19 TAC, Title 19, Part II
Texas Essential Knowledge & Skills for
Arts, Audio/Video Technology &
Communications
Chapter §130.82
Subchapter C. High School
http://www.tea.state.tx.us

AVTech

Introduction

Careers in the Arts, Audio/Video Technology, and Communications career cluster require, in addition to creative aptitude, a strong background in computer and technology applications, a strong academic foundation, and a proficiency in oral and written communication. Within this context, students will strive to develop an understanding of the various and multifaceted career opportunities in this cluster and the knowledge, skills, and educational requirements for those opportunities.

The student applies English language arts in Arts, Audio/Video Technology, and Communications cluster projects. The student is expected to:

- demonstrate use of content, technical concepts, and vocabulary
- use correct grammar, punctuation, and terminology to write and edit documents
- identify assumptions, purpose, and propaganda techniques
- compose and edit copy for a variety of written documents
- evaluate oral and written information
- research topics for the preparation of oral and written communication

The student applies professional communications strategies. The student is expected to:

- adapt language for audience, purpose, situation, and intent such as structure and style
- organize oral and written information
- interpret and communicate information, data, and observations
- give formal and informal presentations
- apply active listening skills to obtain and clarify information
- develop and interpret tables, charts, and figures to support written and oral communications
- listen to and speak with diverse individuals
- exhibit public relations skills to increase internal and external customer client satisfaction

The student understands and examines problem-solving methods. The student strive to employ critical-thinking and interpersonal skills independently and in teams to solve problems.

The student applies information technology applications when completing Arts, Audio/Video Technology, and Communications cluster projects. The student strive to use personal information management, email, Internet, writing and publishing, presentation, and spreadsheet or database applications.

The student understands Arts, Audio/Video Technology, and Communications cluster systems. The student is expected to:

- describe the nature and types of businesses in this cluster
- analyze and summarize the history and evolution of the various related fields of study in this cluster
- analyze the cluster's economic base
- analyze and summarize evidence of interdependence between the technical and the artistic sides of this career cluster.

The student applies safety regulations. The student is expected to implement personal and classroom safety rules and regulations.

The student develops leadership characteristics. The student strive to participate in student leadership and professional development activities.

The student applies ethical decision-making, understands, and complies with laws regarding use of technology in the Arts, Audio/Video Technology, and Communications cluster. The student is expected to:

- exhibit ethical conduct related to interacting with others such as client confidentiality, privacy of sensitive content, and providing proper credit for ideas
- examine the First Amendment, Federal Communications Commission regulations, the Freedom of Information Act, liability laws, and other regulations for compliance issues relevant to this cluster
- examine the liabilities, copyright laws, fair use, and duplication of materials associated with productions and performances
- analyze the impact of Arts, Audio/Video Technology, and Communications cluster industries on society

The student develops employability characteristics. The student is expected to:

- identify training, education, or certification requirements needed for employment
- identify and demonstrate positive work behaviors and personal qualities needed to be employable such as self-discipline, self-worth, positive attitude, integrity, and commitment
- create a career portfolio to document work samples
- demonstrate skills in evaluating and comparing employment opportunities

The student applies technical skills for efficiency. The student strive to employ planning and time-management skills to complete work tasks.

The student develops a basic understanding of the Arts, Audio/Video Technology, and Communications cluster. The student is expected to:

- research the scope of career opportunities
- develop an understanding of the elements and principles of art
- develop an understanding of the industry by explaining the history and evolution of cluster career fields and defining and using related terminology
- evaluate works of art using critical-thinking skills
- demonstrate knowledge of various communication processes in professional and social contexts by:
  - explaining the importance of effective communication skills in professional and social contexts
  - identifying the components of the communication process and their functions
  - identifying standards for making appropriate communication choices for self, listener, occasion, and task
  - identifying the characteristics of oral language and analyzing standards for using informal, standard, and technical language appropriately
  - identifying types of nonverbal communication and their effects
  - recognizing the importance of effective nonverbal strategies such as a firm handshake, direct eye contact, and appropriate use of space and distance
  - identifying the components of the listening process
  - identifying specific kinds of listening such as critical, deliberative, and empathic

- recognizing the importance of gathering and using accurate and complete information as a basis for making communication decisions
- identifying and analyzing ethical and social responsibilities of communicators
- recognizing and analyzing appropriate channels of communication in organizations

- use appropriate interpersonal communication strategies in professional and social contexts by:
  - identifying types, importance, and purposes of professional and social relationships
  - employing appropriate verbal, nonverbal, and listening skills to enhance interpersonal relationships
  - using communication management skills to build confidence and develop appropriate assertiveness, tact, and courtesy
  - using professional etiquette and protocol in situations such as making introductions, speaking on the telephone, and offering and receiving criticism
  - making clear appropriate requests, giving clear and accurate directions, asking appropriate and purposeful questions, and responding appropriately to the requests, directions, and questions of others
  - participating appropriately in conversations
  - communicating effectively in interviews
  - identifying and using appropriate strategies for dealing with differences, including gender, ethnicity, and age
  - analyzing and evaluating the effectiveness of communication

- communicate effectively in groups in professional and social contexts by:
  - identifying kinds of groups and the importance and purposes they serve
  - analyzing group dynamics and processes for participating effectively in groups, committees, or teams
  - identifying and analyzing the roles of group members and their influence on group dynamics
  - demonstrating skills for assuming productive roles in groups
  - using appropriate verbal, nonverbal, and listening strategies to promote group effectiveness;
  - identifying and analyzing leadership styles
  - using effective communication strategies in leadership roles
  - using effective communication strategies for solving problems, managing conflicts, and building consensus in groups
  - analyzing the participation and contributions of group members and evaluating group effectiveness

- make and evaluate formal and informal professional presentations by:
  - analyzing the audience, occasion, and purpose when designing presentations
  - determining specific topics and purposes for presentations
  - researching topics using primary and secondary sources, including electronic technology
  - using effective strategies to organize and outline presentations
  - using information effectively to support and clarify points in presentations
  - preparing scripts or notes for presentations
  - preparing and using visual or auditory aids, including technology, to enhance presentations
  - using appropriate techniques to manage communication apprehension, build self-confidence, and gain command of the information
  - using effective verbal and nonverbal strategies in presentations
  - preparing, organizing, and participating in an informative or persuasive group discussion for an audience
  - making individual presentations to inform, persuade, or motivate an audience
  - participating in question and answer sessions following presentations
  - applying critical-listening strategies to evaluate presentations
  - evaluating effectiveness of presentations