

**Course Title:** Industrial Communications  
**Course Number:** 8771110  
**Course Credit:** 1

**Course Description:**

This course is designed to develop basic entry-level skills required for careers in the communications industry.

<b>CTE Standards and Benchmarks</b>		<b>FS-M/LA</b>	<b>NGSSS-Sci</b>
12.0	Produce writing appropriate to journalistic media--The student will be able to:		
12.01	Write headlines and captions for a variety of journalistic activities.	LAFS.910.W.1.2 LAFS.910.W.2.4	
12.02	Identify the "who, what, when, where, and how" components of a news story.	LAFS.910.W.1.2 LAFS.910.W.2.4	
12.03	Write a news story in acceptable journalistic style.	LAFS.910.W.1.2 LAFS.910.W.2.4	
12.04	Write a sports article using news style and appropriate jargon.	LAFS.910.W.1.2 LAFS.910.W.2.4	
12.05	Write an editorial of commendation, condemnation, or both, offering observations and/or criticisms.	LAFS.910.W.1.2 LAFS.910.W.2.4	
12.06	Write a feature story that adheres to acceptable column style.	LAFS.910.W.1.2 LAFS.910.W.2.4	
12.07	Describe how copyright law pertains to professional and educational use of other writers' materials.	LAFS.910.W.3.7 LAFS.910.W.3.8	
12.08	Write copy for a variety of journalistic media (television, radio, magazines, etc.)	LAFS.910.W.1.2 LAFS.910.W.2.4	
13.0	Organize and utilize production modes appropriate to journalistic media, including desktop publishing, keyboarding, photography, commercial art, and television production--The student will be able to:		
13.01	Identify the principles of layout design.		
13.02	Identify the basic elements necessary to produce a good photograph.		SC.912.N.1.1
13.03	Describe how the use of photograph or photograph idea extends the written word.		
13.04	Identify equipment appropriate for production of a variety of journalistic media.		SC.912.N.1.1
13.05	Identify principles of advertising.		
13.06	Identify proofreading symbols.		

<b>CTE Standards and Benchmarks</b>		<b>FS-M/LA</b>	<b>NGSSS-Sci</b>
14.0	Plan a set for television production--The student will be able to:		
14.01	Prepare television set for a planned production.		
14.02	Draw and design a set plan to scale.		
14.03	Select and arrange state props.		
14.04	Utilize hand tools to construct scene components.		
14.05	Inspect and repair scenery as needed.		
15.0	Perform lighting activities for a planned production--The student will be able to:		
15.01	Describe types of lighting fixtures.	LAFS.910.L.3.6	
15.02	Identify parts of lighting fixtures.	LAFS.910.L.3.6	
15.03	Perform special effects lighting.		
15.04	Set-up appropriate lighting for a production.		SC.912.N.1.1
15.05	Describe functions of master lighting panel and dimmer board.	LAFS.910.L.3.6	
15.06	Operate master lighting panel to dimmer board.		
15.07	Analyze lighting needs for production.		
16.0	Demonstrate correct use of basic equipment used in television production--The student will be able to:		
16.01	Load, record and play a videotape.		
16.02	Demonstrate the steps necessary to set up, turn on, and operate a video camera.		
16.03	Demonstrate picture composition.		
16.04	Identify, select and demonstrate use of an appropriate microphone.		SC.912.N.1.1
16.05	Identify the qualities of a good audio track.		
16.06	Demonstrate basic television lighting.		
16.07	Explain the care, storage and use of television hardware and software.		SC.912.N.1.1
17.0	Demonstrate ability to identify different types of script copy--The student will be able to:		

<b>CTE Standards and Benchmarks</b>		<b>FS-M/LA</b>	<b>NGSSS-Sci</b>
17.01	Identify scripts by format.	LAFS.910.L.3.6 LAFS.910.W.1.1,2,3	
17.02	Define terminology used in broadcast script writing.	LAFS.910.L.3.6	
18.0	Demonstrate ability to write script in broadcast style--The student will be able to:		
18.01	Plan and produce a storyboard.		
18.02	Specify steps leading to broadcast scripts.		
18.03	Write broadcast scripts.		
19.0	Perform electronic/desktop publishing operations--The student will be able to:		
19.01	Identify machine specifications and functions.		
19.02	Prepare computer printer and scanner for operations.		
20.0	Demonstrate knowledge of electronic/desktop publishing concepts--The student will be able to:		
20.01	Identify the skills needed by an electronic desktop publisher.		
20.02	Identify significant developments in the electronic/desktop publishing industry.		
20.03	Define commonly used terms in graphic communications.	LAFS.910.L.3.6	
20.04	Identify characteristics of paper.		
20.05	Identify software used in electronic/desktop publishing.		
21.0	Perform mechanical creative support operations--The student will be able to:		
21.01	Identify characteristics of type, type families, type series, and type styles.		
21.02	Identify elements of design.		
21.03	Copy, fit, and markup (specify type sizes and styles).		
21.04	Paste up mechanical elements electronically.		
21.05	Check and compare completed mechanical to comprehensive layout for final proofing.		
21.06	Prepare rough layout design.		