

Principles of Arts, Audio/Video Technology, and Communications

Exam Information	Description
Exam number TX003 Items 50	The Arts, Audio Visual Technology, and Communications Career Cluster focuses on careers in designing, producing, exhibiting, performing, writing, and publishing multimedia content including visual and performing arts and design, journalism, and entertainment services.

Exam Blueprint and Performance Skills

Standard	Percentage of exam score
1. Language Arts	8%
2. Professional Communication	6%
3. Problem Solving	4%
4. Technology Applications	6%
5. Systems	4%
6. Audio/Video Production	8%
7. Fashion Design	4%
8. Video Game Design	6%
9. Graphic Design and Illustration	6%
10. Commercial Photography	4%

11. Animation	6%
12. Printing and Imaging	4%
13. Safety Regulations	4%
14. Leadership Characteristics	2%
15. Ethics and Laws	6%
16. Communication Strategies	6%
17. Valid Information	4%
18. Technical Skills	4%
19. Industry and Careers	6%
20. Knowledge and Interpretation	2%

Standard 1 - Language Arts

The student applies English language arts in Arts, Audio/Video Technology, and Communications projects. The student is expected to:

Objective 1 Demonstrate use of content, technical concepts, and vocabulary.

Objective 2 Use correct grammar, punctuation, and terminology to write and edit documents.

Objective 3 Identify assumptions, purpose, and propaganda techniques.

Objective 4 Compose and edit copy for a variety of written documents.

Objective 5 Evaluate oral and written information.

Objective 6 Research topics for the preparation of oral and written communication.

Standard 2 - Professional Communication

The student applies professional communications strategies. The student is expected to:

Objective 1 Adapt language structure and style for audience, purpose, situation, and intent.

Objective 2 Organize oral and written information.

Objective 3 Interpret and communicate information, data, and observations

Objective 4 Deliver formal and informal presentations.

Objective 5 Apply active listening skills to obtain and clarify information.

Objective 6 Develop and interpret tables, charts, and figures to support written and oral communications.

Objective 7 Listen to and speak with diverse individuals.

Objective 8 Exhibit public relations skills to increase internal and external customer/client satisfaction.

Standard 3 - Problem Solving

The student understands and examines problem-solving methods. The student is expected to:

Objective 1 Employ critical-thinking skills independently and in groups;

Objective 2 Employ interpersonal skills in groups to solve problems;

Standard 4 - Technology Applications

The student uses technology applications when completing Arts, Audio/Video Technology, and Communications projects and processes. The student is expected to:

Objective 1 Use technology applications such as social media, email, Internet, writing and publishing, presentation, and spreadsheet or database applications for Arts, Audio/Video Technology, and Communications projects.

Objective 2 Use processes such as personal information management, file management, and file sharing.

Standard 5 - Systems

The student understands arts, audio/video technology, and communications systems. The student is expected to:

Objective 1 Describe the nature and types of businesses in arts, audio/video technology, and communications.

Objective 2 Analyze and summarize the history and evolution of the arts, audio/video technology, and communications fields of study.

Objective 3 Analyze the arts, audio/video technology, and communications economic base.

Objective 4 Analyze and summarize evidence of interdependence between the technical and the artistic sides of arts, audio/video technology, and communications.

Standard 6 - Audio/Video Production

The student understands principles of audio/video production. The student is expected to:

Objective 1 Apply knowledge of audio and video script production.

Objective 2 Discuss the impact of audio and video selection on human emotion.

Objective 3 Demonstrate the use of audio and video for a three-screen environment, including cell phones, television monitors, and computer screens.

Objective 4 Demonstrate various videography techniques, including picture composition, video composition, audio composition, editing, and delivery.

Objective 5 Understand the differences between linear and nonlinear systems.

Objective 6 Demonstrate knowledge of control peripherals for capturing or ingesting media.

Standard 7 - Fashion Design

The student understands principles of fashion design that impact consumer purchasing of fashion and apparel accessories. The student is expected to:

Objective 1 Describe social, cultural, and life cycle influences.

Objective 2 Explain how fashion trends are determined.

Objective 3 Analyze the influence of advertising on consumer apparel choices.

Standard 8 - Video Game Design

The student understands principles of video game design. The student is expected to:

Objective 1 Demonstrate knowledge and appropriate use of computer operating systems.

Objective 2 Demonstrate appropriate use of hardware components, software programs, and storage devices.

Objective 3 Demonstrate knowledge of sound editing.

Objective 4 Demonstrate knowledge of file formats and cross-platform compatibility.

Objective 5 Acquire and exchange information in a variety of electronic file sharing formats.

Objective 6 Combine graphics, images, and sound.

Standard 9 - Graphic Design and Illustration

The student understands principles of graphic design and illustration. The student is expected to:

Objective 1 Research the history of visual arts and design.

Objective 2 Explain the evolution of art and design.

Objective 3 Compare current visual arts technologies with historical technologies.

Objective 4 Understand general characteristics in artwork from a variety of cultures.

Objective 5 Analyze and apply art elements and principles in photographic works, multimedia applications, and digital and print media.

Standard 10 - Commercial Photography

The student understands principles of commercial photography. The student is expected to:

Objective 1 Demonstrate knowledge of photographic composition and layout.

Objective 2 Evaluate photographs using principles of art, commercial photography standards, and critical-thinking skills.

Standard 11 - Animation

The student understands principles, elements, and techniques of animation. The student is expected to:

Objective 1 Describe and use audience identification, script writing, character design, storyboarding, and audio and delivery formats.

Objective 2 Describe and use cell, stop motion, tweening, motion paths, masking, looping, scripting/programming, and interactivity.

Objective 3 Describe lighting and camera shots.

Objective 4 Describe and use flip books, claymation, or cut-outs.

Standard 12 - Printing and Imaging

The student understands principles of printing and imaging. The student is expected to:

Objective 1 Identify processes required for the production of various printed products.

Objective 2 Identify basic design elements such as text, graphics, and white space.

Objective 3 Demonstrate basic knowledge of color theory.

Standard 13 - Safety Regulations

The student applies safety regulations. The student is expected to:

Objective 1 Implement personal and classroom safety rules and regulations.

Objective 2 Follow emergency procedures as needed.

Standard 14 - Leadership Characteristics

The student identifies and develops leadership characteristics. The student is expected to:

Objective 1 Identify leadership characteristics.

Objective 2 Participate in student leadership and professional development activities.

Standard 15 - Ethics and Laws

The student applies ethical decision making and understands and complies with laws regarding use of technology in arts, audio/video technology, and communications. The student is expected to:

Objective 1 Demonstrate an understanding of ethical conduct related to interacting with others such as maintaining client confidentiality and privacy of sensitive content and giving proper credit for ideas.

Objective 2 Examine the First Amendment, Federal Communications Commission regulations, Freedom of Information Act, liability laws, and other regulations for compliance issues.

Objective 3 Examine the liabilities, copyright laws, fair use, and duplication of materials associated with productions and performances.

Objective 4 Analyze the impact of arts, audio/video technology, and communications industries on society.

Objective 5 Demonstrate an understanding of proper digital etiquette, personal security guidelines, use of network resources, and the district's acceptable use policy for technology.

Objective 6 Identify and demonstrate positive personal qualities such as flexibility, open-mindedness, initiative, listening attentively to speakers, willingness to learn new knowledge and skills, and pride in quality work.

Standard 16 - Communication Strategies

The student understands communications strategies as they relate to arts, audio/video technology, and communications. The student is expected to:

Objective 1 Adapt the language and design of a project for audience, purpose, situation, and intent.

Objective 2 Organize oral, written, and graphic information into formal and informal projects.

Objective 3 Interpret and communicate information for multiple audiences.

Objective 4 Collaborate to create original projects, including seeking and responding to advice from others such as peers or experts in the creation and evaluation process.

Standard 17 - Valid Information

The student uses a variety of strategies to plan, obtain, evaluate, and use valid information. The student is expected to:

Objective 1 Obtain print and digital information such as graphics, audio, and video from a variety of resources while citing the sources.

Objective 2 Evaluate information for accuracy and validity.

Objective 3 Present accurate information using techniques appropriate for the intended audience.

Standard 18 - Technical Skills

The student applies technical skills for efficiency. The student is expected to:

- Objective 1** Employ planning and time-management skills to complete work tasks.
- Objective 2** Use technology to enhance productivity.
- Objective 3** Interpret and communicate information, data, and observations
- Objective 4** Deliver formal and informal presentations.
- Objective 5** Apply active listening skills to obtain and clarify information.
- Objective 6** Develop and interpret tables, charts, and figures to support written and oral communications.
- Objective 7** Listen to and speak with diverse individuals.
- Objective 8** Exhibit public relations skills to increase internal and external customer/client satisfaction.

Standard 19 - Industry and Careers

The student develops a basic understanding of arts, audio/video technology, and communications. The student is expected to:

- Objective 1** Research the scope of career opportunities.
- Objective 2** Develop an understanding of the elements and principles of art.
- Objective 3** Develop an understanding of the industry by explaining the history and evolution of the arts, audio/video technology, and communications career fields and defining and using related terminology.
- Objective 4** Evaluate works of art using critical-thinking skills.
- Objective 5** Determine the use of art elements such as color, texture, form, line, and space.
- Objective 6** Determine the use of principles of design such as continuity, pattern, rhythm, balance, proportion, and unity in products.

Standard 20 - Knowledge and Interpretation

The student makes informed judgments about product designs and the designs of others.
The student is expected to:

Objective 1 Interpret, evaluate, and justify artistic decisions.

Objective 2 Select and analyze original product designs by peers and others to form precise conclusions about formal qualities and historical and cultural contexts, intents, and meanings.