



Arts, A/V Technology & Communications Standards Revision: Frequently Asked Questions

Question	Answer
I see a lot of changes in the courses within the Arts, A/V Technology & Communications career cluster. What do these changes represent?	<p>Broadcasting courses were revised into a program of study entitled A/V Production, which will now cover a range of production media and associated content, including film, audio, live production, and web.</p> <p>Digital Arts & Design courses were also revised to better align with the expectations of the various career fields (i.e., advertising, marketing, web design) that employ graphic artists and designers.</p>
Will the standards dictate how a teacher is to teach a specific standard?	<p>The standards are written to provide teachers with better direction as to the content and expectations of what the student should know and be able to do. This will allow the teacher to use the best method of instruction to enhance the student's learning experience.</p>
Will a student need to complete all four levels of the program of study to meet the elective focus required for graduation?	<p>No. Students will only need to complete three courses within a program of study or career cluster to complete their elective focuses and become CTE concentrators. Specific elective focus areas are selected by local boards of education. We do, however, encourage students to complete all four courses in a program of study to ensure they are best prepared for postsecondary and career opportunities.</p>
Is there room in a high school student's schedule to complete a four-course program of study?	<p>Most LEAs' master schedules provide opportunities for students to receive elective credits in addition to the minimum credits required for graduation by State Board of Education policy. Most programs of study include at least one course required for graduation as part of the logical sequence, allowing a student to fulfill graduation requirements while progressing through a program of study. We strongly encourage students, parents, and administrators to select a student's elective focus during his/her freshman year.</p>

<p>How will these standards help prepare my students to function in society and in the workforce?</p>	<p>Data gathered from business and industry illustrate that the skills and knowledge required for success in the workforce are identical to those required for success in postsecondary. Industry trends show the majority of current and future occupations will require some form of postsecondary training. It is our responsibility to prepare all students with the skills they need to be successful. These standards also ensure that students develop skills to be productive members of society by becoming more informed individuals.</p>
<p>What if I am concerned that my students are not able to do this level of work yet?</p>	<p>Standards are structured to develop conceptual understandings of both technical and literacy skills in a logical progression. All students can meet postsecondary and career readiness expectations embedded in these standards with the correct supports.</p>
<p>There are a lot of references to general education standards in the new standards. Are we expected to teach general education content in addition to our CTE content?</p>	<p>These standards reflect general education standards where they have direct application to CTE content. Teachers are not expected to teach general education standards; rather, they should be able to show the application of these concepts in a contextual way through the instruction of their CTE content.</p>
<p>Will instruction in SkillsUSA be included in the courses?</p>	<p>Yes. SkillsUSA is an integral part of our courses in the Architecture & Construction career cluster. All CTE courses include alignment to their respective CTSOs. Over the coming weeks, the Division will release materials aligning specific SkillsUSA competitive events and TSA competitive events (where applicable) with the course standards. These materials will give teachers additional tools to help students meet the rigorous standards of the revised courses and CTSO competitive events.</p>
<p>Can I use TSA as the CTSO for my program of study?</p>	<p>Yes. Some TSA competitive events align with the Digital Arts & Design and A/V Production programs of study.</p>
<p>The credit recommendations for level 3 courses are listed as 1-2 credits. What does this mean?</p>	<p>The level 3 courses, Digital Arts & Design III and A/V Production III, were designed to be flexible for varying school schedules. The following options are possible: When all course standards are covered, the level 3 courses should be offered for two credits. The course description documents for level 3 courses provide two options of course standards for one credit. If offered for one credit, a student may repeat the level 3 course (for a total of two credits) when alternating course standards are covered each time.</p>

<p>I do not see courses in Printing Graphics, were these courses retired?</p>	<p>Yes. Printing Graphics Technology I & II were retired due to the poor job outlook for print workers. In Tennessee, available jobs for printing are projected to decline by 1,310 jobs (-18.4% change) from 2012 to 2020 (<i>Tennessee Department of Labor & Workforce Development, 2014</i>). Printing Graphics teachers who hold one of the required endorsements and one of the required industry certifications (ADDA Certified Digital Designer or NOCTI Advertising & Design or Adobe Certified Expert) will be able to teach Digital Arts & Design courses.</p>
<p>I teach courses in the Business Management & Administration cluster. I do not see Interactive Multimedia Design included in the revised courses in the Arts, A/V Technology & Communications cluster. Was the course retired?</p>	<p>Yes. Standards in this course were duplicative of standards in the Digital Arts & Design program of study. Business teachers with the 476 endorsement may teach Digital Arts & Design courses if they also hold one of the industry certifications required for Digital Arts & Design (ADDA Certified Digital Designer or NOCTI Advertising & Design or Adobe Certified Expert).</p>
<p>I do not see courses in Audio Production. Were these courses retired?</p>	<p>Beginning in school year 2015-16, Audio Production will no longer be included in the state's programs of study offering. For the few LEAs that currently teach Audio Production, we encourage them to continue offering this program of study where there is a demonstrated industry need and a track record of success at the program school. The Division will be reaching out to these schools to coordinate the revision of the Audio standards prior to the start of the 2015-16 school year.</p>