Principles of Arts, Audio/Video Technology, and Communications

Course Overview

This one-semester elective course is intended as a practical, hands-on guide to help you explore careers in the art world and in the audio-video technology and communications industries, and identify what knowledge and skills you'd need for success in these jobs.

This course is structured into lessons and Course Activities as follows:

- The first six lessons deal with career opportunities in visual arts and the education and skills required for each of these jobs. You'll explore the history and evolution of visual arts, graphic design and illustration, photography, and multimedia and animation. These lessons also cover basic art concepts such as the elements and principles of design.
- The next two lessons discuss the history and evolution of audio-video technologies, films, and performing arts. They will guide you in exploring career opportunities in these fields.
- The next three lessons will help you learn more about education and training programs and career options in fields such as journalism, broadcasting, telecommunications, fashion design, and printing and imaging technology. These lessons cover diverse topics such as the current trends in journalism and telecommunications, factors affecting fashion, the elements of fonts, and the basics of typefaces.
- The next two lessons help you learn some key communication skills required for a career in the arts and media. You will learn techniques to improve your leadership, communication, interpersonal, and presentation skills.
- In the last lesson, you will learn about laws and safety rules relating to the arts, audio-video technology, and communications career cluster. This lesson will also familiarize you with the ethical and social responsibilities of artists and communications professionals.

You will submit the Course Activity documents to your teacher, and you will grade your work in the Lesson Activities by comparing them with sample responses. Each lesson also has a multiple-choice mastery test. A multiple-choice end-of-semester test completes the course.

The Course Activities (submitted to the teacher) and the Lesson Activities (self-checked) are major components of this course. They will guide your learning as you work through this course. In particular, the last of the eight course activities will help you identify possible career paths and key skills required for a career in arts, audio/video technology, and communications.

Course Goals

By the end of this course, you will have done the following:

- explored various career opportunities in the arts, audio/video technology, and communications career cluster
- described the elements and principles of design
- traced the history and evolution of various arts and media technology career pathways
- learned about various techniques of lighting, illustrations, and photography
- learned about important communication skills and techniques to develop these skills
- recognized the legal liabilities regarding copyright and related laws
- analyzed ethical and social responsibilities of communicators
- understood and applied safety rules and regulations

Prerequisite Skills

Introduction to Arts, Audio/Video Technology, and Communications is a beginning class and does not have specific prerequisites. Nevertheless, these fundamental skills will be helpful:

- basic computer skills
- creativity and artistic abilities
- ability to visualize and design
- ability to structure and process information
- an eye for beauty and detail

General Skills

To participate in this course, you should be able to do the following:

- Perform basic operations with word processing software, such as Microsoft Word, and with graphics and image-editing software.
- Perform online research using various search engines and library databases.
- Communicate through email and participate in discussion boards.

For a complete list of general skills that are required for participation in online courses, refer to the Prerequisites section of the Plato Student Orientation document, found at the beginning of this course.

Credit Value

Principles of Arts, Audio/Video Technology, and Communications is a 0.5-credit course.

Course Materials

- Notebook
- Presentation software

- Computer with Internet connection and speakers or headphones
- Microsoft Word or equivalent

Course Pacing Guide

This course description and pacing guide is intended to help you stay on schedule with your work. Note that your course instructor may modify the schedule to meet the specific needs of your class.

Day	Activity / *Plato Objective*	Type
1 day:	**Course Orientation** *Review the Plato Student Orientation and Course Syllabus at the beginning of this course.*	
4 days: 2-5	**Visual Arts** *Describe various career opportunities in the field of visual arts.*	Lesson
4 days 6-9	**Elements of Art** *Describe the elements of art.*	Lesson
4 days: 10-13	**Principles of Design** *Describe and apply the principles of design.*	Lesson
4 days: 14-17	**Learning More About Visual Arts**	Course Activity
1 days: 18	**Importance of Design in Our Lives**	Course Discussion
1 day: 19	**Space Jumble**	Activity
4 days: 20-23	**Graphic Design and Illustration** *Describe career opportunities in the fields of graphic design and illustration.*	Lesson
4 days: 24-27	**Commercial Photography** *Discuss career opportunities in commercial photography.*	Lesson
4 days: 28-31	**Multimedia and Animation** *Discuss career opportunities in the fields of multimedia and animation.*	Lesson
4 days: 32-35	**Applying the Craft**	Course Activity
1 day: 36	**Is E-Learning the Way to Go?**	Course Discussion
1 day: 37	**Space Jumble**	Activity

4 days: 38-41	**Audio/Video Technology and Films** *Discuss career opportunities in audio/video technology and the film industry.*	Lesson
4 days: 42-45	**Performing Arts** *Describe career opportunities in the performing arts.*	Lesson
5 days: 46-50	**Films and Performing Arts**	Course Activity
1 day: 51	**The Future of Live Performances**	Course Discussion
1 day: 52	**Space Jumble**	Activity
4 days: 53-56	**Journalism, Broadcasting, and Telecommunications** *Identify career prospects in journalism, broadcasting, and the telecommunications industry.*	Lesson
4 days: 57-60	**Fashion Design** *Discuss career opportunities in fashion design.*	Lesson
4 days: 61-64	**Printing and Imaging Technology** *Discuss career opportunities in printing and imaging technology.*	Lesson
4 days: 65-68	**Learning the Trade**	Course Activity
1 day: 69	**Do We Need the Professional News Media?**	Course Discussion
1 day: 70	**Space Jumble**	Activity
4 days: 71-74	**Leadership and Communication Skills** *Describe the importance of leadership and communications skills in the fields of art, audio/video technology, and communications.*	Lesson
4 days: 75-78	**Professional Communications** *Examine the significance of professional communications in various industries.*	Lesson
4 days: 79-82	**Laws, Ethics, and Safety Rules** *Analyze the laws, ethics, and safety rules that professionals in the arts and media technology industries must follow.*	Activity
4 days: 83-86	**Communication, Ethics, and Safety**	Course Activity
1 day: 87	**Are You an Effective Communicator?**	Course Discussion

1 day: 88	**Space Jumble**	Activity
1 day: 89	**Course Review**	
1 day: 90	**End of Course**	Assessment