

Student Name

PA State ID # (10

High School Graduation Years 2018, 2019 and 2020				
Unit/Standard Number	<p>The School District of Philadelphia Office of Career and Technical Education Communications Technologies/Technicians &amp; Support Services, Other Performance Assessment Log (PAL)</p> <p><b>CIP 10.9999 - Digital Media Production</b></p>	Key		
		<p><b>N</b> = Not Exposed to Task <b>1</b> = Knowledge (Exposed to Task) <b>2</b> = Guidance (Accomplishes Task w/ Instruct <b>3</b> = Mastery (Accomplishes Task w/o Instruct</p>		
		Year 1	Year 2	Year 3
	<b>Secondary Competency Task List</b>			
<b>100</b>	<b>COMMUNICATION TECHNOLOGY AND SAFETY PROCEDURES</b>			
101	Explain Communication Technology and why it is important.			
102	Demonstrate safety procedures in the field of communications technology.			
<b>200</b>	<b>LEADERSHIP AND ACCOUNTABILITY SKILLS IN COMMUNICATION TECHNOLOGY</b>			
201	Demonstrate creative thinking, construct knowledge, and develop innovative products and processes using technology (i.e., presentations, Podcasts, Blogs, Wikis, and Forums).			
202	Use critical thinking skills to plan and conduct research, manage projects, solve problems, and make informed decisions using appropriate digital tools and resources collaboratively.			
203	Demonstrate an understanding of human, cultural, and societal issues related to technology and practice legal and ethical behavior.			
204	Produce media for an intended target audience, including those with disabilities.			
205	Identify multimedia communications in the areas of education, business, health care, general information, leisure and recreation.			
206	Demonstrate an understanding of, and observe copyright laws when producing media.			
<b>300</b>	<b>ETHICAL, CULTURAL, AND SOCIETAL ISSUES RELATED TO COMMUNICATION TECHNOLOGY</b>			
301	Describe ethics in relation to communication technology.			
302	Describe ethics in the communication technology educational environment.			
303	Describe ethics in the communication technology occupational environment.			
304	Describe ethics in the communication technology recreational environment.			
305	Describe ethics in the communication technology entertainment environment.			
<b>400</b>	<b>COMMUNICATION TECHNOLOGY SYSTEMS OPERATION, INFORMATION, AND SOFTWARE</b>			

401	Identify ways to safeguard against computer viruses, worms, Trojan Horses, and spoofing.			
402	Describe techniques to prevent unauthorized computer access and use.			
403	Identify safeguards against hardware theft and vandalism.			
404	Explain the ways software manufacturers protect against software piracy.			
405	Define encryption and explain why it is necessary.			
406	Recognize issues related to information accuracy, rights, and conduct.			
407	Identify emerging, current, and obsolete technologies.			
408	Define and illustrate current terminology associated with computers.			
409	Research accessibility issues related to information technology.			
410	Identify how to maintain computer equipment and solve common problems relating to computer hardware.			
411	Identify file formats for use in multimedia productions.			
<b>500</b>	<b>COMPUTER SYSTEM SET UP</b>			
501	Demonstrate precautions and care when working with computers, printers, storage devices, and other peripherals.			
502	Demonstrate the knowledge of setting up a computer system, so it is operational for the user.			
<b>600</b>	<b>BASIC COMPUTER APPLICATIONS</b>			
601	Demonstrate a mastery of terminology related to computer applications.			
602	Manipulate and control the Operating System and files.			
603	Manipulate a window by using menus, icons, and keyboard shortcuts.			
604	Create a file management system.			
605	Distinguish between system software and application software.			
606	Use software and hardware to perform computing tasks.			
607	Identify different types of software, and general concepts related to software categories.			
608	Demonstrate proper hand, finger, and body position when using a keyboard.			
<b>700</b>	<b>ELECTRONIC COMMUNICATION APPLICATIONS</b>			
701	Define terminology associated with electronic communications.			
702	Locate services available on the Internet.			
703	Identify different types of information sources on the Internet.			
704	Use a web browser.			
705	Search the Internet for information.			
706	Follow procedures for using electronic mail applications.			
707	Identify the appropriate use of electronic mail and "Netiquette."			
<b>800</b>	<b>WEB COLLABORATION</b>			
801	Create, publish, and manage a supervised site; e.g., YouTube channel, website, wiki, or blog.			
802	Use an appropriate, supervised site to communicate with peers and other approved audiences.			

<b>900</b>	<b>INFORMATION LOCATION, EVALUATION, AND COLLECTION</b>			
901	Demonstrate basic terminology related to locating, evaluating, and collecting information from a variety of sources.			
902	Describe the various sources to locate information.			
903	Locate, collect, and evaluate the qualifications and credentials of information from text (i.e., books, newspapers, periodicals).			
904	Locate, collect, and evaluate the qualifications and credentials of information from the web.			
905	Create a web page evaluation tool.			
906	Using an evaluation tool, evaluate a web page, and other media, such as videos, photographs, or audio documents.			
<b>1000</b>	<b>WORD PROCESSING</b>			
1001	Use basic word processing commands to create, format, and edit documents.			
1002	Start and exit a word processing application and utilize sources of online help.			
1003	Identify common on-screen elements of a word processing application.			
1004	Change application settings and manage files within a word processing application.			
1005	Perform common printing functions.			
1006	Generate a hard copy of business correspondence to include a memo, personal/business letter, and letterhead.			
1007	Use advanced word processing skills to format and print a multi-page report in an integrated activity, following an accepted referencing format using appropriate guidelines, including Works Cited page.			
<b>1100</b>	<b>DESIGN &amp; LAYOUT</b>			
1101	Identify and describe the basic components of a design application.			
1102	Identify, describe, and demonstrate the principles of typography.			
1103	Demonstrate knowledge of design principles including color theory, composition and layout, perspective, and typography.			
1104	Evaluate and apply the principles of design in various visual media.			
1105	Evaluate desktop publishing documents to design principles.			
1106	Demonstrate interconnections between different software applications.			
1107	Develop, publish, and present an advertising campaign.			
1108	Use a vector-based application.			
1109	Use a bitmap-based application.			
1110	Insert and edit graphics in a desktop application.			
<b>1200</b>	<b>MULTIMEDIA PRESENTATION</b>			
1201	Use proper terminology related to presentation applications.			

1202	Perform multimedia presentations to include slides, views, transitions, animations, color schemes and backgrounds.			
1203	Determine strategies for success in multimedia projects.			
1204	Create a multimedia presentation.			
1205	Format a multimedia presentation.			
1206	Print /export a multimedia presentation.			
1207	Present a multimedia presentation.			
1208	Identify the appropriate use of presentation hardware tools, such as an LCD projector or interactive white board.			
1209	Compose a presentation that includes a script, text, sound, images animation and video.			
<b>1300</b>	<b>PHOTOGRAPHY, CINEMATOGRAPHY, AND IMAGE CAPTURE</b>			
1301	Demonstrate proper operation of the digital still and video cameras.			
1302	Import, capture, and/or transfer image/video from camera.			
1303	Identify the parts of a digital camera.			
1304	Apply basic principles of exposure.			
1305	Apply basic principles of focus.			
1306	Apply white balance procedures to the production environment.			
1307	Apply basic principles of composition/field of view.			
1308	Demonstrate the proper use of support systems (i.e., monopod, tripods, etc.).			
1309	Monitor and record proper audio levels.			
1310	Identify types of recording codes and formats.			
1311	Identify various video recording media.			
<b>1400</b>	<b>COMMUNICATION NETWORK COMPONENTS</b>			
1401	Use proper terminology and components of a communication network.			
1402	Identify the types of communication networks, such as WiFi, Blue Tooth, LAN, etc.			
1403	Describe the various network protocols (e.g., FTP, SMTP, HTTP, etc.).			
<b>1500</b>	<b>WEB DESIGN APPLICATIONS FOR COMMUNICATIONS TECHNOLOGY</b>			
1501	Identify and describe the properties of HTML, CSS, and various scripting languages (such as java script and PHP).			
1502	Identify and describe the properties of different types of image compression formats for the web such as, jpeg, tiff and png.			
1503	Identify and use basic HTML elements to create a web page.			
1504	Integrate graphics and links to an HTML page.			
1505	Demonstrate the properties of typography in HTML and CSS.			
1506	Identify, define, and demonstrate the use of tables and forms.			
1507	Evaluate page design.			

<b>1600</b>	<b>CROSS PLATFORM CELLULAR TELEPHONE COMMUNICATION</b>			
1601	Create and utilize multimedia for multiplatform distribution ( i.e, cell, web, mobile devices, television).			
1602	Create and utilize QR codes.			
<b>1700</b>	<b>VIDEO AND AUDIO PRODUCTION</b>			
1701	Identify appropriate target audience.			
1702	Identify and use various script formats (i.e., radio, TV, 2 column, and screen play).			
1703	Develop a storyboard.			
1704	Import and/or Transfer media into non-linear editor.			
1705	Demonstrate use of video and audio effects and transitions.			
1706	Add titles to a video production.			
1707	Export finished project for distribution.			
1708	Identify types of microphones and pickup patterns.			
<b>1800</b>	<b>PROJECT MANAGEMENT</b>			
1801	Create and manage a production schedule.			
1802	Create a project budget using spreadsheet software.			
1803	Given a budget, design a workstation for a specific multimedia application.			

## PA Academic Standards for Career Education and Work

	<p><i>The Career Education and Work (CEW) Standards were developed by the Pennsylvania Department of Education and complement all disciplines and other academic standards. These skills outline certain skills that students need to obtain prior to high school graduation if they are to succeed in the workplace. <b>Although they are not required under each CIP Code's Program of Study Task List, the School District of Philadelphia requires that all CTE students are taught and master these essential skills.</b></i></p>			
	<p>Click on the following links for more information on the CEW Standards:</p>			
	<p><a href="#">PA Dept. of Education CEW Website</a></p>			
	<p><a href="#">CEW Standards</a></p>			
	<b>Career Awareness and Preparation</b>			
4000	Relate careers to individual interests, abilities, and aptitudes.			
4001	Analyze career options based on personal interests, abilities, aptitudes, achievements and goals.			
4002	Analyze how the changing roles of individuals in the workplace relate to new opportunities within career choices.			

4003	Evaluate school-based opportunities for career awareness/preparation, such as, but not limited to career days, community service, internships, and job shadowing.			
4004	Justify the selection of a career.			
4005	Analyze the relationship between career choices and career preparation opportunities, such as, but not limited to college degrees, certificates/licensures, entrepreneurship, and industry and military training.			
4006	Assess the implementation of the individualized career plan through the ongoing development of the career portfolio.			
4007	Review personal high school plan against current personal career goals and select postsecondary opportunities based upon personal career interests.			
	<b>Career Acquisition (Getting a Job)</b>			
4008	Apply effective speaking and listening skills used in a job interview.			
4009	Apply research skills in searching for a job utilizing various job search resources (e.g. CareerLinks, O-Net, Professional Organizations).			
4010	Develop and assemble, for career portfolio placement, career acquisition documents, such as, but not limited to job application, letter of introduction, postsecondary education/training applications, request for letter of recommendation and resume.			
4011	Analyze, revise, and apply an individualized career portfolio to chosen career path.			
4012	Demonstrate, in the career acquisition process, the application of essential workplace skills/knowledge, such as, but not limited to commitment, communication, dependability, health/safety, and scheduling/time management.			
	<b>Career Retention and Advancement</b>			
4013	Evaluate personal attitudes and work habits that support career retention and advancement.			
4014	Evaluate team member roles to describe and illustrate active listening techniques such as clarifying, encouraging, and summarizing.			
4015	Evaluate conflict resolution skills as they relate to the workplace such as constructive criticism, group dynamics, managing/leadership, negotiation and problem solving.			
4016	Develop a personal budget based on career choice, such as, but not limited to charitable contributions, fixed/variable expenses, gross and net pay, and savings.			
4017	Evaluate time management strategies and their application to both personal and work situations.			
4018	Evaluate strategies for career retention and advancement in response to the changing global workplace.			
4019	Evaluate the impact of lifelong learning on career retention and advancement.			
	<b>Entrepreneurship</b>			
4020	Analyze entrepreneurship as it relates to personal career goals and corporate opportunities.			

4021	Analyze entrepreneurship as it relates to personal character traits.			
4022	Develop a business plan for an entrepreneurial concept of personal interest and identify available resources, such as, but not limited to community-based organizations, financial institutions and venture capital.			

<b>Signed:</b>	
_____	_____
<b>CTE Instructor</b>	<b>Date</b>















