

## INTRODUCTION TO COMMUNICATIONS

*Introduction to Communications* is a course that specializes in identifying and using modern communication to exchange messages and information. This course explores the application of the tools, materials, and techniques used to design, produce, use, and assess systems of communication. Students will produce graphic and electronic media as they apply communication technologies. This course will also explore the various technical processes used to link ideas and people through the use of electronic and graphic media. Major goals of this course include an overview of communication technology; the way it has evolved, how messages are designed and produced, and how people may profit from creating information services and products. Students will explore mass media communication processes including radio and television broadcasting, publishing and printing activities, telecommunication networks, recording services, computer and data processing networks, and other related systems. Students will use the design process to solve design projects in each communication area.

- DOE Code: 4790
- Recommended Grade Level: 10
- Recommended Prerequisites: None
- Credits: 2 semester course, 2 semesters required, 1 credit per semester, maximum of 2 credits
- Fulfills a Directed Elective or Elective requirement for all diploma types

### Application of Content and Multiple Hour Offerings

Intensive laboratory applications are a component of this course and may be either school based or work based or a combination of the two. Work-based learning experiences should be in a closely related industry setting. Instructors shall have a standards-based training plan for students participating in work-based learning experiences.

## Content Standards

### Domain – Design Concepts of Communication Fundamentals

**Core Standard 1** Students integrate design concepts within project solutions.

#### Standards

- ICOM-1.1 Relate a communication model to any communication systems
- ICOM-1.2 Assess and understand the impacts of a communication product on individuals, society, and the environment
- ICOM-1.3 Design media following common rules for “good” visual layout
- ICOM-1.4 Describe the design principles and processes used to generate graphic media
- ICOM-1.5 Utilize design elements in projects

### Domain – Systems Model

**Core Standard 2** Students analyze the communication systems model and evaluate the need of a system or product.

#### Standards

- ICOM-2.1 Define and describe communication systems

- ICOM-2.2 Describe and define sending messages in the communication processes
- ICOM-2.3 Describe the major technological actions (developing, producing, using, and assessing) that people participate in as related to communication systems
- ICOM-2.4 Explain familiar electronic communication devices or networks using a systems model
- ICOM-2.5 Discuss the common techniques in transmission of messages
- ICOM-2.6 Describe the nature of messages and information signals

#### **Domain – Problem Solving Approach**

**Core Standard 3** Students select the problem solving process to develop the solution to a given project.

##### **Standards**

- ICOM-3.1 List the steps in the problem solving approach
- ICOM-3.2 Develop a statement that defines a problem or opportunity that could be addressed by a communication product
- ICOM-3.3 Develop and refine solutions to a communication problem or opportunity
- ICOM-3.4 Select and produce a communication product that meets a problem or opportunity

#### **Domain – Historical Impacts/Achievements of Communication Fundamentals**

**Core Standard 4** Students analyze the historical impacts of the past, has formed how communication technology is utilized today.

##### **Standards**

- ICOM-4.1 List several stages in the development of the computer and explain their significance
- ICOM-4.2 Analyze the historical development of the computer and it's peripheral components
- ICOM-4.3 List and describe the important events in the evolution of communications technologies
- ICOM-4.4 Describe the importance of design in the development of the evolution of communication media and systems
- ICOM-4.5 Define communication and communication technology here today and in the past

#### **Domain – Careers in Communications**

**Core Standard 5** Students connect communication careers and future job outlook research.

##### **Standards**

- ICOM-5.1 Identify and describe careers in communications
- ICOM-5.2 Research college/technical schools for class requirements for a communications career major
- ICOM-5.3 Find communication career income information
- ICOM-5.4 Research current future job outlook

#### **Domain – Utilization of Technical Graphics**

**Core Standard 6** Students create technical drawings using appropriate technology.

##### **Standards**

- ICOM-6.1 Describe technical graphics and their use in communications
- ICOM-6.2 Identify and describe the major types of technical drawing
- ICOM-6.3 Prepare pictorial drawings of simple objects
- ICOM-6.4 Sketch and draw multiview drawings of simple objects
- ICOM-6.5 Describe and prepare simple oblique, isometric, perspective, and multiview drawings

ICOM-6.6 Use CAD or graphics software to prepare a simple drawing

**Domain – Producing Printed and Photographic Media**

**Core Standard 7** Students create printed and photographic media using the design principles.

**Standards**

- ICOM-7.1 Briefly describe the various graphic, photographic, and printing processes
- ICOM-7.2 Generate, prepare, and print images for various printing processes
- ICOM-7.3 Develop sufficient proficiency to enter, manipulate, save, recall, and print a file using word processing, spread sheet, and technical graphic software
- ICOM-7.4 Given the target audience, the student will be able to show the importance of assessment in the advertising media industry
- ICOM-7.5 Explain the elements of visual design unique to the photographic system
- ICOM-7.6 Plan and present a photographic communication message
- ICOM-7.7 Describe and develop an assessment for photographic messages
- ICOM-7.8 Describe the steps of photographic systems
- ICOM-7.9 Describe the essential parts and functions of cameras and scanners
- ICOM-7.10 Utilize software for print correction, proofing, and output of digital media

**Domain – Developing and Using Electronic Media**

**Core Standard 8** Students apply concepts of the design process utilizing various forms of electronic media applications.

**Standards**

- ICOM-8.1 Identify how electronic media is regulated at the local, federal, and international levels
- ICOM-8.2 Describe various classifications of electronic media
- ICOM-8.3 Describe the application of electronics in modern communication
- ICOM-8.4 Create a storyboard to produce a script for an electronic media production
- ICOM-8.5 List and explain the major steps in producing both print and electronic messages
- ICOM-8.6 Describe the action required to produce and communicate an electronic media message
- ICOM-8.7 Describe the types of products that are produced by the graphic and electronic communications industry
- ICOM-8.8 Explain how audible messages are converted into signals for transmission of information and data
- ICOM-8.9 Describe communications systems and relate a model of the communication process various graphic and electronic media
- ICOM-8.10 Record and store an electronic media message in different file formats (i.e. vector, raster, bmp, & PDF)
- ICOM-8.11 Using desktop publishing software, prepare a layout for a newsletter or other publication
- ICOM-8.12 List and describe the steps used to prepare for a video production
- ICOM-8.13 Evaluate a given message and determine the materials and props needed for production
- ICOM-8.14 Discuss the criteria used for talent and script selection

- ICOM-8.15 Discuss the impacts of electronic communication systems on individuals, communities, and the environment
- ICOM-8.16 Describe the difference between audio media and other forms of communication technology
- ICOM-8.17 Describe the importance of proper direction in electronic communication production activities
- ICOM-8.18 Plan and produce a radio commercial or podcast
- ICOM-8.19 List and describe examples of audio devices, systems, and technologies
- ICOM-8.20 Record, edit, save, and publish audio files
- ICOM-8.21 Identify and describe various computer input and output devices
- ICOM-8.22 Explain the advantages and disadvantages of global information networks
- ICOM-8.23 Utilization of government, public, and educational websites
- ICOM-8.24 Identify the steps in establishing a website

### **Career and Technical Student Organizations**

Career and Technical Student Organizations are considered a powerful instructional tool when integrated into Career and Technical Education programs. They enhance the knowledge and skills students learn in a course by allowing a student to participate in a unique program of career and leadership development. Students should be encouraged to participate in a Career and Technical Student Organization, such as the **Technology Student Association (TSA)**.

