communications	Unit 2: Performing Arts	
	Assignments	
	1. Performing Arts in the Past	9. Project: Actors' Career Pathways
	2. Performing Arts in the Present	10. Designers: Set, Costume, Lighting and Sound
	3. Project: Creative Fundraising Online	11. Project: Set and Clothing Design Styles: 1970s and Today
	4. Overview of Production Managers in the Performing Arts	12. Quiz 2: Careers in A/V Technology in Film
	5. Project: Academic Programs in Production Management	13. Special Project*
	6. Quiz 1: Overview of Performing Arts	14. Test
	7. Playwrights, Screenwriters and Directors	15. Course Project Part 2: Your Pathway to Performing Arts*
	8. Actors, Dancers and Musicians	16. Glossary and Credits

Intro. to Careers in Arts, A/V Technology and Communications	Unit 3: Visual Arts	
	Assignments	
	1. Principles of Design and Motion in Visual Arts	10. Project: The Latest Thing in Digital Art Technology
	2. Project: Analyze a Work of Art	11. Working Alone, in Collaboration, and in Teams
	3. The Art Director	12. Quiz 2: Multimedia and the Emergence of Digital Art
	4. Project: And the Art Direction Award Goes to...	13. Special Project*
	5. Being a Fine Artist	14. Test
	6. Quiz 1: Foundations of Visual Arts through Art Direction and Fine Arts	15. Course Project Part 3: Are You an Artist?*
	7. Multimedia Artists in the Workplace	16. Glossary and Credits
	8. Project: Your Dream Job as a Multimedia Artist	
	9. Keeping Up with Technology	

Intro. to Careers in Arts, A/V Technology and Communications	Unit 4: Printing Technology, Journalism, and Broadcasting	
	Assignments	
	1. Printing Technology Through the Years	10. Journalism and Broadcast Careers
	2. Project: Printing with an Old Technology	11. Project: Reporter, News Anchor, or Technician?
	3. Digital Technology at Work	12. Quiz 2: Introduction to Journalism and Broadcasting
	4. Project: Digital Print Project	13. Special Project*
	5. Printing Technology: Careers and Education	14. Test
	6. Quiz 1: Introduction to Careers in Printing Technology	15. Course Project Part 4: Your Career in the Printing or News Industry*
	7. Journalism in the 20th Century	16. Glossary and Credits
	8. Project: A Major Moment in Journalism	
9. Editing in the Media		

Intro. to Careers in Arts, A/V Technology and Communications	Unit 5: Telecommunications Systems	
	Assignments	
	1. Regulations in the Telecommunications Industry	10. Project: Choose a Work Environment, Find a Job
	2. Project: Web Security Now and in the Future	11. Training and Certification in Telecommunications Careers
	3. Telecommunications Timeline from Telephone to Videoconference	12. Quiz 2: Overview of Careers in Telecommunications
	4. Telecommunications Transmission Methods	13. Special Project*
	5. Project: Explain the Cloud to Your Mom	14. Test
	6. Quiz 1: Overview of Telecommunications Systems	15. Course Project Part 5: Telecommute to Your Dream Job!*
	7. The Changing Nature of Telecommunications Technology	16. Glossary and Credits
	8. Project: Future Telecom Trends	
9. Telecommunication Careers		

IAAVTC	Unit 6: Course Project, Review, and Exam	
	Assignments	
	1. Course Project Part 6: Describing Plans for Exhibition or Distribution*	2. Review
		3. Exam

(\*) Indicates alternative assignment