

# 2003 CTS AMENDMENTS to the Communication Technology Guide to Standards and Implementation

## Summary of Curriculum Changes

- Course withdrawal:
  - COM1010: Presentation & Communication 1

### Section B

1. **Remove** pages B.5–B.6 (2002) and **replace** with new pages B.5–B.6 (Revised 2003).

### Section C

1. **Remove** page C.3 (1999) and **replace** with new page C.3 (Revised 2003).

### Section D

1. **Remove** pages D.1–D.2 (2002) and **replace** with new pages D.1–D.2 (Revised 2003).
2. **Remove** pages D.3–D.6 (1999) and **replace** with new page D.3–D.6 (Revised 2003).

### Section E

1. **Remove** page E.3 (1997) and **replace** with new page E.3 (Revised 2003).

### Section G

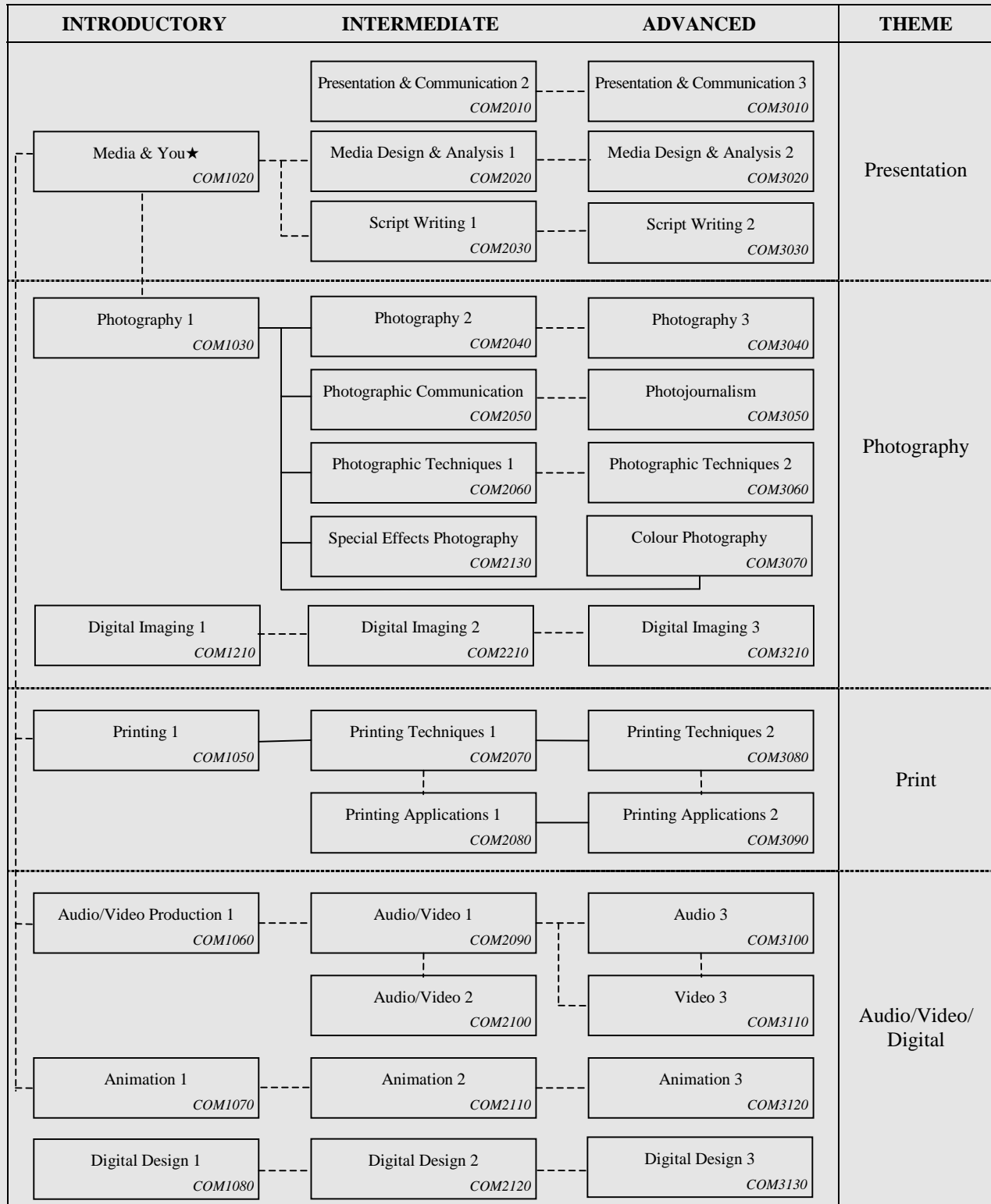
1. **Remove** page G.2 (1999) and **replace** with new page G.2 (Revised 2003).
2. **Remove** page G.18 (1999) and **replace** with new page G.18 (Revised 2003).

### Section H

1. **Remove** pages H.5–H.8 (1997) and **replace** with new pages H.5–H.8 (Revised 2003).

**SCOPE AND SEQUENCE**

**COMMUNICATION TECHNOLOGY**



—— Prerequisite

----- Recommended sequence

★ Course provides a strong foundation for further learning in this strand.

**Note:** Presentation & Communication 1 has been withdrawn effective September 2003.

## **COURSE DESCRIPTIONS**

### **Course COM1020: Media & You**

Students are provided with a hands-on introduction to the various segments of communication studies: presentation and communication, photography, print, and audio/video production.

### **Course COM1030: Photography 1**

Students operate a camera to take photographs and produce prints.

### **Course COM1050: Printing 1**

Students are introduced to basic layout/design techniques and to various print reproduction processes; e.g., offset, screen, electrostatic.

### **Course COM1060: Audio/Video Production 1**

Students acquire basic production skills through the use of simple audio and/or video equipment and techniques.

### **Course COM1070: Animation 1**

Students are introduced to a variety of animation techniques and are given the opportunity to produce simple animation.

### **Course COM1080: Digital Design 1**

Students are introduced to the integration of various media; e.g., audio, video, photographic, graphic, for the purpose of producing a multimedia message.

### **Course COM1210: Digital Imaging 1**

Students will learn the fundamentals of digital image acquisition, using a digital camera. Images will be saved to a folder or directory and manipulated, using bitmap editing software.

### **Course COM2010: Presentation & Communication 2**

Students use verbal and nonverbal communication skills to produce and deliver presentations incorporating a variety of media.

### **Course COM2020: Media Design & Analysis 1**

Students explore various media and examine their impact on personal, community and national interests.

### **Course COM2030: Script Writing 1**

Students write sample scripts for a variety of media forms.

### **Course COM2040: Photography 2**

Students review and expand on the concepts outlined in COM1030 Photography 1, including composition, exposure, camera operation, image processing, proofing and enlarging.

### **Course COM2050: Photographic Communication**

Students use photographic prints, slides or digital images to communicate a message or tell a story.

### **Course COM2060: Photographic Techniques 1**

Students expand photographic concepts using various lenses and applying depth of field in composition.

### **Course COM2070: Printing Techniques 1**

Students are introduced to single-register reproductive printing.

### **Course COM2080: Printing Applications 1**

Students apply the technique of single-register printing to practical situations.

### **Course COM2090: Audio/Video 1**

Students expand on basic audio/video production techniques.

### **Course COM2100: Audio/Video 2**

Students build on production skills through application of preproduction and post-production techniques.

### **Course COM2110: Animation 2**

Students build skills in planning, idea development and storytelling technique, and their application through various animation methods.

### **Course COM2120: Digital Design 2**

Students enhance their abilities to integrate various media for the purpose of producing a multimedia message for a target audience, using the computer as a significant production tool.

## **PLANNING FOR COMMUNICATION TECHNOLOGY**

The following suggestions are provided to assist teachers and school and school system administrators as they plan to deliver courses in the Communication Technology strand.

### **Selecting Courses**

The Communication Technology curriculum heavily depends on, and is influenced by, technology. Therefore, teachers are encouraged to incorporate the latest available technologies—computers, scanners, laser printers, digital photography, etc.—where possible in addressing the various courses.

Communication Technology emphasizes experiential and hands-on learning. Students will participate in a wide range of practical activities within the classroom, the school and their local community.

In addition to functioning in a traditional manner, the teacher should use resourcefulness to create the appropriate learning environment for the students, either by bringing the necessary personnel and/or resources to the classroom or by taking students to the community. Flexibility in scheduling and programming is encouraged.

Through educational strategies such as partnerships, teamwork, group assignments and work experience, the teacher should stress “process” as well as “product” depending on the context. Teachers should encourage creative thinking, enterprising and innovative strategies, and problem solving as much as possible. Also, the concepts of portfolio development and “critiquing” should be addressed throughout Communication Technology.

The scope and sequence chart in Section B provides an overview of the Communication Technology courses, indicating prerequisites and theme areas. Brief descriptions of each of the courses follow the scope and sequence chart in Section B.

One course, Media & You, is a general introduction to Communication Technology. It is recommended that students, especially at the junior high level, take this course before proceeding to other courses in the curriculum. In addition, some courses may be prerequisite to others.

Following are three sample course clusters designed to be delivered to junior high school students:

- junior high—Grades 7 or 8 (25 hours per year):
  - Media & You
- junior high—Grades 7, 8 and/or 9 (50 hours per year):
  - Photography 1
  - Printing 1
- junior high—Grades 7, 8 and/or 9 (75 hours per year):
  - Media & You
  - Photography 1 or Digital Imaging 1
  - Printing 1.

Senior high students with no previous experience in Communication Technology might consider the following multiple-credit offerings:

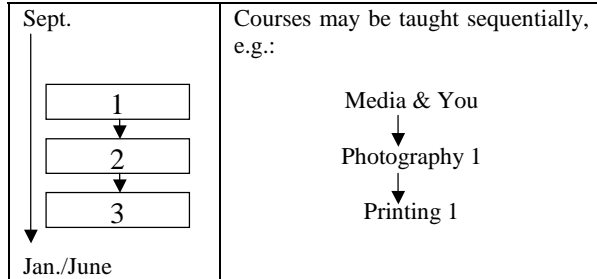
- 3-credit personal use (no previous experience):
  - Photography 1 or Digital Imaging 1
  - Printing 1
  - Audio/Video Production 1.

### **Organizing For Learning**

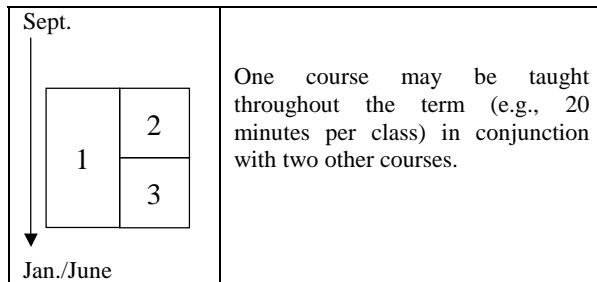
A number of courses may be taught concurrently when the skills are discreet; for example, Basic Photography 1 and Printing 1. Media Design and Analysis 1, however, should be offered after the student has acquired skills in the various thematic areas, since these can then be more readily incorporated into project design and analysis.

Some courses may be combined in order to give the student the required time to complete a major project. For example, by combining Printing Techniques and Printing Applications, the student is able to apply the printing techniques in a project situation. Alternatively, a multiple-credit offering may be composed of a video production course, followed by a course in which the student produces the script.

**Scenario A**

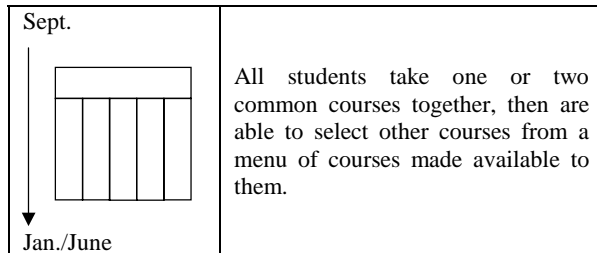


**Scenario B**

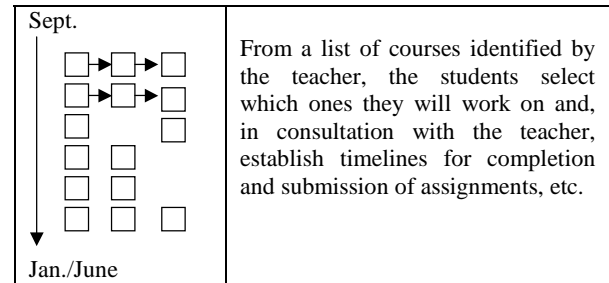


Teachers can also allow students to progress at a rate that is personally challenging; e.g.:

**Scenario C**



**Scenario D**



Students can learn the skills in courses that are technique-oriented (e.g., photographic techniques, printing techniques) in which the task is assigned by the teacher. However, in the application-oriented course, the task(s) may be selected by the student, and the emphasis is on project management skills as well as previously learned skills.

**Identifying Linkages**

Refer to Section H of this Guide for additional linkages to enhance the learnings defined in Communication Technology.

**Improving Smooth Transitions to the Workplace and/or Related Post-secondary Programs**

Refer to Section H of this Guide for information.

# COURSE CURRICULUM AND ASSESSMENT STANDARDS:

## SECTION D: INTRODUCTORY LEVEL

The following pages define the curriculum and assessment standards for the introductory level of Communication Technology.

Introductory level courses help students build daily living skills and form the basis for further learning. Introductory courses are developed for students who have no previous experience in the strand.

General outcomes define the competencies a student must demonstrate to achieve success in a course. Assessment standards define the criteria and conditions to be used for assessing the competencies defined in the general outcomes.

Specific outcomes provide a detailed framework for instruction to help students build the competencies defined in the general outcomes. Additional information and suggestions for instruction are provided in the Notes column; teachers may wish to use this space to record their ideas for instruction or student projects.

Course COM1020: Media & You .....	D.7
Course COM1030: Photography 1 .....	D.11
Course COM1050: Printing 1 .....	D.15
Course COM1060: Audio/Video Production 1 .....	D.19
Course COM1070: Animation 1 .....	D.23
Course COM1080: Digital Design 1 .....	D.27
Course COM1210: Digital Imaging 1 .....	D.31



*Note:*

*COM1010: Presentation &  
Communication 1 (pages D.3–D.6) has  
been withdrawn effective  
September 2003.*





**COURSE COM2010: PRESENTATION & COMMUNICATION 2 (continued)**

General Outcomes	Assessment Criteria and Conditions	Suggested Emphasis
<p><i>The student will:</i></p> <ul style="list-style-type: none"> <li>demonstrate basic competencies.</li> </ul>	<p><i>Assessment of student achievement should be based on:</i></p> <ul style="list-style-type: none"> <li>observations of individual effort and interpersonal interaction during the learning process.</li> </ul> <p><i>Assessment Tool</i>  <i>Basic Competencies Reference Guide and any assessment tools noted above</i></p>	<p>Integrated throughout</p>

Concept	Specific Outcomes	Notes
<p>Process and Procedures</p>	<p><i>The student should:</i></p> <ul style="list-style-type: none"> <li>state the components of the presentation process and specific attributes and tasks associated with each component</li> <li>given a small group target audience (peer or other) and a teacher-specified topic, prepare and deliver a presentation of three to five minutes duration</li> <li>write and/or work from a script</li> <li>given background information on self-conducted presentations (e.g., a mediated information package, a self-conducted tour), prepare a presentation of three to five minutes suitable for use by an individual or small group</li> <li>demonstrate responsibility and ethical behaviour by working within school and community standards.</li> </ul>	<p>Students should know about the presentation process, its components and basic attributes.</p> <p>Their knowledge may be determined through informal discussion rather than formal examination.</p> <p>Students need to recognize that presentations come in many forms including self-contained packages that the viewer uses as required and at his or her own pace.</p>

# COMMUNICATION TECHNOLOGY

## SECTION G: ASSESSMENT TOOLS

The following comprise include background information and strategies for assessing student achievement and the assessment tools that are listed in Sections D, E and F of this Guide.

This section of the *Guide to Standards and Implementation* has been designed to provide a common base of understanding about the level of competencies students are expected to demonstrate to successfully complete a 1-credit course in CTS. The goal is to establish assessment standards for junior and senior high school students that are fair, credible and challenging.

These tools will assist teachers throughout the province to more consistently assess student achievement. The purpose of expanding on the assessment standards is to:

- increase confidence among students, parents, business/industry and post-secondary that students can demonstrate the competencies specified in the courses they have completed
- encourage fairness and equity in how students' efforts are judged
- enable learners to focus effort on key learnings
- support teachers and community partners in planning and implementing CTS.

These tools were validated during the optional stage of CTS implementation.

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CTSPRE: Presentations/Reports .....	G.14
CTSRES: Research Process .....	G.15

#### Assessment Tools Specific to Communication Technology Strand:

COMPAF: Communication Technology Project Assessment Framework .....	G.16
COMFEP: Framework for Evaluating Presentations .....	G.17

#### Assessment Tools Specific to Courses in the Communication Technology Strand:

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# FRAMEWORK FOR EVALUATING PRESENTATIONS

COMFEP

Student Name: \_\_\_\_\_

Teacher: \_\_\_\_\_

Course/Topic: \_\_\_\_\_

Date: \_\_\_\_\_

CRITERIA	OBSERVATION/ RATING	STANDARD
Written Script	4 3 2 1 0	1
Content	4 3 2 1 0	1
Technical Quality	4 3 2 1 0	1
Presentation	4 3 2 1 0	1

## STANDARD IS 1 IN EACH APPLICABLE CRITERIA

### Rating Scale

*The student:*

- 4 exceeds defined outcomes. Plans and solves problems effectively and creatively in a self-directed manner. Tools, materials and/or processes are selected and used efficiently, effectively and with confidence.
- 3 meets defined outcomes. Plans and solves problems in a self-directed manner. Tools, materials and/or processes are selected and used efficiently and effectively.
- 2 meets defined outcomes. Plans and solves problems with limited assistance. Tools, materials and/or processes are selected and used appropriately.
- 1 meets defined outcomes. Follows a guided plan of action. A limited range of tools, materials and/or processes are used appropriately.
- 0 has not completed defined outcomes. Tools, materials and/or processes are used inappropriately.

### CRITERIA

*The student:*

#### Written Script

- uses attractive, easy-to-read format
- organizes format, including use of communication aids and special effects
- uses correct spelling, punctuation and grammatical conventions
- records information accurately, using correct technical terms
- sites sources of information when using copyright and/or public domain materials

#### Content

- selects content suitable to the audience
- demonstrates knowledge of the subject/topic being communicated
- provides an introduction that describes the purpose of the presentation
- communicates information in a logical sequence
- states a conclusion based on a summary of facts

#### Technical Quality

- connects and uses audio, video and digital equipment as required
- maintains smoothness and continuity throughout the presentation
- emphasizes information by using effective placement and colour
- applies principles of graphic design to enhance meaning and audience appeal
- uses appropriate images, sounds and/or music to support the communication process

#### Presentation

- delivers a presentation of appropriate length
- attracts attention with a strong opening
- builds interest by focusing on a single big idea
- makes effective use of voice and body language
- uses symbols, words and pictures to communicate conceptual ideas
- uses audio/visual aids that support the presentation
- communicates in a persuasive and engaging manner
- demonstrates effective integration of communication technologies in the presentation process

### COMMENTS



# LINKAGES – Communication Technology: Connections with Other CTS Strands

Communication Technology Courses	Other CTS Strands																				
	Agriculture	Career Transitions	Community Health	Construction Technologies	Cosmetology Studies	Design Studies	Energy and Mines	Enterprise and Innovation	Electro-Technologies	Fabrication Studies	Fashion Studies	Financial Management	Foods	Forestry	Information Processing	Legal Studies	Logistics	Management and Marketing	Mechanics	Tourism Studies	Wildlife
<b>Theme: Presentation</b>																					
COM1020: Media & You																					
COM2010: Presentation & Communication 2		■				■		■							■				■		
COM2020: Media Design & Analysis 1																					
COM2030: Script Writing 1																					
COM3010: Presentation & Communication 3		■				■		■							■				■		
COM3020: Media Design & Analysis 2																					
COM3030: Script Writing 2																					
<b>Theme: Photography</b>																					
COM1030: Photography 1						■													■		
COM2040: Photography 2															■				■		
COM2050: Photographic Communication						■													■		
COM2060: Photographic Techniques 1															■				■		
COM2130: Special Effects Photography															■				■		
COM3040: Photography 3						■									■				■		
COM3050: Photojournalism															■				■		
COM3060: Photographic Techniques 2						■									■				■		
COM3070: Colour Photography						■									■				■		
<b>Theme: Print</b>																					
COM1050: Printing 1						■													■		
COM2070: Printing Techniques 1																					
COM2080: Printing Applications 1															■				■		
COM3080: Printing Techniques 2																					
COM3090: Printing Applications 2															■				■		
<b>Theme: Audio/Video</b>																					
COM1060: Audio/Video Production 1						■									■				■		
COM1070: Animation 1						■									■				■		
COM1080: Digital Design 1						■									■				■		
COM2090: Audio/Video 1						■									■				■		
COM2100: Audio/Video 2						■									■				■		
COM2110: Animation 2						■									■				■		
COM2120: Digital Design 2						■									■				■		
COM3100: Audio 3						■									■				■		
COM3110: Video 3						■									■				■		
COM3120: Animation 3						■									■				■		
COM3130: Digital Design 3						■									■				■		

Provides many direct links with competencies in this strand. Students will reinforce, extend and apply a substantial number of knowledge and/or skill components in practical situations.



Provides some links with competencies developed in this strand, usually through the application of related technologies and/or processes.



# LINKAGES – Communication Technology: Connections with Other CTS Strands

Communication Technology Courses	Junior High						Senior High												
	Language Arts	Social Studies	Mathematics	Science	Health & PLS	Physical Education	Fine Arts	English	Social Studies	Mathematics	Science (General)	Biology	Chemistry	Physics	CALM	Physical Education	Fine Arts	Social Sciences	Second Language
<b>Theme: Presentation</b>																			
COM1020: Media & You							■												■
COM2010: Presentation & Communication 2							■	■											
COM2020: Media Design & Analysis 1							■	■											
COM2030: Script Writing 1							■	■											
COM3010: Presentation & Communication 3							■	■											
COM3020: Media Design & Analysis 2							■	■											
COM3030: Script Writing 2							■	■											
<b>Theme: Photography</b>																			
COM1030: Photography 1			■				■				■	■	■					■	
COM2040: Photography 2			■				■				■	■	■					■	
COM2050: Photographic Communication	■						■				■	■	■					■	
COM2060: Photographic Techniques 2	■						■				■	■	■					■	
COM2130: Special Effects Photography							■				■	■	■					■	
COM3040: Photography 3							■				■	■	■					■	
COM3050: Photojournalism							■				■	■	■					■	
COM3060: Photographic Techniques 2							■				■	■	■					■	
COM3070: Colour Photography							■				■	■	■					■	
<b>Theme: Print</b>																			
COM1050: Printing 1							■												■
COM2070: Printing Techniques 1							■												■
COM2080: Printing Applications 1							■												■
COM3080: Printing Techniques 2							■												■
COM3090: Printing Applications 2							■												■
<b>Theme: Audio/Video</b>																			
COM1060: Audio/Video Production 1	■	■					■	■	■										■
COM1070: Animation 1							■	■	■										■
COM2090: Audio/Video 1							■	■	■										■
COM2100: Audio/Video 2							■	■	■										■
COM2110: Animation 2							■	■	■										■
COM2120: Digital Design 2							■	■	■										■
COM3100: Audio 3							■	■	■										■
COM3110: Video 3							■	■	■										■
COM3120: Animation 3							■	■	■										■
COM3130: Digital Design 3							■	■	■										■

Provides many direct links with course content. Students will reinforce, extend and apply a substantial number of knowledge and/or skill components in practical contexts.



Provides some links with course content, usually through the application of related technologies and/or processes.



**Correlation of Communication Technologies to Practical Arts: Graphic Arts 22–32 ★**

	GRAPHIC ARTS 22-32																											
	22A	Introduction	Image Creation	22B	History	Safety	Maintenance	Preparation and Operation	Press Operation	Inks and their Properties	22C	Safety	Photography (Black and White - Basic)	Photography (Black and White - Adv.)	Colour Photography	32A	Process Camera	32B	History	Safety	Papers	Bindery Operations	Packaging	Related Operations	Maintenance	Careers	32C	Practical Extensions
COM1020: Media & You													✓															
COM1030: Photography 1													✓															
COM1050: Printing 1			✓																									
COM1060: Audio/Video Production 1																												
COM1070: Animation 1																												
COM1080: Digital Design 1																												
COM2010: Presentation & Communication 2																												
COM2020: Media Design & Analysis 1																												
COM2030: Script Writing 1																												
COM2040: Photography 2														✓														
COM2050: Photographic Communication																												
COM2060: Photographic Techniques 1														✓														
COM2070: Printing Techniques 1			✓			✓	✓	✓	✓	✓													✓					
COM2080: Printing Applications 1			✓			✓	✓	✓	✓	✓													✓					
COM2090: Audio/Video 1																												
COM2100: Audio/Video 2																												
COM2110: Animation 2																												
COM2120: Digital Design 2																												
COM2130: Special Effects Photography														✓														
COM3010: Presentation & Communication 3																												
COM3020: Media Design & Analysis 2																												
COM3030: Script Writing 2																												
COM3040: Photography 3														✓														
COM3050: Photojournalism																												
COM3060: Photographic Techniques 2														✓														
COM3070: Colour Photography													✓	✓														
COM3080: Printing Techniques 2							✓	✓	✓	✓	✓						✓						✓				✓	
COM3090: Printing Applications 2							✓	✓	✓	✓	✓						✓						✓				✓	
COM3100: Audio 3																												
COM3110: Video 3																												
COM3120: Animation 3																												
COM3130: Digital Design 3																												

★September 1997: All practical arts courses replaced by Career and Technology Studies.

