TUSD

Tucson Unified School District
COURSE PROPOSAL FORM

Course Title: Digital Communications 1	
Initiator: Charles McCollum - CTE Program Coordinator	School/Department: Career and Technical Education

NATURE OF REQUEST

New Course Type - select one:	☐	Standard credit	☐	ELD	☐	Honors
	☐	Advanced Placement or IB	☐	Exceptional Ed	☐	Intervention
	☒	CTE	☐	GATE	☐	Magnet

Change in Course - select one:	☐	Change in course description	☐	Change in title (will require a new code)
	☐	Change in prerequisites	☐	Change in credit distribution (will require a new code)
	☐	Change in course length	☐	Change in grade level
	☐	Replacing prior course(s)		

COURSE DESCRIPTION

Distribution Category - select one:

☐	Arts	☐	Math (Algebra II)	☐	Social Studies (American Government)
☒	Career and Technical Education	☐	Math (Geometry)	☐	Social Studies (Economics)
☐	English/Language Arts	☐	Math (4th Credit or higher)	☐	Social Studies (World History/Geography)
☐	Electives	☐	Physical Education	☐	World Languages
☐	Health	☐	Science		
☐	Language Arts - middle school	☐	Science (Lab Science)	☐	Other – Please explain:
☐	Math – middle school	☐	Social Studies – middle school		
☐	Math (Algebra I)	☐	Social Studies (American & AZ History/Constitution)		

Intended grade levels:	☐ 6	☐ 7	☐ 8	☐ 9	☑ 10	☑ 11	☑ 12

Credits: .5	Course length:	☒ Semester	☐ Year

REQUIRED DOCUMENTS

1. **COURSE DESCRIPTION** *New/updated course description to be included in the school catalog and/or handbook.*

Please See Attachment 1 - ADE Program Description for 01.0100.40 - Program is changing to a 2 CU requirement beginning 2018-19 sy. CMT Fundamentals (10.0200.10) will not longer be required.

2. **COURSE SYLLABUS** –*essential questions, objectives, desired outcomes, assessments, timeline - time spent on each section.* http://tusd1.org/tusdforms/documents/CUR1001CourseSyllabus.pdf

3. **JUSTISTIFICATION FOR NEW COURSE:** *provide standards alignment information.*

Please See attachment 2 - Arizona CTE Career Preperation Standards & Measurment Criteria

TUSD

Tucson Unified School District
COURSE PROPOSAL FORM

4. DISTRICT ADOPTIONS *identify district approved textbooks, software adoptions.*

N/A

5. SAMPLE UNIT

N/A

SIGNATURES:

Teacher:		**Date:**	
Principal:		**Date:**	12/15/17
Sr. Director Curriculum Dev:		**Date:**	12/19/17
Asst. Superintendent Curriculum & Instruction:		**Date:**	
Governing Board Approved	☐ YES / ☐ NO	**Date of GBA approval:**	

**** *Office Use Only* ****

Old Course #(s) *if applicable*	**New Course #(s)**	**Course Title:**	**STATE Course Subject Area**
			AZ

	Initial	**Date**
Course information		
Course Catalog Manager (1, 2)		

TUSD

Tucson Unified School District
COURSE PROPOSAL FORM

Course Title: Digital Communications 2

Initiator: Charles McCollum - CTE Program Coordinator | School/Department: Career and Technical Education

NATURE OF REQUEST

New Course Type - select one:	☐	Standard credit	☐ ELD	☐	Honors
	☐	Advanced Placement or IB	☐ Exceptional Ed	☐	Intervention
	☒	CTE	☐ GATE	☐	Magnet

Change in Course - select one:	☐	Change in course description	☐	Change in title (will require a new code)
	☐	Change in prerequisites	☐	Change in credit distribution (will require a new code)
	☐	Change in course length	☐	Change in grade level
	☐	Replacing prior course(s)		

COURSE DESCRIPTION

Distribution Category - select one:

☐	Arts	☐	Math (Algebra II)	☐	Social Studies (American Government)
☒	Career and Technical Education	☐	Math (Geometry)	☐	Social Studies (Economics)
☐	English/Language Arts	☐	Math (4th Credit or higher)	☐	Social Studies (World History/Geography)
☐	Electives	☐	Physical Education	☐	World Languages
☐	Health	☐	Science		
☐	Language Arts - middle school	☐	Science (Lab Science)	☐	Other – Please explain:
☐	Math – middle school	☐	Social Studies – middle school		
☐	Math (Algebra I)	☐	Social Studies (American & AZ History/Constitution)		

Intended grade levels:	☐ 6	☐ 7	☐ 8	☐ 9	☑ 10	☑ 11	☑ 12

Credits: .5	Course length:	☒ Semester	☐ Year

REQUIRED DOCUMENTS

1. **COURSE DESCRIPTION** *New/updated course description to be included in the school catalog and/or handbook.*

Please See Attachment 1 - ADE Program Description for 01.0100.40 - Program is changing to a 2 CU requirement beginning 2018-19 sy. CMT Fundamentals (10.0200.10) will not longer be required.

2. **COURSE SYLLABUS** *–essential questions, objectives, desired outcomes, assessments, timeline - time spent on each section.* http://tusd1.org/tusdforms/documents/CUR1001CourseSyllabus.pdf

3. **JUSTISTIFICATION FOR NEW COURSE:** *provide standards alignment information.*

Please See Attachment 2 - Arizona CTE Career Preperation Standards & Measurment Criteria

TUSD

Tucson Unified School District
COURSE PROPOSAL FORM

4. **DISTRICT ADOPTIONS** *identify district approved textbooks, software adoptions.*

N/A

5. **SAMPLE UNIT**

N/A

SIGNATURES:

Teacher:		**Date:**	
Principal:		**Date:**	12/15/17
Sr. Director Curriculum Dev:		**Date:**	12/19/17
Asst. Superintendent Curriculum & Instruction:		**Date:**	
Governing Board Approved	☐ YES / ☐ NO	**Date of GBA approval:**	

**** *Office Use Only* ****

Old Course #(s) *if applicable*	New Course #(s)	Course Title:	STATE Course Subject Area
			AZ

	Initial	Date
Course information		
Course Catalog Manager (1, 2)		

TUSD

Tucson Unified School District
COURSE PROPOSAL FORM

Course Title: - Digital Communications 3	
Initiator: Charles McCollum - CTE Program Coordinator	School/Department: Career and Technical Education

NATURE OF REQUEST

New Course Type - select one:	☐	Standard credit	☐	ELD	☐	Honors
	☐	Advanced Placement or IB	☐	Exceptional Ed	☐	Intervention
	☒	CTE	☐	GATE	☐	Magnet

Change in Course - select one:	☐	Change in course description	☐	Change in title (will require a new code)
	☐	Change in prerequisites	☐	Change in credit distribution (will require a new code)
	☐	Change in course length	☐	Change in grade level
	☐	Replacing prior course(s)		

COURSE DESCRIPTION

Distribution Category - select one:

☐	Arts	☐	Math (Algebra II)	☐	Social Studies (American Government)
☒	Career and Technical Education	☐	Math (Geometry)	☐	Social Studies (Economics)
☐	English/Language Arts	☐	Math (4th Credit or higher)	☐	Social Studies (World History/Geography)
☐	Electives	☐	Physical Education	☐	World Languages
☐	Health	☐	Science		
☐	Language Arts - middle school	☐	Science (Lab Science)	☐	Other – Please explain:
☐	Math – middle school	☐	Social Studies – middle school		
☐	Math (Algebra I)	☐	Social Studies (American & AZ History/Constitution)		

Intended grade levels:	☐ 6	☐ 7	☐ 8	☐ 9	☐ 10	☑ 11	☑ 12

Credits: .5	Course length:	☒ Semester	☐ Year

REQUIRED DOCUMENTS

1. **COURSE DESCRIPTION** *New/updated course description to be included in the school catalog and/or handbook.*

Please See Attachment 1 - ADE Program Description for 01.0100.45 - Program is changing to a 2 CU requirement beginning 2018-19 sy. CMT Fundamentals (10.0200.10) will not longer be required.

2. **COURSE SYLLABUS** *–essential questions, objectives, desired outcomes, assessments, timeline - time spent on each section.* http://tusd1.org/tusdforms/documents/CUR1001CourseSyllabus.pdf

3. **JUSTISTIFICATION FOR NEW COURSE:** *provide standards alignment information.*

Please See Attachment 2 - Arizona CTE Career Preperation Standards & Measurment Criteria

TUSD

Tucson Unified School District
COURSE PROPOSAL FORM

4. DISTRICT ADOPTIONS *identify district approved textbooks, software adoptions.*

N/A

5. SAMPLE UNIT

N/A

SIGNATURES:

Teacher:		**Date:**	
Principal:		**Date:**	12/15/17
Sr. Director Curriculum Dev:		**Date:**	12/15/17
Asst. Superintendent Curriculum & Instruction:		**Date:**	
Governing Board Approved	☐ YES / ☐ NO	**Date of GBA approval:**	

**** *Office Use Only* ****

Old Course #(s) *if applicable*	New Course #(s)	Course Title:	STATE Course Subject Area
			AZ

	Initial	Date
Course information		
Course Catalog Manager (1, 2)		

TUSD

Tucson Unified School District
COURSE PROPOSAL FORM

Course Title: - Digital Communications 4	
Initiator: Charles McCollum - CTE Program Coordinator	School/Department: Career and Technical Education

NATURE OF REQUEST

New Course Type - select one:	☐	Standard credit	☐	ELD	☐	Honors
	☐	Advanced Placement or IB	☐	Exceptional Ed	☐	Intervention
	☒	CTE	☐	GATE	☐	Magnet

Change in Course - select one:	☐	Change in course description	☐	Change in title (will require a new code)
	☐	Change in prerequisites	☐	Change in credit distribution (will require a new code)
	☐	Change in course length	☐	Change in grade level
	☐	Replacing prior course(s)		

COURSE DESCRIPTION

Distribution Category - select one:

☐	Arts	☐	Math (Algebra II)	☐	Social Studies (American Government)
☒	Career and Technical Education	☐	Math (Geometry)	☐	Social Studies (Economics)
☐	English/Language Arts	☐	Math (4th Credit or higher)	☐	Social Studies (World History/Geography)
☐	Electives	☐	Physical Education	☐	World Languages
☐	Health	☐	Science		
☐	Language Arts - middle school	☐	Science (Lab Science)	☐	Other – Please explain:
☐	Math – middle school	☐	Social Studies – middle school		
☐	Math (Algebra I)	☐	Social Studies (American & AZ History/Constitution)		

Intended grade levels:	☐ 6	☐ 7	☐ 8	☐ 9	☐ 10	☑ 11	☑ 12

Credits: .5	Course length:	☒ Semester	☐ Year

REQUIRED DOCUMENTS

1. **COURSE DESCRIPTION** *New/updated course description to be included in the school catalog and/or handbook.*

Please See Attachment 1 - ADE Program Description for 01.0100.45 - Program is changing to a 2 CU requirement beginning 2018-19 sy. CMT Fundamentals (10.0200.10) will not longer be required.

2. **COURSE SYLLABUS** *–essential questions, objectives, desired outcomes, assessments, timeline - time spent on each section.* http://tusd1.org/tusdforms/documents/CUR1001CourseSyllabus.pdf

3. **JUSTISTIFICATION FOR NEW COURSE:** *provide standards alignment information.*

Please See attachment 2 - Arizona CTE Career Preperation Standards & Measurment Criteria

TUSD

Tucson Unified School District
COURSE PROPOSAL FORM

4. DISTRICT ADOPTIONS *identify district approved textbooks, software adoptions.*

N/A

5. SAMPLE UNIT

N/A

SIGNATURES:

Teacher:		**Date:**	
Principal:		**Date:**	12/15/17
Sr. Director Curriculum Dev:		**Date:**	12/19/17
Asst. Superintendent Curriculum & Instruction:		**Date:**	
Governing Board Approved	☐ YES / ☐ NO	**Date of GBA approval:**	

**** *Office Use Only* ****

Old Course #(s) *if applicable*	New Course #(s)	Course Title:	STATE Course Subject Area
			AZ

	Initial	Date
Course information		
Course Catalog Manager (1, 2)		

TUSD

Tucson Unified School District
COURSE PROPOSAL FORM

Course Title: - Digital Communications 5	
Initiator: Charles McCollum - CTE Program Coordinator	School/Department: Career and Technical Education

NATURE OF REQUEST

New Course Type - select one:	☐	Standard credit	☐	ELD	☐	Honors
	☐	Advanced Placement or IB	☐	Exceptional Ed	☐	Intervention
	☒	CTE	☐	GATE	☐	Magnet

Change in Course - select one:	☐	Change in course description	☐	Change in title (will require a new code)
	☐	Change in prerequisites	☐	Change in credit distribution (will require a new code)
	☐	Change in course length	☐	Change in grade level
	☐	Replacing prior course(s)		

COURSE DESCRIPTION

Distribution Category - select one:

☐	Arts	☐	Math (Algebra II)	☐	Social Studies (American Government)
☒	Career and Technical Education	☐	Math (Geometry)	☐	Social Studies (Economics)
☐	English/Language Arts	☐	Math (4th Credit or higher)	☐	Social Studies (World History/Geography)
☐	Electives	☐	Physical Education	☐	World Languages
☐	Health	☐	Science		
☐	Language Arts - middle school	☐	Science (Lab Science)	☐	Other – Please explain:
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☐	Math (Algebra I)	☐	Social Studies (American & AZ History/Constitution)		

Intended grade levels:	☐ 6	☐ 7	☐ 8	☐ 9	☐ 10	☑ 11	☑ 12

Credits: .5	Course length:	☒ Semester	☐ Year

REQUIRED DOCUMENTS

1. **COURSE DESCRIPTION** *New/updated course description to be included in the school catalog and/or handbook.*

Please See Attachment 1 - ADE Program Description for 01.0100.45 - Program is changing to a 2 CU requirement beginning 2018-19 sy. CMT Fundamentals (10.0200.10) will not longer be required.

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3. **JUSTISTIFICATION FOR NEW COURSE:** *provide standards alignment information.*

Please See Attachment 2 - Arizona CTE Career Preperation Standards & Measurment Criteria

TUSD

Tucson Unified School District
COURSE PROPOSAL FORM

4. **DISTRICT ADOPTIONS** *identify district approved textbooks, software adoptions.*

N/A

5. **SAMPLE UNIT**

N/A

SIGNATURES:

Teacher:		**Date:**	
Principal:		**Date:**	12/15/17
Sr. Director Curriculum Dev:		**Date:**	12/19/17
Asst. Superintendent Curriculum & Instruction:		**Date:**	
Governing Board Approved	☐ YES / ☐ NO	**Date of GBA approval:**	

****** *Office Use Only* ******

Old Course #(s) *if applicable*	New Course #(s)	Course Title:	STATE Course Subject Area
			AZ

	Initial	Date
Course information		
Course Catalog Manager (1, 2)		

TUSD

Tucson Unified School District
COURSE PROPOSAL FORM

Course Title: - Digital Communications 6

Initiator: Charles McCollum - CTE Program Coordinator | School/Department: Career and Technical Education

NATURE OF REQUEST

New Course Type - select one:	☐	Standard credit	☐	ELD	☐ Honors
	☐	Advanced Placement or IB	☐	Exceptional Ed	☐ Intervention
	☒	CTE	☐	GATE	☐ Magnet

Change in Course - select one:	☐	Change in course description	☐	Change in title (will require a new code)
	☐	Change in prerequisites	☐	Change in credit distribution (will require a new code)
	☐	Change in course length	☐	Change in grade level
	☐	Replacing prior course(s)		

COURSE DESCRIPTION

Distribution Category - select one:

☐	Arts	☐	Math (Algebra II)	☐	Social Studies (American Government)
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☐	Language Arts - middle school	☐	Science (Lab Science)	☐	Other – Please explain:
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☐	Math (Algebra I)	☐	Social Studies (American & AZ History/Constitution)		

Intended grade levels:	☐ 6	☐ 7	☐ 8	☐ 9	☐ 10	☑ 11	☑ 12

Credits: .5	Course length:	☒ Semester	☐ Year

REQUIRED DOCUMENTS

1. **COURSE DESCRIPTION** *New/updated course description to be included in the school catalog and/or handbook.*

Please See Attachment 1 - ADE Program Description for 01.0100.45 - Program is changing to a 2 CU requirement beginning 2018-19 sy. CMT Fundamentals (10.0200.10) will not longer be required.

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TUSD

Tucson Unified School District
COURSE PROPOSAL FORM

4. **DISTRICT ADOPTIONS** *identify district approved textbooks, software adoptions.*

N/A

5. **SAMPLE UNIT**

N/A

SIGNATURES:

Teacher:		**Date:**	
Principal:		**Date:**	12/5/17
Sr. Director Curriculum Dev:		**Date:**	12/19/17
Asst. Superintendent Curriculum & Instruction:		**Date:**	
Governing Board Approved	☐ YES / ☐ NO	**Date of GBA approval:**	

**** *Office Use Only* ****

Old Course #(s) ***if applicable***	**New Course #(s)**	**Course Title:**	**STATE Course Subject Area**
			AZ

	Initial	**Date**
Course information		
Course Catalog Manager (1, 2)		

TUSD

Tucson Unified School District
COURSE PROPOSAL FORM

Course Title: (Digital Communications 7	
Initiator: Charles McCollum - CTE Program Coordinator	School/Department: Career and Technical Education

NATURE OF REQUEST

New Course Type - select one:	☐	Standard credit	☐	ELD	☐	Honors
	☐	Advanced Placement or IB	☐	Exceptional Ed	☐	Intervention
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	☐	Replacing prior course(s)		

COURSE DESCRIPTION

Distribution Category - select one:

☐	Arts	☐	Math (Algebra II)	☐	Social Studies (American Government)
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☐	Health	☐	Science		
☐	Language Arts - middle school	☐	Science (Lab Science)	☐	Other – Please explain:
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☐	Math (Algebra I)	☐	Social Studies (American & AZ History/Constitution)		

Intended grade levels:	☐ 6	☐ 7	☐ 8	☐ 9	☐ 10	☐ 11	☑ 12

Credits: .5	Course length:	☒ Semester	☐ Year

REQUIRED DOCUMENTS

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TUSD

Tucson Unified School District
COURSE PROPOSAL FORM

4. DISTRICT ADOPTIONS *identify district approved textbooks, software adoptions.*

N/A

5. SAMPLE UNIT

N/A

SIGNATURES:

Teacher:		**Date:**	
Principal:		**Date:**	12/15/17
Sr. Director Curriculum Dev:		**Date:**	12/19/17
Asst. Superintendent Curriculum & Instruction:		**Date:**	
Governing Board Approved	☐ YES / ☐ NO	**Date of GBA approval:**	

**** Office Use Only ****

Old Course #(s) *if applicable*	New Course #(s)	Course Title:	STATE Course Subject Area
			AZ

	Initial	Date
Course information		
Course Catalog Manager (1, 2)		

TUSD

Tucson Unified School District
COURSE PROPOSAL FORM

Course Title: (Digital Communications 8	
Initiator: Charles McCollum - CTE Program Coordinator	School/Department: Career and Technical Education

NATURE OF REQUEST

New Course Type - select one:	☐	Standard credit	☐	ELD	☐	Honors
	☐	Advanced Placement or IB	☐	Exceptional Ed	☐	Intervention
	☒	CTE	☐	GATE	☐	Magnet

Change in Course - select one:	☐	Change in course description	☐	Change in title (will require a new code)
	☐	Change in prerequisites	☐	Change in credit distribution (will require a new code)
	☐	Change in course length	☐	Change in grade level
	☐	Replacing prior course(s)		

COURSE DESCRIPTION

Distribution Category - select one:

☐	Arts	☐	Math (Algebra II)	☐	Social Studies (American Government)
☒	Career and Technical Education	☐	Math (Geometry)	☐	Social Studies (Economics)
☐	English/Language Arts	☐	Math (4th Credit or higher)	☐	Social Studies (World History/Geography)
☐	Electives	☐	Physical Education	☐	World Languages
☐	Health	☐	Science		
☐	Language Arts - middle school	☐	Science (Lab Science)	☐	Other – Please explain:
☐	Math – middle school	☐	Social Studies – middle school		
☐	Math (Algebra I)	☐	Social Studies (American & AZ History/Constitution)		

Intended grade levels:	☐ 6	☐ 7	☐ 8	☐ 9	☐ 10	☐ 11	☑ 12

Credits: .5	Course length:	☒ Semester	☐ Year

REQUIRED DOCUMENTS

1. **COURSE DESCRIPTION** *New/updated course description to be included in the school catalog and/or handbook.*

Please See Attachment 1 - ADE Program Description for 01.0100.45 - Program is changing to a 2 CU requirement beginning 2018-19 sy. CMT Fundamentals (10.0200.10) will not longer be required.

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3. **JUSTISTIFICATION FOR NEW COURSE:** *provide standards alignment information.*

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TUSD

Tucson Unified School District
COURSE PROPOSAL FORM

4. DISTRICT ADOPTIONS *identify district approved textbooks, software adoptions.*

N/A

5. SAMPLE UNIT

N/A

SIGNATURES:

Teacher:		**Date:**	
Principal:		**Date:**	12/15/17
Sr. Director Curriculum Dev:		**Date:**	12/19/17
Asst. Superintendent Curriculum & Instruction:		**Date:**	
Governing Board Approved	☐ YES / ☐ NO	**Date of GBA approval:**	

**** *Office Use Only* ****

Old Course #(s) *if applicable*	New Course #(s)	Course Title:	STATE Course Subject Area
			AZ

	Initial	Date
Course information		
Course Catalog Manager (1, 2)		

Attachment 1

PROGRAM: **Digital Communications**

PROGRAM CIP CODE: **10.0200.40**

DESCRIPTION: The **Digital Communications** instructional program prepares the students to collect, write, edit and present the news utilizing a variety of mediums, i.e. newspaper, magazine, yearbook, blog. Digital Communications is a form of writing that tells people about the things that really happened but that they might not have known about already. These individuals might work for newspapers, magazines, websites, TV or Radio. These students will gather, analyze and disseminate socially-relevant information in a consistent, transparent and honest way. The certifications that a student can leave with from Digital Communications are:

- Adobe Certified Associate in InDesign
- Adobe Certified Associate in Photoshop

The program is designed and delivered as a coherent sequence of school-based and work-based experiences. Leadership skills are developed through the state recognized Career and Technical Student Organizations FBLA or SkillsUSA.

RECOMMENDED PROGRAM SEQUENCE OF COURSES:

Career Preparation

The following describes the recommended Career Preparation courses developed from industry-validated skills for initial employment or continued related education. All the state-designated Communication Media Technologies Core Standards and Digital Communications Technical Standards are addressed in this instructional sequence.

10.0200.10 **Shared Communication Media Technologies Fundamentals:** This course is an introduction to technical skills and knowledge for a mixture of CMT program areas (Animation, Digital Communications, Digital Photography, Digital Printing, Graphic/Web Design, Film & TV and Music and Audio Productions) that are reflected at each school. Instruction will include:

- Analyzing the media industry, business practices and its role in the economy.
- Investigating the Intellectual Property Law and Rights Management.
- Demonstrating verbal and nonverbal communication skills required by the media

industry.
- Demonstrating written communication skills within the media industry.
- Utilizing computer applications to manage media.
- Applying knowledge of data capture and manipulation.

(.10 CIP Code is used for the Fundamentals course if the course is a shared Fundamentals course for any other 10.0200 program, i.e. Digital Printing, Graphic/Web Design, Animation, Digital Photography, Film &TV and/or Music & Audio Production.)

-or-

10.0200.13 **Digital Communications Fundamentals:** This course is an introduction to technical skills and knowledge for a mixture of CMT program areas (Animation, Digital Communications, Digital Photography, Digital Printing, Graphic/Web Design, Film & TV and Music and Audio Productions) that are reflected at each school. Instruction will include:

- Analyzing the media industry, business practices and its role in the economy.
- Investigating the Intellectual Property Law and Rights Management.
- Demonstrating verbal and nonverbal communication skills required by the media industry.
- Demonstrating written communication skills within the media industry.
- Utilizing computer applications to manage media.
- Applying knowledge of data capture and manipulation.

(.13 CIP Code is used for the Fundamentals course if the course is the Fundamentals course for 10.0200.40 Digital Communications only.)

-and-

10.0200.40 **Digital Communications I:** This course will prepare the student to integrate pre-production, production, post-production, deliver/distribute, quality assurance and presentation phases of Digital Communications.

-and

10.0200.45 **Digital Communications II:** This course will be

the development of a portfolio with the following projects:

- Classroom
- School
- Community
- Business & Industry

related to Digital Communications.

-or-

10.0200.20 **Digital Printing I:** This course will prepare the student to integrate pre-production, production, post-production, deliver/distribute, quality assurance and presentation phases of Digital Printing.

-or-

10.0200.30 **Graphic/Web Design I:** This course will prepare the student to integrate pre-production, production, post-production, deliver/distribute, quality assurance and presentation phases of Graphic/Web Design.

-or-

10.0200.50 **Digital Photography I:** This course will prepare the student to integrate pre-production, production, post-production, deliver/distribute, quality assurance and presentation phases of Digital Photography.

-or-

10.0200.60 **Animation I:** This course will prepare the student to integrate pre-production, production, post-production, deliver/distribute, quality assurance and presentation phases of Animation.

-or-

10.0200.90 **Film & TV I:** This course will prepare the student to integrate pre-production, production, post-production, deliver/distribute, quality assurance and presentation phases of Film & TV.

-or-

10.0200.00 **Music & Audio Production I:** This course will prepare the student to integrate pre-production, production, post-production, deliver/distribute, quality assurance and presentation phases of Music & Audio Production.

And program may elect to add:

10.0200.75 **Communication Media Technologies-Internship:** This course provides students an opportunity to apply previously developed knowledge and skills into a structured work experience within the specific option they have studied. This work experience may or may not require classroom instruction, may be paid or unpaid and is available for 12th graders who have completed at least one Carnegie unit of study in the Digital Communications program.

-or-

10.0200.80 **Communication Media Technologies-Cooperative Education:** This course utilizes a cooperative education methodology to combine school-based and supervised work-based learning experiences directly related to the standards identified for the Digital Communications program.

TEACHER CERTIFICATION REQUIREMENTS FOR THE DIGITAL COMMUNICATIONS PROGRAM	
CAREER PREPARATION: The instructor must be CTE certified according to the following table	
Digital Communications	CERTIFICATES Types: PCTIET, SCTIET, SSCTEIET
Note: ▪ **Communication Media Technologies 10.0200.70** may be a part of the sequence and the teacher must hold a Cooperative Education Endorsement (CEN). ▪ Teacher/Coordinator **10.0200.75** is not required to have a Cooperative Education Endorsement (CEN). ▪ Teacher/Coordinator **10.0200.80** is required to have a Cooperative Education Endorsement (CEN).	

CERTIFICATE ABBREVIATIONS FOR THE DIGITAL COMMUNICATIONS PROGRAM	
Certificate Types	
PCTIET	Provisional Career and Technical Education Industrial and Emerging Technologies
SCTIET	Standard Career and Technical Education Industrial and Emerging Technologies
SSCTEIET	Standard Specialized Career and Technical Education Industrial and Emerging Technologies

Attachment 2

ARIZONA CTE CAREER PREPARATION STANDARDS & MEASUREMENT CRITERIA

DIGITAL COMMUNICATION, 10.0200.40	
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
1.2	Investigate the history and evolution of media and emerging technology
1.3	Identify factors that contribute to the success of media businesses and freelance/contractproviders
1.4	Examine the impact of social media on the media industry
1.5	Identify key factors to be considered in launching a mediabusiness
1.6	Examine how the relationship among marketing, sales, and production affects profitability
1.7	Describe how production processes and cycles affect media businesses
1.8	Determine costing projections for various media objectives and/or functions
1.9	Describe how diversity (cultural, ethnic, multigenerational) and ethics affect the selection of projects and programs
1.10	Describe how ethics, hype, and content influence media products
1.11	Identify industry safety standards
1.12	Describe multiple distribution platforms that are in compliance with the American Disability Act
2.0	**INVESTIGATE INTELLECTUAL PROPERTY LAW AND RIGHTS MANAGEMENT**
2.1	Identify current legal issues in media professions
2.2	Explain plagiarism and its effects in business
2.3	Define the establishment of a copyright
2.4	Discuss rights and implications of copyright law
2.5	Examine intellectual property law and its ramifications
2.6	Explain the establishment of a trade name and trademark
2.7	Explain fair use in relation to legal and regulatory considerations
3.0	**DEMONSTRATE VERBAL AND NONVERBAL COMMUNICATION SKILLS REQUIRED BY THE MEDIA INDUSTRY**
3.1	Use industry terminology appropriately in the work environment

3.2	Use effective communication techniques to obtain accurate information from sources, audiences, and clients
3.3	Practice verbal and nonverbal communication skills with people of diverse cultures, generations, and situations
3.4	Practice active listening skills appropriate to the medium/media
4.0	**DEMONSTRATE WRITTEN COMMUNICATION SKILLS REQUIRED BY THE MEDIA INDUSTRY**
4.1	Use professional etiquette for web-, email-, and social-media-based communications
4.2	Conduct formal and informal research to collect information
4.3	Verify the accuracy of information
4.4	Verify the authority of sources
4.5	Identify the purpose, content, and audience for communications
4.6	Select the appropriate medium/media for distribution of communications
4.7	Format communications for the purpose, audience, and medium/media
4.8	Use editing skills when reviewingcommunications
4.9	Use proofing skills and check the spelling when reviewing communications
5.0	**UTILIZE COMPUTER APPLICATIONS TO MANAGE MEDIA**
5.1	Use appropriate electronic publishing software and outputdevices
5.2	Apply essential commands and knowledge of computer operating systems
5.3	Apply computer file management techniques
5.4	Use the Internet for file transfer
5.5	Select the format for digital delivery
5.6	Use and care for equipment and related accessories
5.7	Describe the functionality of the internet, intranet, and extranet in the media environment
5.8	Explain methods of protecting a computer against computer threats
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)
6.2	Select appropriate resolutions for datacapture

Creativity Strategies *List the ways that students will be trying new approaches that leads to innovation and invention throughout the unit.*	Students will compose digital scrapbooks with images (art and architecture), quotes (primary sources in world mythology), summaries and interpretations of texts as well as other artifacts found online on an assigned topic, post them to a discussion thread and present them to the class. Students will use PowerPoint or Google Slides to consolidate their artifacts and will use the thread to comment on and ask questions about each other's scrapbooks.
Materials/Resources Needed *List all items the teacher and students will need for the entire sequence of instruction (excluding common consumables)*	*Thury, E. M., & Devinney, M. Klopfle. Introduction to Mythology : contemporary approaches to classical and world myths. Fourth edition. Oxford University Press, 2017.*; Computers/Laptops/Chromebooks; Projector; Slides, Class Website (D2l or Google Site); Google or Microsoft suite
Formative Assessments *List the formative assessment methods that will be used throughout the unit.*	Weekly open-book fill-in-the-blank quizzes
Summative Assessments *List the summative assessments that will be used to measure the enduring understandings.*	Multiple-choice, open-response questions, and an essay prompt at the end of the unit