

# Digital Communication

## Describe the Media Industry and Its Role in the Economy 1.0

- 1.1 Research the role of the media industry and the industry's impact on society and the economy 1.1

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- 1.2 Investigate the history and evolution of media 1.2

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- 1.3 Examine the impact of emerging technologies on the media industry (e.g., 5G devices, virtual reality, anti-ad blocking, automated journalism, social outreach apps, data virtualization, wearable technology, and video creation) 1.3

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- 1.4 Identify factors that contribute to the success of media businesses and freelance/contract providers (i.e., good ideas and standards, target groups, product awareness, right tools and talent, etc.) 1.4

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- 1.5 Describe how processes and cycles affect production in media businesses required to complete a product from idea to final master copy. 1.5

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- 1.6 Discuss cost and price in relationship to media products, projects, and businesses (i.e., hourly-based, project based, retainer pricing, value-based, package pricing, performance-based, and equity pricing) 1.6

## Investigate Intellectual Property Law and Rights Management 2.0

- 2.1 Describe common legal issues in media professions (e.g., free speech, defamation, copyright, censorship, and issues involving intellectual privacy law regarding printing content, broadcasting over the air, and publishing online) 2.1

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- 2.2 Explain the importance of fair use for the individual and the businesses (e.g., intellectual property, patents, copyrights, trademarks, trade secrets, and protecting ideas and concepts) 2.2

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- 2.3 Explain plagiarism and describe effects on business 2.3

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- 2.4 Describe the establishment of a copyright, trademark, or trade name 2.4

## Demonstrate Communication Skills Required by the Media Industry 3.0

- 3.1 Use Industry terminology appropriate in the work environment 3.1

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- 3.2 Use effective communication and research techniques to obtain accurate information from sources, audiences, and clients 3.2

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- 3.3 Use verbal and nonverbal communication skills with all people, including people of diverse cultures and generations 3.3

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- 3.4** Explain the importance of business communications (i.e., in-person, email, text messages, body language, word choice, auto-correct, etc.) [3.4](#)
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- 3.5** Format communications for the purpose, audience, and medium/media [3.5](#)
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- 3.6** Use editing and proof-reading skills when reviewing communications (i.e., spellcheck for errors, etc.) [3.6](#)
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- 3.7** Explain how intellectual property can be violated through communication errors (e.g., sender uses wrong email address, recipient forwards the email, Excel attachment contains hidden content in a tab, and data is forwarded to a personal email account) [3.7](#)
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- 3.8** Compare and contrast audio/video presentation methods (i.e., software, virtual platforms, etc.) [3.8](#)
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- 3.9** Discuss the purpose, content, and steps in creating a media portfolio [3.9](#)
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**Use Hardware and Software to Manage Media** [4.0](#)

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- 4.1** Use industry-specific software (i.e., Adobe, Constant Contact, WordPress, Microsoft, etc.) [4.1](#)
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- 4.2** Describe the basic functions of computer operating systems [4.2](#)
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- 4.3** Apply essential computer commands for maximum efficiency (i.e., shortcuts, etc.) [4.3](#)
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- 4.4** Apply computer file management techniques for organizing, archiving, and version control [4.4](#)
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- 4.5** Describe the functionality of the internet, intranet, and extranet in the media environment [4.5](#)
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- 4.6** Use file transfer methods (i.e., internet, Bluetooth, air drop, intranet, etc.) [4.6](#)
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- 4.7** Select the format for digital delivery (input/output) (e.g., TIFF, JPEG, Raw File, and PDF) [4.7](#)
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- 4.8** Explain methods to protect a computer against threats (cybersecurity) [4.8](#)
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- 4.9** Use and care for equipment and related accessories [4.9](#)
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**Use Devices and Software for Data Capture and Manipulation** [5.0](#)

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- 5.1** Identify software that supports data capture for media devices (i.e., audio, digital camera, lighting, video input device, graphics, tablet, graphic cards, etc.) [5.1](#)
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- 5.2** Demonstrate the use of devices (e.g., capture, process, and transfer still image, audio, and moving image) [5.2](#)
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- 5.3** Select the appropriate format and resolution for data capture [5.3](#)
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#### 5.4 Export, manage, and archive data for media applications 5.4

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#### Perform Tasks in the Pre-Production Planning Phase of Media Projects 6.0

- 6.1 Articulate publishing platforms in today's media (i.e., digital news, video, podcast, livestreaming, etc.) 6.1
  - 6.3 Explain the vetting process when publishing the original work or pre-published work for accuracy, balance, fairness, proper attribution, and credibility (i.e., intellectual property, conflicts, public domain, opinions vs. facts, op-ed, etc.) 6.3
  - 6.2 Demonstrate brainstorming, storyboarding, and the content strategy process to deliver conceptual ideas and stories to appropriate stakeholders 6.2
  - 6.5 Demonstrate proper media device operation and safety following the brand key guidelines 6.5
  - 6.4 Describe and utilize design elements (i.e., fonts, line spacing, overall format, color palette, alignment, margins, headers, footers, etc.) 6.4
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#### Perform Tasks in the Post-Production Phase of Media Projects 7.0

- 7.1 Utilize the editing/revision process (i.e., establish checklist protocols, etc.) 7.1
  - 7.2 Explain the steps in a quality control plan to maintain quality assurance (e.g., planning, implementation, and assessment) 7.2
  - 7.3 Implement an approval process (i.e., proofing draft, master copy, etc.) 7.3
  - 7.4 Analyze publishing options and select appropriate equipment for the application 7.4
  - 7.5 Explain how to preflight and package a file before handoff 7.5
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#### Deliver/Distribute Products Using Various Media in Accordance With Consumer Expectations 8.0

- 8.1 Use strategies and tools to publish a digital product (i.e., social media, website/blog, podcast/streaming, other web-based platforms, etc.) 8.1
- 8.2 Use social media distribution tools to disseminate digital communications (i.e., Spouts, Hootsuite, Hubs, etc.) 8.2
- 8.3 Use multiple tools/channels to distribute a digital product (i.e., website, electronic newsletter platform, social media platform, podcast, etc.) 8.3