

Media Arts: Advanced Production Design

Demonstrate an advanced understanding of color models and application to diverse media. [APD1](#)

1 Demonstrate an advanced understanding of color models and application to diverse media. [APD1](#)

Demonstrate proper equipment operation and following procedures in a safe manner and achieving one hundred percent on a written/demonstration safety test. [APD2](#)

2 Demonstrate proper equipment operation and following procedures in a safe manner and achieving one hundred percent on a written/demonstration safety test. [APD2](#)

Utilize information and ideas about the art and design around them and throughout the world. [APD3](#)

3 Utilize information and ideas about the art and design around them and throughout the world. [APD3](#)

Explain and use colors (HSB/RGB/CMYK/Pantone/TruMatch/Focoltone). [APD4](#)

4 Explain and use colors (HSB/RGB/CMYK/Pantone/TruMatch/Focoltone). [APD4](#)

Describe and demonstrate how to apply spot color to graphics and text. [APD5](#)

5 Describe and demonstrate how to apply spot color to graphics and text. [APD5](#)

Identify and incorporate a variety of historical and cultural contexts in their artistic thinking and production. [APD6](#)

6 Identify and incorporate a variety of historical and cultural contexts in their artistic thinking and production. [APD6](#)

Critically investigate and strategically interact

7 Critically investigate and strategically interact with legal, technological, systemic, and vocational contexts of media arts. [APD7](#)

with legal,
technological, systemic,
and vocational contexts
of media arts. [APD7](#)

Develop basic
copywriting skills
needed to acquire an
entry level media arts
job. [APD8](#)

8 Develop basic copywriting skills needed to acquire an entry level media arts job. [APD8](#)

Discuss basic legal issues
involved in media
arts. [APD9](#)

9 Discuss basic legal issues involved in media arts. [APD9](#)

Independently select
and prepare artwork for
exhibition. [APD10](#)

10 Independently select and prepare artwork for exhibition. [APD10](#)

Identify and define
authentic problems and
significant questions for
investigation. [APD11](#)

11 Identify and define authentic problems and significant questions for investigation. [APD11](#)

Plan and manage
activities to develop a
solution or complete a
project. [APD12](#)

12 Plan and manage activities to develop a solution or complete a project. [APD12](#)

Collect and analyze data
to identify solutions
and/or make informed
decisions. [APD13](#)

13 Collect and analyze data to identify solutions and/or make informed decisions. [APD13](#)

Use multiple processes
and diverse perspectives
to explore alternative
solutions. [APD14](#)

14 Use multiple processes and diverse perspectives to explore alternative solutions. [APD14](#)

Demonstrate the
development of a
professional portfolio
and self-branding. [APD15](#)

15 Demonstrate the development of a professional portfolio and self-branding. [APD15](#)

Independently utilize
and adapt tools, styles,
and systems in

16 Independently utilize and adapt tools, styles, and systems in standard, innovative, and experimental ways in the production of complex media artworks. [APD16](#)

standard, innovative, and experimental ways in the production of complex media artworks. [APD16](#)

Demonstrate an advanced skill level in one or more electronic media processes using diverse media, software, and hardware. [APD17](#)

17 Demonstrate an advanced skill level in one or more electronic media processes using diverse media, software, and hardware. [APD17](#)

Independently and collaboratively present a product design to a client, either hypothetical or authentic. [APD18](#)

18 Independently and collaboratively present a product design to a client, either hypothetical or authentic. [APD18](#)

Research and report on media arts related careers of their choice in planning for college/career paths. [APD19](#)

19 Research and report on media arts related careers of their choice in planning for college/career paths. [APD19](#)

Demonstrate employability skills required by business and industry. [APD20](#)

20 Demonstrate employability skills required by business and industry. [APD20](#)

Review and use portfolio presentation and interview skills. [APD21](#)

21 Review and use portfolio presentation and interview skills. [APD21](#)

Prepare portfolio of student's best work. [APD22](#)

22 Prepare portfolio of student's best work. [APD22](#)

Design and produce a creative [APD23](#)

a resume [APD23A](#)

b cover letter [APD23B](#)

c self-promotional material [APD23C](#)

Examine how related student organizations

a leadership development [APD24A](#)

are integral parts of career and technical education courses through [APD24](#)

b school and community service projects [APD24B](#)

c competitive events [APD24C](#)

Constructively critique their media art designs and the work of others while using visual arts terminology at an advanced level. [APD25](#)

25 Constructively critique their media art designs and the work of others while using visual arts terminology at an advanced level. [APD25](#)

Connect media arts to other art forms, academic content areas, and to the global community. [APD26](#)

26 Connect media arts to other art forms, academic content areas, and to the global community. [APD26](#)

Demonstrate and expound on the use of media artworks to consummate new meaning, knowledge, and impactful cultural experiences [APD27](#)

27 Demonstrate and expound on the use of media artworks to consummate new meaning, knowledge, and impactful cultural experiences [APD27](#)

Make connections among the arts, other disciplines, other cultures, and the world of work. [APD28](#)

28 Make connections among the arts, other disciplines, other cultures, and the world of work. [APD28](#)

Identify and explain the functional roles and activities of advertising for the marketing plan of a company. [APD29](#)

29 Identify and explain the functional roles and activities of advertising for the marketing plan of a company. [APD29](#)

Identify the two basic components that are the foundation on which all advertising is built. [APD30](#)

30 Identify the two basic components that are the foundation on which all advertising is built. [APD30](#)

Identify the business segments where most advertising is used and

31 Identify the business segments where most advertising is used and explain their differences. [APD31](#)

explain their differences. APD31

Apply correct terminology to projects and marketing plans. APD32

32 Apply correct terminology to projects and marketing plans. APD32

Identify and troubleshoot problems with marketing strategies. APD33

33 Identify and troubleshoot problems with marketing strategies. APD33

Demonstrate an advanced independent skills level in the use of compositional theory, elements and principles of design, techniques and creative processes. APD34

34 Demonstrate an advanced independent skills level in the use of compositional theory, elements and principles of design, techniques and creative processes. APD34

Demonstrate a conscientious use of a personal style. APD35

35 Demonstrate a conscientious use of a personal style. APD35

Use imagination and creativity to develop multiple solutions to problems, expand their intellectual scope, and create ideas for original works of art and design. APD36

36 Use imagination and creativity to develop multiple solutions to problems, expand their intellectual scope, and create ideas for original works of art and design. APD36

Fluently employ mastered creative and innovative adaptability in formulating lines of inquiry and solutions, to address complex challenges within and through media arts productions. APD37

37 Fluently employ mastered creative and innovative adaptability in formulating lines of inquiry and solutions, to address complex challenges within and through media arts productions. APD37

Develop basic copywriting skills needed to acquire an

38 Develop basic copywriting skills needed to acquire an entry level visual communication job. APD38

**entry level visual
communication
job.** APD38

**Discuss basic legal issues
involved in visual
communication.** APD39

39 Discuss basic legal issues involved in visual communication. APD39