

Instructional Framework

Digital Communication

10.0200.40



Domain 1: Production

Instructional Time 40-50%

STANDARD 5.0 UTILIZE COMPUTER APPLICATIONS TO MANAGE MEDIA

5.1 Use appropriate electronic publishing software and output devices	<ul style="list-style-type: none">• Use of publishing software ex. Adobe InDesign, Wordpress, etc.• Output devices ex. digital vs. printed
5.2 Apply essential commands and knowledge of computer operating systems	<ul style="list-style-type: none">• Understanding keyboard shortcuts & Toolbar menu options• Device and operating system limitations ex. OSX vs. Windows• Capabilities of a mobile OS vs. desktop OS ex. iOS vs. OSX, Android vs. Windows
5.3 Apply computer file management techniques	<ul style="list-style-type: none">• Establishing workflow• File naming system
5.4 Use the Internet for file transfer	<ul style="list-style-type: none">• Uploading to a publishing platform ex. Yearbook publishing software, Wordpress, email, etc.
5.5 Select the format for digital delivery	<ul style="list-style-type: none">• Exporting content appropriately to task• Understanding appropriate resolution and file size
5.6 Use and care for equipment and related accessories	<ul style="list-style-type: none">• Ejecting drives• Workstation care and management
5.7 Describe the functionality of the internet, intranet, and extranet in the media environment	<ul style="list-style-type: none">• Internet vs. Intranet
5.8 Explain methods of protecting a computer against computer threats	<ul style="list-style-type: none">• Password security• Appropriate downloads• Malware Viruses• Opening suspicious email• Form submission safety

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)	<ul style="list-style-type: none">• Use Bridge, Finder, or Windows Explorer to transfer your media
6.2 Select appropriate resolutions for data capture	<ul style="list-style-type: none">• Raw vs. jpeg
6.3 Capture and transfer still image, audio, and moving image content	<ul style="list-style-type: none">• Capture/Import

6.4 Archive and manage data for media applications	<ul style="list-style-type: none"> • Saving working files vs. sharable files • Delete/Archive files
STANDARD 8.0 IMPLEMENT PLAN(S) FOR ACQUIRING OR CREATING A PRODUCT IN ACCORDANCE WITH PRODUCTION PHASE TASKS IN DIGITAL COMMUNICATIONS	
8.1 Present a workflow outline for a project from start to finish to ensure deadlines are met	<ul style="list-style-type: none"> • Preproduction, Production, Post-Production ex. Pitch a story, identify news value, research, identify sources, write, revise/edit, publish
8.2 Write content that utilizes a variety of creative leads	<ul style="list-style-type: none"> • Write feature article or narrative style copy using variety of creative leads ex. anecdotal • Associated Press (AP) Style
8.3 Write content that utilizes headlines (i.e., label, sentence, combination) and cutlines	<ul style="list-style-type: none"> • Writing for various media ex. magazine, newspaper, print vs. online • AP Style
8.4 Write content that contains information from credible sources	<ul style="list-style-type: none"> • Conduct research • Identify credible sources • Attribute source in your writing • AP Style
8.5 Write content that narrates events for a variety of audiences	<ul style="list-style-type: none"> • Provide coverage for all audiences • AP Style
8.6 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	<ul style="list-style-type: none"> • News writing • Inverted pyramid • AP Style
8.7 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	<ul style="list-style-type: none"> • Feature Writing • Social Media • Blogging • AP Style
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	<ul style="list-style-type: none"> • Editorial • Advertising • Opinion • AP Style
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)	<ul style="list-style-type: none"> • Creating layouts and spreads • Packaging elements for print and online publication
8.10 Incorporate principles of photography including composition, light, depth of field, focus, and stop action	<ul style="list-style-type: none"> • Elements and principles of design • Composition ex. framing, rule of thirds, leading line, etc. • Proper exposure ex. shutter speed, aperture, ISO (exposure triangle) • Controlling motion with shutter speed • Controlling depth of field with aperture

8.11 Create original graphics that accompany copy, enhance readability, and appeal to a variety of audiences	<ul style="list-style-type: none"> • How to compile data • Use appropriate software to create infographics
8.12 Demonstrate teamwork skills required for success in the workplace	<ul style="list-style-type: none"> • Collaboration ex. online and face to face

Domain 2: Planning Instructional Time 20-25%	
STANDARD 3.0 DEMONSTRATE VERBAL AND NONVERBAL COMMUNICATION SKILLS REQUIRED BY THE MEDIA INDUSTRY	
3.1 Use industry terminology appropriately in the work environment	Use appropriate industry terminology for digital communications
3.2 Use effective communication techniques to obtain accurate information from sources, audiences, and clients	<ul style="list-style-type: none"> • Fact checking • Proofreading • Sources • Target audience • Client • Credible • Professionalism ex. Interview
3.3 Practice verbal and nonverbal communication skills with people of diverse cultures, generations, and situations	<ul style="list-style-type: none"> • Social Norms ex. Cultural differences, eye contact, pronouns
3.4 Practice active listening skills appropriate to the medium/media	<ul style="list-style-type: none"> • Use active listening skills
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	<ul style="list-style-type: none"> • Communicate professionally • Spell check • AP Style
4.2 Conduct formal and informal research to collect information	<ul style="list-style-type: none"> • Fact checking • Analyzing the source • Surveys/polls
4.3 Verify the accuracy of information	<ul style="list-style-type: none"> • Fact checking
4.4 Verify the authority of sources	<ul style="list-style-type: none"> • Fact checking
4.5 Identify the purpose, content, and audience for communications	<ul style="list-style-type: none"> • Target audience
4.6 Select the appropriate medium/media for distribution of communications	<ul style="list-style-type: none"> • Demographics
4.7 Format communications for the purpose, audience, and medium/media	<ul style="list-style-type: none"> • use appropriate packaging or publishing
4.8 Use editing skills when reviewing communications	<ul style="list-style-type: none"> • Proofread • Self edit

4.9 Use proofing skills and check the spelling when reviewing communications	<ul style="list-style-type: none"> • Proofread • Peer revisions
STANDARD 7.0 ENGAGE IN PRE-PRODUCTION/PLANNING PHASE OF PRODUCT CREATION IN DIGITAL COMMUNICATIONS	
7.1 Conceptualize, develop, and present an idea	<ul style="list-style-type: none"> • Pitch a story/project
7.2 Identify and describe newsworthy stories	<ul style="list-style-type: none"> • Elements that make news interesting (news values) Timeliness, proximity, consequence, prominence, conflict, emotions, unusualness, human interest, etc.
7.3 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	<ul style="list-style-type: none"> • Read articles from diverse publications • Fact checking
7.4 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	<ul style="list-style-type: none"> • Read articles from diverse publications • Fact checking
7.5 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 (electronic copy, blogs, convergence) for accuracy, balance, fairness, proper attribution, and credibility	<ul style="list-style-type: none"> • Read articles from diverse publications • Fact checking
7.6 Analyze and evaluate op-ed pages in local, national, and international newspapers and magazines and from online news sources (electronic copy, blogs, convergence) for accuracy, balance, fairness, proper attribution, and credibility	<ul style="list-style-type: none"> • Read articles from diverse publications • Fact checking
7.7 Define types and uses of software for photo manipulation, drawing, and page layout	<ul style="list-style-type: none"> • Use of publishing software ex. Adobe InDesign, Illustrator, Photoshop, etc. • Appropriate use with photo manipulation for specific media
7.8 Identify basic categories and uses of type (e.g., serif, sans serif, display, and script)	<ul style="list-style-type: none"> • Understand type categories and uses ex. Find examples of serif fonts
7.9 Explain type specifics, such as kerning, letter spacing, and word spacing	<ul style="list-style-type: none"> • Typography terms
7.10 Explain alignment specifics (e.g., flush left, flush right, centered, justified, force justified, and widows and orphans)	<ul style="list-style-type: none"> • Alignment of text • Page design
7.11 Identify design elements using related terminology (e.g., dummied, modular design, margins, columns, bleeds, and graphics)	<ul style="list-style-type: none"> • Identify and label design elements ex. Find examples in a spread magazine or a newspaper
7.12 Practice use and care of digital cameras and accessories	<ul style="list-style-type: none"> • Camera/lens care and management • Memory card care

	<ul style="list-style-type: none"> • Change lenses • Appropriate aperture, ISO, shutter speed, etc. • Shooting Modes ex. Aperture priority, shutter priority, manual mode
7.13 Determine equipment needed for a variety of photography tasks/situations	<ul style="list-style-type: none"> • Understand task and situation to identify proper equipment ex. Selecting appropriate lenses
7.14 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	<ul style="list-style-type: none"> • Appropriate situations to use cell phone camera vs. Digital Single Lens Reflex (DSLR) for end usage requirements • Export at appropriate resolution Digital 72 ppi, Print 300 ppi
7.15 Explain how to preflight and package a file before handoff	<ul style="list-style-type: none"> • Build document appropriately • CYMK vs. RGB • Using K Black vs. Registration Black

Domain 3: Product Refinement

Instructional Time 15-20%

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

9.1 Utilize the editing/revising process	<ul style="list-style-type: none"> • Proofread • Peer edit
9.2 Analyze publishing options and select appropriate equipment for the application	<ul style="list-style-type: none"> • Determine appropriate publishing equipment based on project type ex. desktop printer vs. copy machine vs. publishing house vs. digital

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

11.1 Identify activities that measure quality requirements for a product (i.e., production time and cost and product evaluation by different audiences)	<ul style="list-style-type: none"> • Survey target audience • Previews with target audience
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Domain 4: Marketing and Distribution

Instructional Time 10-15%

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

10.1 Utilize strategies and tools to write and/or publish to print and to write and/or publish a digital product	<ul style="list-style-type: none"> • Apply strategies and tools to publish print or digital products ex. Publishing vs. production tools
10.2 Examine the role of social media in the field of digital communications	<ul style="list-style-type: none"> • Use social media as a news tool or marketing tool • Changes in production cycle • Fact checking • Social media trends ex. Hashtags, etc. • Breaking news

	<ul style="list-style-type: none"> • Citizen journalism
STANDARD 12.0 PRESENT PRODUCT(S) TO SELECTED AUDIENCE(S) USING MEDIA IN DIGITAL COMMUNICATIONS	
12.1 Identify different kinds of portfolios	<ul style="list-style-type: none"> • Digital format
12.2 Use delivery methods appropriate for various publications	<ul style="list-style-type: none"> • Apply strategies and tools to publish print or digital products ex. Publishing vs. production tools
12.3 Explore participation in competitions	<ul style="list-style-type: none"> • State and National CTSO Competitions • Arizona Interscholastic Press Association (AIPA), Journalism Education Association (JEA), Columbia Scholastic Press Association (CSPA)

Domain 5: History & Law	
Instructional Time 5-10%	
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	<ul style="list-style-type: none"> • Inform • Educate or Entertain
1.2 Investigate the history and evolution of media and emerging technology	<ul style="list-style-type: none"> • Spoken word, handwritten, printed, radio, television, digital, etc.
1.3 Identify factors that contribute to the success of media businesses and freelance/contract providers	<ul style="list-style-type: none"> • Revenue • Readership • Web Analytics ex. Hits/Clicks
1.4 Examine the impact of social media on the media industry	<ul style="list-style-type: none"> • Pros and cons of social media
1.5 Identify key factors to be considered in launching a media business	<ul style="list-style-type: none"> • Budget • Branding
1.6 Examine how the relationship among marketing, sales, and production affects profitability	<ul style="list-style-type: none"> • Promotion, production, and distribution • Selling advertisements
1.7 Describe how production processes and cycles affect media businesses	<ul style="list-style-type: none"> • Timeliness/workflow of Production phases (Pre production post) • Speed vs. quality
1.8 Determine costing projections for various media objectives and/or functions	<ul style="list-style-type: none"> • Cost projections • Budget
1.9 Describe how diversity (cultural, ethnic, multi-generational) and ethics affect the selection of projects and programs	<ul style="list-style-type: none"> • Target audiences demographics • Code of ethics
1.10 Describe how ethics, hype, and content influence media products	<ul style="list-style-type: none"> • Code of Ethics ex. Society of Professional Journalism (SPJ) • Content influencers create hype

1.11 Identify industry safety standards	<ul style="list-style-type: none"> • OSHA
1.12 Describe multiple distribution platforms that are in compliance with the American Disability Act	<ul style="list-style-type: none"> • Americans with Disabilities Act checklist for website accessibility ex. Alt tags • Audio recordings of articles ex. Soundcloud, Podcast, etc.
STANDARD 2.0 INVESTIGATE INTELLECTUAL PROPERTY LAW AND RIGHTS MANAGEMENT	
2.1 Identify current legal issues in media professions	<ul style="list-style-type: none"> • Copyright infringement • New voices legislation • Hazelwood vs. Kuhlmeier • Tinker vs. Des Moines • Freedom of Information Act • Sunshine Law • Libel vs. slander
2.2 Explain plagiarism and its effects in business	<ul style="list-style-type: none"> • Negatively affects credibility • Impact on employability ex. Jayson Blair case
2.3 Define the establishment of a copyright	<ul style="list-style-type: none"> • Duration, beginning and expiration of copyright
2.4 Discuss rights and implications of copyright law	<ul style="list-style-type: none"> • Copyright • Legal consequences • Obtaining permission
2.5 Examine intellectual property law and its ramifications	<ul style="list-style-type: none"> • Intellectual Property
2.6 Explain the establishment of a trade name and trademark	<ul style="list-style-type: none"> • Trade name • Trademark
2.7 Explain fair use in relation to legal and regulatory considerations	<ul style="list-style-type: none"> • Fair use • Copyright