Arts, AV Technology & Communications Career Cluster Audio Video Technology and Film III Course Number: 10.52010

Course Description:

This one-credit transition course is designed to facilitate student-led projects under the guidance of the instructor. Students work cooperatively and independently in all phases of production. Skills USA and Technology Student Association (TSA) are examples of, but not limited to, appropriate organizations for providing leadership training and/or for reinforcing specific career and technical skills and may be considered an integral part of the instructional program.

Course Standard 1

AATC-AVTFIII-1

The following standard is included in all CTAE courses adopted for the Career Cluster/Pathways. Teachers should incorporate the elements of this standard into lesson plans during the course. The topics listed for each element of the standard may be addressed in differentiated instruction matching the content of each course. These elements may also be addressed with specific lessons from a variety of resources. This content is not to be treated as a unit or separate body of knowledge but rather integrated into class activities as applications of the concept.

Standard: Demonstrate employability skills required by business and industry. The following elements should be integrated throughout the content of this course.

Person-to-Person	Telephone and	Cell Phone and	Communicating At	Listening
Etiquette	Email Etiquette	Internet Etiquette	Work	
Interacting with	Telephone	Using Blogs	Improving	Reasons, Benefits, and
Your Boss	Conversations		Communication Skills	Barriers
Interacting with	Barriers to Phone	Using Social Media	Effective Oral	Listening Strategies
Subordinates	conversations		Communication	
Interacting with	Making and		Effective Written	Ways We Filter What
Co-workers	Returning Calls		Communication	We Hear
Interacting with	Making Cold		Effective Nonverbal	Developing a
Suppliers	Calls		Skills	Listening Attitude
	Handling		Effective Word Use	Show You Are
	Conference Calls			Listening
	Handling		Giving and Receiving	Asking Questions
	Unsolicited Calls		Feedback	
				Obtaining Feedback
				Getting Others to
				Listen

1.1 Communicate effectively through writing, speaking, listening, reading, and interpersonal abilities.

Nonverbal Communication	Written Communication	Speaking	Applications and Effective Résumés
Communicating Nonverbally	Writing Documents	Using Language Carefully	Completing a Job Application
Reading Body Language and mixed Messages	Constructive Criticism in Writing	One-on-One Conversations	Writing a Cover Letter
Matching Verbal and Nonverbal communication		Small Group Communication	Things to Include in a Résumé
Improving Nonverbal Indicators		Large Group Communication	Selling Yourself in a Résumé

Georgia Department of Education

Nonverbal Feedback	Making Speeches	Terms to Use in a Résumé
Showing Confidence	Involving the	Describing Your Job Strengths
Nonverbally	Audience	
Showing Assertiveness	Answering Questions	Organizing Your Résumé
	Visual and Media Aids	Writing an Electronic Résumé
	Errors in Presentation	Dressing Up Your Résumé

1.2 Demonstrate creativity by asking challenging questions and applying innovative procedures and methods.

Teamwork and Problem Solving	Meeting Etiquette
Thinking Creatively	Preparation and Participation in Meetings
Taking Risks	Conducting Two-Person or Large Group Meetings
Building Team Communication	Inviting and Introducing Speakers
	Facilitating Discussions and Closing
	Preparing Visual Aids
	Virtual Meetings

1.3 Exhibit critical thinking and problem solving skills to locate, analyze and apply information in career planning and employment situations.

Problem	Customer Service	The Application	Interviewing Skills	Finding the Right
Solving		Process		Job
Transferable	Gaining Trust and	Providing Information,	Preparing for an	Locating Jobs and
Job Skills	Interacting with	Accuracy and Double	Interview	Networking
	Customers	Checking		
Becoming a	Learning and Giving	Online Application	Questions to Ask in	Job Shopping
Problem Solver	Customers What	Process	an Interview	Online
	They Want			
Identifying a	Keeping Customers	Following Up After	Things to Include in	Job Search
Problem	Coming Back	Submitting an	a Career Portfolio	Websites
	C C	Application		
Becoming a	Seeing the	Effective Résumés:	Traits Employers are	Participation in Job
Critical Thinker	Customer's Point		Seeking	Fairs
Managing	Selling Yourself and	Matching Your Talents	Considerations	Searching the
	the Company	to a Job	Before Taking a Job	Classified Ads
	Handling Customer	When a Résumé Should		Using Employment
	Complaints	be Used		Agencies
	Strategies for			Landing an
	Customer Service			Internship
				Staying Motivated
				to Search

1.4 Model work readiness traits required for success in the workplace including integrity, honesty, accountability, punctuality, time management, and respect for diversity.

uccountaismity, punctuanty, time management, and respect for all ensity.				
Workplace Ethics	Personal	Employer	Business Etiquette	Communicating at
	Characteristics	Expectations		Work
Demonstrating	Demonstrating a	Behaviors	Language and	Handling Anger
Good Work Ethic	Good Attitude	Employers Expect	Behavior	
Behaving	Gaining and	Objectionable	Keeping	Dealing with
Appropriately	Showing Respect	Behaviors	Information	Difficult Coworkers
			Confidential	
Maintaining	Demonstrating	Establishing	Avoiding Gossip	Dealing with a
Honesty	Responsibility	Credibility		Difficult Boss
Playing Fair	Showing	Demonstrating Your	Appropriate Work	Dealing with
	Dependability	Skills	Email	Difficult Customers

Georgia Department of Education

Using Ethical	Being Courteous	Building Work	Cell Phone	Dealing with Conflict
Language		Relationships	Etiquette	
Showing	Gaining Coworkers'		Appropriate Work	
Responsibility	Trust		Texting	
Reducing	Persevering		Understanding	
Harassment			Copyright	
Respecting	Handling Criticism		Social Networking	
Diversity				
Making	Showing			
Truthfulness a	Professionalism			
Habit				
Leaving a Job				
Ethically				

1.5 Apply the appropriate skill sets to be productive in a changing, technological, diverse workplace to be able to work independently and apply team work skills.

Expected Work Traits	Teamwork	Time Management
Demonstrating Responsibility	Teamwork Skills	Managing Time
Dealing with Information Overload	Reasons Companies Use Teams	Putting First Things First
Transferable Job Skills	Decisions Teams Make	Juggling Many Priorities
Managing Change	Team Responsibilities	Overcoming Procrastination
Adopting a New Technology	Problems That Affect Teams	Organizing Workspace and Tasks
	Expressing Yourself on a Team	Staying Organized
	Giving and Receiving	Finding More Time
	Constructive Criticism	
		Managing Projects
		Prioritizing Personal and Work Life

1.6 Present a professional image through appearance, behavior and language.

On-the-Job Etiquette	Person-to-Person Etiquette	Communication Etiquette	Presenting Yourself
Using Professional	Meeting Business	Creating a Good Impression	Looking Professional
Manners	Acquaintances		
Introducing People	Meeting People for the First	Keeping Phone Calls	Dressing for Success
	Time	Professional	
Appropriate Dress	Showing Politeness	Proper Use of Work Email	Showing a
			Professional Attitude
Business Meal Functions		Proper Use of Cell Phone	Using Good Posture
Behavior at Work		Proper Use in Texting	Presenting Yourself to
Parties			Associates
Behavior at			Accepting Criticism
Conventions			
International Etiquette			Demonstrating
			Leadership
Cross-Cultural Etiquette			
Working in a Cubicle			

Support of CTAE Foundation Course Standards and Georgia Standards of Excellence L9-10RST 1-10 and L9-10WHST 1-10:

Georgia Standards of Excellence ELA/Literacy standards have been written specifically for technical subjects and have been adopted as part of the official standards for all CTAE courses.

Course Standard 2

AAVTC-AVTFFIII-2

In an independent production setting, select and develop the direction of specialization for news, film, and graphics.

- 2.1 Apply learned skills to conference with teacher and pitch production video concept.
- 2.2 Prepare finished production for distribution via desired delivery format.

Course Standard 3

AAVTC-AVFTIII-3

Create portfolios to include resume, letter of recommendations, references, list of skill sets, and demo reel highlighting of the students' skill sets.

- 3.1 Collect and display final products of student's resume, letters of recommendation, references and list of student's skill set.
- 3.2 Organize demo-reels or video files highlighting student's projects.

Course Standard 4

AAVTC-AVTFIII-4

Demonstrate collaborating effectively in group media production.

- 4.1 Demonstrate exercising leadership on behalf of the common good over a collaborative experience by utilizing the strengths of each individual in a group production.
- 4.2 Demonstrate working collaboratively to produce and direct location and/or studio segments.
- 4.3 Demonstrate collaborating to complete post-production tasks.

Course Standard 5

AAVTC-AVTFIII-5

Describe and apply the principles of media law.

5.1 Identify and apply principles of copyright, fair use, plagiarism, licensing, creative commons, and public domain.

Course Standard 6

AAVTC-AVTFIII-6

Examine how SkillsUSA is a co-curricular part of career and technical education through leadership development, school and community service projects, and competitive events.

- 6.1 Explain the purpose, mission, objectives, motto, colors, official dress and other distinguishing characteristics of SkillsUSA.
- 6.2 Explain how participation in SkillsUSA can promote lifelong responsibility for community service, professional growth and development.
- 6.3 Explore the impact and opportunities that SkillsUSA can develop to bring business and industry together with education in a positive working relationship through innovative leadership and career development programs.
- 6.4 Explore the local, state, and national opportunities available to students through participation in SkillsUSA, including but not limited to conferences, competitions, community service, philanthropy, and other SkillsUSA activities.