

# 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](#)

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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](#)

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

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

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

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

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

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

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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](#)

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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](#)

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

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

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

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

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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](#)

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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](#)

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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](#)

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

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

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

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

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

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

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

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Design and produce a creative [APD23](#)

**a** resume [APD23A](#)

**b** cover letter [APD23B](#)

**c** self-promotional material [APD23C](#)

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Examine how related student organizations

**a** leadership development [APD24A](#)

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

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

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**c** competitive events [APD24C](#)

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

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

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

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

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

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

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

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

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

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

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

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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

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**Apply correct terminology to projects and marketing plans.** APD32

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**32 Apply correct terminology to projects and marketing plans.** APD32

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**Identify and troubleshoot problems with marketing strategies.** APD33

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**33 Identify and troubleshoot problems with marketing strategies.** APD33

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

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

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**Demonstrate a conscientious use of a personal style.** APD35

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**35 Demonstrate a conscientious use of a personal style.** APD35

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**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

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**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

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**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

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**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

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**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

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

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