Cluster Knowledge and Skill Statement

Academic Foundations

Statement: Apply Language Arts knowledge and skills to this career pathway.

Performance Element: Apply the reading process and strategies to directions or tasks that are relatively short, with limited categories of information, directions, concepts, and vocabulary.

Performance Element: Demonstrate competence in using various information sources, including knowledge bases and technical texts to perform specific tasks.

Performance Element: Demonstrate competence in writing and editing documents, using correct grammar and punctuation.

Performance Element: Demonstrate competence in speaking to provide, distribute, or find information.

Performance Element: Demonstrate competence in making formal and informal oral presentations, including selecting and using media.

Performance Element: Adapt listening strategies to utilize verbal and nonverbal content of communication.

Statement: Apply Mathematics knowledge and skills to this career pathway.

Performance Element: Add, subtract, multiply, and divide mixed numbers, fractions, and decimals.

Performance Element: Mentally add, subtract, multiply, and divide, whole numbers.

Performance Element: Apply basic methods of measurement.

Performance Element: Apply advanced methods of measurement.

Performance Element: Apply advanced concepts of data analysis and distributions.

Performance Element: Apply a variety of strategies within the problem solving process.

Performance Element: Apply measurements for distance.

Performance Element: Apply precision measurements.

Statement: Apply Science knowledge and skills to this career pathway.

Performance Element: Demonstrate the use of common laboratory equipment and procedures.

Performance Element: Explain the environmental impact of materials (solid, liquid, gaseous).

Performance Element: Analyze the effect of chemicals on humans and plants.

Performance Element: Know the forms energy takes, its transformation from one form to another, and its relationship to matter.

Performance Element: Explain color.

Performance Element: Explain the human skeletal system.
Cluster Knowledge and Skill Statement

Performance Element: Explain lenses.

Performance Element: Explain light.

Performance Element: Explain motion, vibrations and waves.

Performance Element: Explain sound.

Performance Element: Apply scientific methods for analysis, data gathering, observation, predictions, and problem identification.

Performance Element: Explain light and ultraviolet rays.

Performance Element: Apply knowledge of computers and information processing.
Cluster Knowledge and Skill Statement

Communications

Statement: Apply listening skills to clarify and incorporate new knowledge into communication skills.

Performance Element: Execute tasks using the knowledge acquired through listening.
  Measurement Criteria: Integrate existing knowledge with new information acquired from listening, in order to complete tasks.
  Measurement Criteria: Adjust work processes based on verbal input to complete task to new specifications.

Performance Element: Respond with restatement to clarify information.
  Measurement Criteria: Ask questions to seek understanding.
  Measurement Criteria: Summarize information heard, in written notes or in verbal restatements for clarification.

Statement: Express ideas and information verbally to convey messages to audiences and co-workers.

Performance Element: Apply speaking skills that organize thoughts and ideas in the proper sequence and present the intended message.
  Measurement Criteria: Present oral information with meaning, in a clear and concise manner.
  Measurement Criteria: Apply clear and concise communication techniques in work situations.
  Measurement Criteria: Present organized message with compelling ideas or evidence to persuade others to stated position.
  Measurement Criteria: Apply speaking skills in informal setting to convey purpose and sequential materials.
  Measurement Criteria: Apply speaking skills in formal presentations to provide organized, sequential information to achieve intended purpose.

Performance Element: Apply knowledge of verbal communications to provide clear and concise information, give feedback, and give and receive directions.
  Measurement Criteria: Demonstrate asking clarifying questions.
  Measurement Criteria: Analyze verbal and nonverbal messages to illustrate knowledge of their meaning.
  Measurement Criteria: Demonstrate the ability to communicate accurate information.
  Measurement Criteria: Demonstrate responses to coaching and requests, to identifying and resolving conflicts, and to acknowledging others’ satisfaction.
  Measurement Criteria: Exhibit methods of responding to coaching and other requests in the theater.
  Measurement Criteria: Demonstrate methods to work with artistic personalities with a variety of temperaments.
  Measurement Criteria: Demonstrate key methods to resolve conflict.

Statement: Construct meaning from reading for information, new knowledge, technical concepts, vocabulary, and instructions.

Performance Element: Demonstrate reading strategies to acquire level of meaning required for various end uses.
  Measurement Criteria: Demonstrate reading strategies including skimming, reading for detail, and reading for critical analysis.
Cluster Knowledge and Skill Statement

**Measurement Criteria:** Analyze reading samples for intended purpose to determine type of strategy required to obtain necessary knowledge.

**Performance Element:** Analyze information read to learn meaning, technical concepts, vocabulary, and follow directions.

- **Measurement Criteria:** Identify relevance and accuracy of reading materials for purpose.
- **Measurement Criteria:** Interpret information presented in a variety of formats (tables, etc.).
- **Measurement Criteria:** Interpret information for vocabulary and technical knowledge.
- **Measurement Criteria:** Follow specific instructions to achieve task.

**Statement:** Demonstrate writing to convey information and express ideas.

**Performance Element:** Apply knowledge of multi-paragraph composition to communications for media, art forms, and business applications.

- **Measurement Criteria:** Display information to be conveyed in a business communication or media venue in an organized and clear format.
- **Measurement Criteria:** Compile notes from interviews, meetings, and informative conversations in order to provide a logical and organized outline to develop information, stories, production schedules, staging, and technical publications.
- **Measurement Criteria:** Compose memos related to various work activities.
- **Measurement Criteria:** Apply written communication skills to business letters and correspondence.
- **Measurement Criteria:** Use written communication skills for business applications.

**Performance Element:** Apply grammar, punctuation, spelling, and language rules in writing.

- **Measurement Criteria:** Develop a written document using standard language rules for grammar, punctuation, spelling, and sentence composition.

**Statement:** Interpret non-verbal and visual communication processes used to enhance conveying a message to co-workers and other audiences.

**Performance Element:** Interpret non-verbal behaviors.

- **Measurement Criteria:** Identify non-verbal cues individuals use to communicate on a stage, a film set, a loading dock, a broadcast booth, and other work settings.
- **Measurement Criteria:** Analyze non-verbal cues to determine effectiveness in a workplace.
- **Measurement Criteria:** Use technical non-verbal language to convey a message for various work settings requiring this type of communication.

**Performance Element:** Interpret visual communication processes used to convey messages for various audiences through art forms, technology, films, news, print, and productions.

- **Measurement Criteria:** Interpret visual messages conveyed through various media.
- **Measurement Criteria:** Apply knowledge of visual communications to given messages using different forms of media.
Cluster Knowledge and Skill Statement

Performance Element: Analyze how meanings are interpreted and influenced through various forms of art, audio-video technology productions, and the media.

Measurement Criteria: Identify how meanings are interpreted through media, productions, and other art forms.

Measurement Criteria: Identify the concerns related to interpretations and how they influence various audiences.

Performance Element: Interpret the influence elements of time and place on the visual characteristics, content, purposes, and message of works of art.

Measurement Criteria: Evaluate a visual work of art to determine the time and place of the work, using content, characteristics, and the purpose as criteria.

Measurement Criteria: Analyze how visual characteristics, content, and a message convey the time and place of the work of art.
Cluster Knowledge and Skill Statement

Problem Solving and Critical Thinking

Statement: Apply decision-making and problem-solving techniques to develop potential solutions to workplace problems.

Performance Element: Apply the problem-solving method to address workplace issues.
  - **Measurement Criteria:** Define the scientific method of problem-solving.
  - **Measurement Criteria:** Identify the obstacles to solving a given problem.
  - **Measurement Criteria:** Identify potential solutions for a given problem.
  - **Measurement Criteria:** Assess each alternative to determine potential solutions.
  - **Measurement Criteria:** Recognize when an alternative potential solution is needed.

Performance Element: Demonstrate brainstorming as a skill to generate new and creative ideas when solving problems with challenging or recurring issues.
  - **Measurement Criteria:** Define the parameters of brainstorming.
  - **Measurement Criteria:** Explain group dynamics that enhance brainstorming results.
  - **Measurement Criteria:** Demonstrate methods to enhance brainstorming results. (Include individuals with diverse work experiences and skills, various cultural groups, and icebreakers to motivate innovation).

Performance Element: Apply critical thinking skills to examine information, analyze challenging issues, and provide creative ideas.
  - **Measurement Criteria:** Analyze information and data from a variety of sources to bring together for use in potential new situations.
  - **Measurement Criteria:** Distinguish the irrelevant from the relevant when examining information and data for specific situations.
  - **Measurement Criteria:** Practice thinking beyond the usual to create new types of solutions.

Performance Element: Demonstrate how to address issues of conflict and how to resolve them.
  - **Measurement Criteria:** Define areas of conflict that may cause concern in the workplace.
  - **Measurement Criteria:** Practice addressing issues of conflict in various forms of communication.
  - **Measurement Criteria:** Demonstrate using problem solving and critical thinking to resolve issues of conflict.
Cluster Knowledge and Skill Statement

Information Technology Applications

**Statement:** *Use Personal information Management (PIM)/ Productivity applications.*

**Performance Element:** Manage personal schedule and contact information.

- **Measurement Criteria:** Identify PIM applications such as MS Outlook, Lotus Notes, and others.
- **Measurement Criteria:** Create tasks (to-do) list.
- **Measurement Criteria:** Manage daily/weekly/monthly schedules using applications such as Notes, MS Outlook, etc.

**Performance Element:** Create memos and notes.

- **Measurement Criteria:** Create reminder for oneself.
- **Measurement Criteria:** Create and send notes, informal memos, reminders using PIM applications such as Lotus Notes, MS Outlook, and others.

**Statement:** *Use Electronic Mail applications.*

**Performance Element:** Understand and identify the functions and purpose of e-mail systems.

- **Measurement Criteria:** Demonstrate knowledge of the basic purposes of e-mail systems.
- **Measurement Criteria:** Demonstrate knowledge of basic e-mail features and options.
- **Measurement Criteria:** Demonstrate knowledge of security issues and guidelines for legal use of e-mail.
- **Measurement Criteria:** Demonstrate knowledge of contamination protection strategies for e-mail, including not downloading attachments from unknown sources.

**Performance Element:** Use e-mail to communicate within and across organizations.

- **Measurement Criteria:** Access e-mail system using login and password functions.
- **Measurement Criteria:** Access e-mail messages received.
- **Measurement Criteria:** Access e-mail attachments.
- **Measurement Criteria:** Access needed information using e-mail help facilities and tools.
- **Measurement Criteria:** Create e-mail messages in accordance with established business standards (e.g., grammar, word usage, spelling, sentence structure, clarity).

**Statement:** *Use Internet applications.*

**Performance Element:** Search for and access information.

- **Measurement Criteria:** Access business and technical information using the Internet.
- **Measurement Criteria:** Select search engine(s) to use.
- **Measurement Criteria:** Select appropriate search procedures and approaches.
- **Measurement Criteria:** Locate information using search engine(s) and Boolean logic.

**Statement:** *Use Writing/Publishing applications.*

**Performance Element:** Prepare simple reports and other business communications.

- **Measurement Criteria:** Demonstrate proficiency in keyboarding skills.
- **Measurement Criteria:** Retrieve existing documents.
- **Measurement Criteria:** Create documents (e.g., letters, memos, reports) using existing forms and templates.
- **Measurement Criteria:** Safeguard documents using name and save functions.
- **Measurement Criteria:** Format text using basic formatting functions.
Cluster Knowledge and Skill Statement

Statement: Use Presentation applications.

Performance Element: Prepare and deliver presentations for training, sales, and information sharing.

  Measurement Criteria: Identify hardware items that support presentation software (e.g., scanners, digital cameras, printers, and projection systems).

  Measurement Criteria: Create computer presentation and handouts in accordance with basic principles of graphics design and visual communication.

  Measurement Criteria: Run slide shows manually and automatically.

  Measurement Criteria: Edit presentations.


Performance Element: Manage computer operations.

  Measurement Criteria: Apply basic commands of operating system software.

  Measurement Criteria: Employ desktop operating skills.

Performance Element: Manage file storage.

  Measurement Criteria: Apply appropriate file and disk management techniques.

  Measurement Criteria: Differentiate between files and directories.

  Measurement Criteria: Determine file organization.

  Measurement Criteria: Demonstrate knowledge of the system utilities used for file management.

Statement: Use Computer-based Equipment (containing embedded computers or processors used to control electromechanical devices).

Performance Element: Use installation and operation manuals.

Cluster Knowledge and Skill Statement

Statement: **Analyze the history and evolution of the arts, audio-video technology, and communications to their current place in society and the economy.**

Performance Element: Explore the history and impact of the arts and technologies on society.

**Measurement Criteria:** Develop a timeline depicting the evolution of art, technology, media, and performance to the present time.

**Measurement Criteria:** Identify when the arts became a valued medium within society and how this influenced the arts.

**Measurement Criteria:** Identify positive and negative impacts of the arts on current society.

**Measurement Criteria:** Identify the beginnings of audio-video and communications technologies as valued media within society.

Performance Element: Evaluate the influences on the evolution of art, technology, media, and performance.

**Measurement Criteria:** Identify the known influences on the evolution of art, technology, media and performance.

**Measurement Criteria:** Identify key factors that have impacted the evolution of the arts, communications, and audio-video technologies.

Performance Element: Distinguish the differing objectives of the general public and the industries in relation to arts and communications.

**Measurement Criteria:** Analyze the objectives of the general public related to arts and communications.

**Measurement Criteria:** Examine the objectives of industries related to arts and communications operations.

**Measurement Criteria:** Interpret the similarities and differences between the objectives of the general public and the industries relating to arts and communications operations.

Performance Element: Analyze current issues related to the arts, audio-video technologies, telecommunications, printing, and the media.

**Measurement Criteria:** Identify the current, key, local and national issues for arts and communications technologies.

**Measurement Criteria:** Compare the similarities and differences in the issues currently affecting arts and communications technologies.

**Measurement Criteria:** Determine how these issues impact each area and the entire career cluster.

Statement: **Examine the organizational structures within this career cluster for diversity and functions.**

Performance Element: Exhibit knowledge of the fluid and diverse organizational structures within the arts, audio-video technology, printing, telecommunications, and media industries.

**Measurement Criteria:** Explain the formal and informal organizational structures within each of these pathways.

**Measurement Criteria:** Illustrate the organizational structures in charts.

**Measurement Criteria:** Compare the organizational structures of the arts and other pathways for similarities and differences.
Cluster Knowledge and Skill Statement

**Measurement Criteria:** Explain the meaning of diverse organizational structures and why these are important for the accomplishment of joint projects.

**Statement:** Analyze the economic base and how this impacts its business practices and society.

**Performance Element:** Analyze the industry’s economic base pertinent to the arts and related technologies.

**Measurement Criteria:** Evaluate how the visual and performing arts economically impacts current society.

**Measurement Criteria:** Evaluate how the technology industries economically impact current society.

**Measurement Criteria:** Describe how the arts have economically influenced the inception of the technology industry.

**Measurement Criteria:** Describe how the technologies industry has influenced the economic growth of the arts to the present time.

**Performance Element:** Analyze the industry’s business practices pertinent to the arts and related technologies.

**Measurement Criteria:** Identify the basic business principles relative to the pathways in this career cluster.

**Measurement Criteria:** Examine the business practices amongst the diverse pathways in this career cluster for similarities and differences.

**Performance Element:** Evaluate the role of the arts in business, technology, and the community.

**Measurement Criteria:** Define the roles of the arts in business, technology, and the community as identified by society.

**Measurement Criteria:** Present the role that business expects from the arts in relation to economic development.

**Measurement Criteria:** Describe the rationale for technical aspects working with the arts and how this provides a mutual benefit.

**Measurement Criteria:** Illustrate roles that the community expects from the arts in relation to quality of life issues.

**Statement:** Explore evidence of interdependence of the technical and the artistic sides of this career cluster.

**Performance Element:** Exhibit knowledge of how technology and the arts are partners in the development of presentations and productions.

**Measurement Criteria:** Describe the impact that audio-video technology, printing, broadcasting, and journalism have on the development of presentations and productions.

**Measurement Criteria:** Analyze how technical areas and the arts partner to produce high quality presentations and productions.
Cluster Knowledge and Skill Statement

Performance Element: Analyze how the roles of creators, performers, technicians, and others involved in production, performance, and media are similar and different from one another.

Measurement Criteria: Analyze the roles of creators, performers, technicians, and others involved in production, performance, and media to identify similarities and differences.

Measurement Criteria: Analyze the skills required by both technical and artistic partners to provide audiences with quality works and productions.

Measurement Criteria: Design a presentation that illustrates the similarities and differences of the various roles.

Statement: Analyze the formal and informal influences in the abstract and formal structures of business organizations within this career cluster.

Performance Element: Examine the influences of government, public opinion, and diverse local and cultural perspectives that may affect visual arts, media communications, or performance as a business.

Measurement Criteria: Define influences of government and cultural perspectives as they relate to media communications, visual arts or performance as a business.

Measurement Criteria: Define the influence of government regulations on media, audio-video productions, telecommunications, printing, and artistic authorship.

Measurement Criteria: Analyze a variety of persistent cultural issues and dilemmas within society that commonly affect how cultures are portrayed within art forms and communication.

Measurement Criteria: Evaluate how cultural issues and dilemmas within society influence government and public opinion and its effects on developing a successful business.

Performance Element: Examine labor management processes and agreements generally used in various areas within the arts, audio-video technologies, telecommunications, printing, and the media.

Measurement Criteria: Define labor management processes and agreements used within each pathway.

Measurement Criteria: Identify common labor management processes and agreements used within this career cluster.

Measurement Criteria: Role play a labor management process as it relates to one area in each pathway in this career cluster.

Measurement Criteria: Identify issues that are handled in agreements between labor and management in one of the pathways for this cluster.
Cluster Knowledge and Skill Statement

Safety, Health, and Environmental

Statement: Analyze responsibility for developing and maintaining a safe and healthy work environment related to the arts, audio-video technology, and communications.

Performance Element: Examine how the responsibility for health is dependent upon the individual, as opposed to a supervisor or others.

Measurement Criteria: Examine the situations in this career cluster where individuals work dependently and are responsible for their own health.

Measurement Criteria: Identify the responsibilities an individual has for implementing health practices in relation to electrical and mechanical equipment.

Measurement Criteria: Identify the individual’s responsibilities for safe and healthful practices when dealing with stage equipment, artist tools, and mechanical equipment.

Measurement Criteria: Design a plan for maintaining individual health for work in various pathways within the cluster.

Performance Element: Illustrate compliance with OSHA safety regulations and practices related to this cluster.

Measurement Criteria: Define the OSHA safety regulations related to this cluster.

Measurement Criteria: Classify critical safety issues and practices identified by OSHA in relation to pathways in this cluster.

Measurement Criteria: Demonstrate using safety procedures required in a specific pathway in this cluster.

Performance Element: Apply MSDS and Hazardous Materials procedures related to handling and disposing of chemicals.

Measurement Criteria: Analyze health problems that can result from unsafe exposure to chemicals.

Measurement Criteria: Demonstrate the use of knowledge and skills for safe and healthful use of chemicals in various processes in the arts, graphic arts, photography, and technical areas of this career cluster.

Performance Element: Apply Hazardous Materials practices in relation to fire and water hazards, electrical coding, and right to know laws regarding hazards.


Measurement Criteria: Demonstrate the use of Hazardous Materials practices related to activities in the career cluster.

Statement: Analyze safety related problems that may result from working with electrical current.

Performance Element: Demonstrate safe work habits and procedures for application of electricity and static discharge in relation to all technologies in the career cluster.

Measurement Criteria: Exhibit proper grounding techniques.

Measurement Criteria: Identify potential electrical hazards on the work site or set.

Measurement Criteria: Demonstrate how to apply CPR and first aid in relation to electrical shock.

Measurement Criteria: Demonstrate basic procedures for safely working with electricity.

Statement: Apply safety procedures in operating equipment commonly used within the career pathways of this cluster.
Cluster Knowledge and Skill Statement

Performance Element: Demonstrate the ability to set a ladder safely and use it, both with and without equipment.

**Measurement Criteria:** Set a ladder safely, both with and without equipment.

Performance Element: Examine safety procedures for operating aerial systems, both with and without individuals on the equipment.

**Measurement Criteria:** Utilize safety procedures to operate an aerial system without individuals on the equipment.

Performance Element: Demonstrate safety procedures when involved with heights.

**Measurement Criteria:** Demonstrate how to safely climb poles using steps, gaffs, scaffolding, and ladders.

Performance Element: Examine the safety practices related to printing and graphic arts, telecommunications, performing arts, visual arts, and broadcasting.

**Measurement Criteria:** Illustrate the safety practices required in the control room for broadcasting; in a theater with props, sets, costumes, make-up, and lighting; in graphic arts with presses and duplicators; and in telecommunications.

Statement: Analyze life style choices and preparation for physically demanding work activities related to pathways in this career cluster.

Performance Element: Examine the physical preparation needed to maintain the work activities of pathways in this career cluster.

**Measurement Criteria:** Demonstrate a warm-up process to prepare the body for various performing arts.

**Measurement Criteria:** Demonstrate body mechanics that prevent strain on various parts of the body and voice.

**Measurement Criteria:** Illustrate how to recognize stress as a potential safety factor to the body in various movements.

**Measurement Criteria:** Demonstrate ergonomic movements related to artistic performance and technical equipment use.

Performance Element: Analyze life style choices required to maintain the work activities of the pathways in this career cluster.

**Measurement Criteria:** Apply knowledge of nutrition to meet the body’s needs to supply the physical activity required by careers in this cluster.

**Measurement Criteria:** Interpret the impact of choices regarding nutrition, stress, exercise, and alternative decisions on an individual’s ability to sustain a career in performance.

Statement: Demonstrate personal safety while on work-related assignments in various locations beyond the business site.

Performance Element: Analyze personal safety practices required for various pathways within this career cluster.

**Measurement Criteria:** Determine the personal safety practices required when gathering news where potential health and safety hazards exist.

**Measurement Criteria:** Practice responding to personal safety concerns “on-location,” including dangerous wildlife, terrain, extreme weather, or violence.

**Measurement Criteria:** Apply safety rules related to motor vehicles and other equipment.
Cluster Knowledge and Skill Statement

Performance Element: Examine the safety practices required for working away, “on-location,” or in an open environment.

Measurement Criteria: Demonstrate safety practices for environmental elements specific to “on-location” settings, stage sets, graphic and visual arts development, and field work in journalism, telecommunications, or broadcasting.
Leadership and Teamwork

Statement: Apply leadership knowledge and skills to achieve group goals.

Performance Element: Analyze leadership in relation to these four character traits: trust, positive attitude, integrity, and willingness to accept key responsibilities in a work situation.

Measurement Criteria: Analyze leaders in the arts for these four character traits to determine how they strengthen or weaken the leader’s business position in this career cluster.

Measurement Criteria: Evaluate work situations within this career cluster to identify how these character traits strengthen the ability of individuals to perform the activities of the job.

Performance Element: Analyze how leaders contribute ideas; share in building an organization; act as role models to employees by adhering to company policies, procedures, and standards; promote the organization’s vision; and mentor others.

Measurement Criteria: Analyze these five leadership traits that many business leaders in this cluster exhibit and determine how each trait contributed to the leaders’ success.

Measurement Criteria: Demonstrate each leadership trait as part of a role-playing situation related to business activities in this cluster.

Measurement Criteria: Compare several leaders using the same leadership traits differently, depending upon the situation, the staff, and the ability of the group to work as a team.

Statement: Apply teamwork knowledge and skills to group situations to achieve collective goals.

Performance Element: Demonstrate teamwork skills though working cooperatively with co-workers, supervisory staff, and others, both in and out of the organization, to achieve particular tasks.

Measurement Criteria: Define working together cooperatively as it relates to various careers in the cluster.

Measurement Criteria: Identify the traits and skills required by individuals to work as teams to complete projects.

Measurement Criteria: Identify several ways to overcome the barriers to working in teams to complete various types of projects.

Measurement Criteria: Demonstrate teamwork skills in a mock team meeting related to this cluster.

Measurement Criteria: Analyze teamwork skills applied in a mock meeting to determine how they contributed to the success of the team.
Cluster Knowledge and Skill Statement

Performance Element: Demonstrate teamwork processes that provide team building, consensus, continuous improvement, respect for the opinions of others, cooperation, adaptability, and conflict resolution.

**Measurement Criteria:** Define teamwork in the workplace within this career cluster.

**Measurement Criteria:** Exhibit a list of expectations that co-workers might have for their team, in order for it to achieve work roles to meet group goals.

**Measurement Criteria:** Research the methods that can be used to build teams, to bring consensus, and to continuously improve methods and output.

**Measurement Criteria:** Demonstrate teamwork processes that contribute to team success in a mock situation.

**Measurement Criteria:** Analyze teamwork processes in a situation related to this cluster to determine how they were used successfully.
Cluster Knowledge and Skill Statement

Ethics and Legal Responsibilities

Statement: Exhibit ethical conduct in writing, creating, printing, broadcasting, and performing.

Performance Element: Analyze ethical principles of decision-making related to clients, customers, fellow workers, and others.

Measurement Criteria: Define professional code of ethics.

Measurement Criteria: Examine the professional code of ethics (e.g., Society of Professional Journalism).

Measurement Criteria: Identify consequences of non-ethical decision-making on short and long term reputation.

Performance Element: Analyze ethical conduct that provides proper credit to those whose ideas and content have been used.

Measurement Criteria: Illustrate how credit is given for use of copyright materials.

Measurement Criteria: Identify the consequences in historical examples of both ethical and unethical conduct related to the use of intellectual property.

Measurement Criteria: Identify current concerns about consumer ethics related to the music and the video industries.

Measurement Criteria: Identify ethical and unethical conduct in a given work situation.

Performance Element: Analyze ethical standards that apply to the delivery of quality performance and products.

Measurement Criteria: Define ethical standards.

Measurement Criteria: Examine the problems related to maintaining ethical standards in situations without a clear standard.

Performance Element: Identify ethics involved in the degree of influence media, arts, and performance have upon individuals.

Measurement Criteria: Identify the degree of influence of print, broadcast media, arts, and performance in a given situation.

Measurement Criteria: Evaluate historic political events and actions instigated through the use of media, print, art, and performance.

Measurement Criteria: Describe why responsibility for ethical influence is a key issue related to this cluster.

Performance Element: Identify the proper use of proprietary information.


Measurement Criteria: Describe how proprietary information is a concern related to careers in this cluster.

Measurement Criteria: Evaluate situations to judge the extent to which information is proprietary and whether or not it can be used.

Statement: Apply knowledge of laws affecting this career cluster.

Performance Element: Analyze the copyright laws in relation to seeking formal permission to use materials.

Measurement Criteria: Identify steps for securing permission to use copyrighted materials.

Measurement Criteria: Exhibit how credit is given for use of copyrighted materials.

Measurement Criteria: Define what is original content and when credit does not need to be given.

Measurement Criteria: Identify the benefits of copyright laws.
Cluster Knowledge and Skill Statement

**Arts, Audio/Video Technology and Communications**

**Measurement Criteria:** Identify consequences if formal permission is not secured.

**Performance Element:** Analyze contracts for potential work in career pathways within this cluster.

**Measurement Criteria:** Examine different types of contracts.

**Measurement Criteria:** Interpret various types of contracts.

**Measurement Criteria:** Identify essential elements a contract needs to contain for protection of both parties.

**Performance Element:** Analyze state, county, and city codes related to decisions affecting work in this cluster.

**Measurement Criteria:** Identify processes required to obtain local, county, and state permits for building structures and sets, and installing communications mechanisms in various site locations.

**Measurement Criteria:** Describe relevant statutes for this cluster.

**Measurement Criteria:** Identify agencies and organizations that oversee and enforce these statutes.

**Measurement Criteria:** Identify assistance professional organizations offer for securing permits.

**Performance Element:** Analyze the First Amendment, FCC, the Freedom of Information Act, liable laws, and other regulations for compliance issues relevant to this cluster.

**Measurement Criteria:** Describe the intent and relationship of the First Amendment to this cluster.

**Measurement Criteria:** Identify FCC Regulations, the Freedom of Information Act, and state statutes and liability laws pertaining to work in this cluster.

**Measurement Criteria:** Identify court cases related to this cluster that preserve business and individual rights.

**Measurement Criteria:** Interpret how The Freedom of Information Act affects workers in this cluster.

**Measurement Criteria:** Illustrate instances when the intent of the First Amendment was preserved in recent times.

**Performance Element:** Analyze the liabilities associated with productions and performances, media, and telecommunications installations.

**Measurement Criteria:** Define the term liabilities.

**Measurement Criteria:** Identify examples of potential situations that could pose legal liabilities.

**Measurement Criteria:** Analyze the risk level for work situations related to this cluster.
Cluster Knowledge and Skill Statement

Employability and Career Development

Statement: Demonstrate employability skills needed for successful job performance and satisfaction.

Performance Element: Demonstrate positive work behavior and personal attributes required for work related to this cluster.

Measurement Criteria: Display dress and grooming that meet company standards.

Measurement Criteria: Demonstrates responsible job attendance in relation to position requirements.

Measurement Criteria: Identify behaviors that demonstrate responsibility for decisions and for taking initiative to enhance work activities.

Measurement Criteria: Demonstrate effective communication skills with supervisor and peers.

Performance Element: Identify how work varies with regard to site, from indoor confined spaces to outdoor areas, including aerial space and a variety of climatic and physical conditions.

Measurement Criteria: Identify how environments impact work related to this cluster.

Measurement Criteria: Identify the special knowledge and skills required to work in a variety of climatic and physical situations related to this cluster.

Performance Element: Apply communication strategies to adapt to a culturally diverse environment.

Measurement Criteria: Recognize and adapt to language barriers, ethnicity, and gender in a workplace context.

Performance Element: Manage resources in relation to the position.

Measurement Criteria: Apply time allocation methods to accomplish required tasks.

Measurement Criteria: Apply skills for allocating money, individuals, equipment, and other resources to complete tasks.

Statement: Analyze career opportunities, skills required for various careers in this cluster, work securing processes, and continued career development.

Performance Element: Analyze career information to determine opportunities in this cluster.

Measurement Criteria: Produce a list of career opportunities within each pathway in this cluster.

Measurement Criteria: Identify short and long term opportunities related to this cluster.

Measurement Criteria: Analyze career advance opportunities in training, experience, and advancement related to a company scenario.

Performance Element: Identify career prerequisites, characteristics, and abilities needed for success in this cluster.

Measurement Criteria: List the career prerequisites for the education levels, credentials, and experiences required to enter careers in this cluster.

Measurement Criteria: Identify the relationship of career characteristics and abilities to personal traits.
Performance Element: Demonstrate how to seek and interview for career positions in this cluster.

**Measurement Criteria:**
- Produce a resume and portfolio for positions within this cluster.
- Demonstrate completion of an application.
- Demonstrate interviewing skills.
- Demonstrate writing a follow-up and acceptance letters.

Performance Element: Demonstrate developing and using a career development plan.

**Measurement Criteria:**
- Produce a flexible career development plan, including career goals, individual values, education and training, certifications, general time frames, and related information.
- Initiate plan to research programs and training available, costs, length of time, and other requirements to move toward the first step of the plan.
Cluster Knowledge and Skill Statement

Technical Skills

Statement: Demonstrate the use of technical knowledge and skills that relate to pathways in this cluster.

Performance Element: Identify how various pathways within this cluster work together to generate productions, media, and other activities.

Measurement Criteria: Identify work activities associated with a variety of the cluster pathways required for a theater production, film, television broadcast, or arts event.

Measurement Criteria: Generate a production, media, or other event, and identify the interrelated activities and skill requirements associated with various pathways in this cluster.

Performance Element: Identify pathways with common knowledge and skills that provide a worker with the potential for mobility.

Measurement Criteria: Compare the pathways for common knowledge and skills, and produce a crosswalk of related career potential.

Measurement Criteria: Identify the pathways with the most discrete knowledge and skills, and compare the potential for career crosswalks.

Statement: Demonstrate knowledge of the systems within various pathways in this cluster.

Performance Element: Analyze the technological systems that are apparent within the various pathways in this cluster.

Measurement Criteria: Compare the organizational structures of businesses in each of the pathways in this cluster.

Measurement Criteria: Identify the technological systems and their effects on the pathways in this cluster.

Measurement Criteria: Predict and highlight technological advancements for several pathways to illustrate the effect on work in careers in this cluster.

Performance Element: Research the impact of potential new technology advancements related to this cluster in the future.

Measurement Criteria: Develop a research paper, media production, or other event to demonstrate the impact of technology on careers in this cluster for the future.

Measurement Criteria: Evaluate the business opportunities in this cluster and identify how these will be impacted by technological advancements and systems.

Measurement Criteria: Identify the technological changes in the past five years that have affected the skill requirements for workers in this cluster.