MULTIMEDIA

Understanding the basics of effective communications includes recognizing its importance to individual and business success, identifying barriers that impact communications and finding ways to overcome them, using communication strategies that are based on knowledge of your audience, using appropriate grammar, tone and vocabulary for informal and formal situations, and communicating in a legal and ethical manner

Benchmark 1 Effective communications are essential in the world of business

Competencies:
- Explain the importance of effective communication in business
- Use appropriate grammar, vocabulary, punctuation and spelling
- Utilize emerging technologies in the business environment
- Explain ethical and legal considerations in communications

Expectations for Learning:
Level 1: Use the fundamentals of effective communications in an ethical and legal manner
Level 2: Use emerging technologies and effective communications in an ethical and legal manner

Developing effective technical reading skills requires identifying and gathering valid, relevant materials when conducting business research and reading and/or scanning business and technical materials

Benchmark 2 Effective reading skills are critical to success in life

Competencies:
- Identify sources that provide relevant, valid written material
- Apply written directions to complete tasks
- Use appropriate non-biased resources when researching

Expectations for Learning:
Level 1: Read to acquire meaning from written business materials and to apply the information to a task
Level 2: Synthesize technical and non-technical research from a variety of sources to accomplish a task

Using technology to collaborate with others and research and solve problems creatively requires understanding of digital media, product and process design, technology systems and operations, ethical, legal, accurate and persuasive use of media, and researching and presenting information

Benchmark 3 Technology provides opportunities to collaborate, solve problems, and create innovative products and solutions

Competencies:
- Use digital media environments to communicate and work collaboratively
- Collaborate with peers, experts and other using interactive technology
- Demonstrate knowledge of technology concepts, systems and operations
- Use information accurately and creatively to solve problems
- Analyze media messages
- Describe the legal and ethical issues surrounding use of technology
- Apply digital tools to gather, evaluate and present information

Expectations for Learning:
Level 1:   Use technology legally and ethically to research, evaluate, and report information
Level 2: Collaborate with others using a variety of digital media and interactive technology

Understanding Interactive Media

Benchmark 4 Interactive, multimedia projects are created using a variety of media

Competencies:
- Describe the different types of media included in an interactive, multimedia project
- Obtain, create and/or edit digital graphics
- Obtain, create and/or edit digital audio
- Obtain, create and/or edit digital video
- Create Web pages

Expectations for Learning:
Level 1: Plan an interactive multimedia project
Level 2: Develop an interactive multimedia project