

Curriculum Map for: Communications

Prepared April 13, 2006 by Kris Kastberg

Prerequisites: None

Scope:

Assessment:

Assessment comes in a variety of forms and wherever possible should be used to reflect and enhance the teaching and learning process that occurs in a classroom. Assessment should not be seen as a separate activity, but as an integral part of the teaching and learning process. Alternative assessments apply to any and all assessments that differ from multiple choice, timed, one-shot approaches that characterize most standardized and classroom assessment. Authentic assessments are assessments that engage students in applying knowledge and skills in the same way they are used in the real-world. Performance assessment is a broad term, encompassing many of the characteristics of both authentic and alternative assessments.

As this course of study demonstrates, it is clear that no single type of assessment could provide an accurate measurement of the learning experience. Students should have the best opportunity to demonstrate their understanding of the learning experience. Therefore, it is suggested that a variety of data gathering methods be used such as objective tests, observations, products, written reports, performances and a collection of student works.

The **TIME** column offers a suggested time-line so that all topics listed in the **CONTENT/SKILLS** column are feasibly met. It is understood that times will need adjustments as the course develops. The **APPLICATION/PROJECT IDEAS** column offers suggestions and sources for the teacher. This column should be updated periodically to keep current and as new ideas are generated. The **KEY IDEA/PERFORMANCE INDICATOR** column coordinates topics with the NYS standards.

| TIME | CONTENT/SKILLS | APPLICATIONS/PROJECT IDEAS | KEY IDEA/PERFORM INDICATOR |
|---------|---|--|--|
| 5 Weeks | Elements of Communication <ul style="list-style-type: none"> • Components of Good Communication • Brainstorming • Elements of Design | <ul style="list-style-type: none"> • Group and Individual Brainstorming Exercises • Billboard Design | <ul style="list-style-type: none"> • MST Standard #2 |
| 3 Weeks | Print Communication <ul style="list-style-type: none"> • Photoconversion • Lithography • Screen • Xerography, Relief, and Gravure | <ul style="list-style-type: none"> • Personal Logo Design and Printing • T-Shirt Printing | <ul style="list-style-type: none"> • MST Standard #5 |
| 5 Weeks | Audio Communication <ul style="list-style-type: none"> • Creating an Audio Frequency • Storing an Audio Frequency • Scripting an Audio Program | <ul style="list-style-type: none"> • Design, script and record a 30 minute radio program with a news show. | <ul style="list-style-type: none"> • MST Standard #2 • MST Standard #7 |
| 5 Weeks | Video Communication <ul style="list-style-type: none"> • Video Sources • Scripting • Set Design • Video Production | <ul style="list-style-type: none"> • Script, build a set, record and edit a 30 second animation. • Script, record and edit a 30 to 60 second commercial. | <ul style="list-style-type: none"> • MST Standard #2 • MST Standard #7 |