Multimedia Communications

Items	Standard
	2) CONTENT STANDARD 2.0: ELEMENTS AND PRINCIPLES OF DESIGN AND COMPOSITION
10	**1) PERFORMANCE STANDARD 2.1: DESCRIBE ELEMENTS AND PRINCIPLES OF DESIGN**
3	**2) PERFORMANCE STANDARD 2.2: EXPLAIN COMPOSITION**
	3) CONTENT STANDARD 3.0: MEDIA PLATFORMS, (PHOTOGRAPHY, GRAPHIC DESIGN, AUDIO, VIDEO, WEB, LIVE EVENTS
1	**2) PERFORMANCE STANDARD 3.2: IDENTIFY THE VARIOUS COMPONENTS OF MULTIMEDIA COMMUNICATIONS**
	4) CONTENT STANDARD 4.0: LEGAL AND ETHICAL ISSUES IN PROJECT DEVELOPMENT
4	**1) PERFORMANCE STANDARD 4.1: EXPLAIN LEGAL AND ETHICAL ISSUES FOR PROJECT DEVELOPMENT**
8	**2) PERFORMANCE STANDARD 4.2: EXPLAIN THE LEGAL AND ETHICAL USE OF CONTENT**
2	**3) PERFORMANCE STANDARD 4.3: EXPLAIN LEGAL AND ETHICAL ISSUES AS IT RELATES TO THE WORKPLACE ENVIRONMENT**
	5) CONTENT STANDARD 5.0: PROPER USE OF PRODUCTION TOOLS AND TECHNIQUES
5	**1) PERFORMANCE STANDARD 5.1: DEMONSTRATE EFFECTIVE USE OF CAMERA EQUIPMENT**
4	**2) PERFORMANCE STANDARD 5.2: DEMONSTRATE PROPER USE OF LIGHTING EQUIPMENT**
4	**3) PERFORMANCE STANDARD 5.3: DEMONSTRATE PROPER USE OF AUDIO EQUIPMENT**
9	**4) PERFORMANCE STANDARD 5.4: PRACTICE PRODUCTION, PLANNING, AND EXECUTION**
	6) CONTENT STANDARD 6.0: MARKETING CONCEPTS AND SOCIAL MEDIA
4	**1) PERFORMANCE STANDARD 6.1: UTILIZE MARKETING INFORMATION SYSTEMS**
1	**2) PERFORMANCE STANDARD 6.2: DEMONSTRATE THE NATURE AND SCOPE OF ADVERTISING**
9	**3) PERFORMANCE STANDARD 6.3: DEMONSTRATE COMPREHENSION OF BRANDING AND TARGET MARKETING**
2	**4) PERFORMANCE STANDARD 6.4: DEMONSTRATE COMPREHENSION OF SOCIAL MEDIA MANAGEMENT**
	7) CONTENT STANDARD 7.0: PROFESSIONAL COMMUNICATION
4	**1) PERFORMANCE STANDARD 7.1: EVALUATE INFORMATION FROM VARIOUS SOURCES**
4	**2) PERFORMANCE STANDARD 7.2: WRITE CONTENT FOR MULTIMEDIA COMMUNICATION**
	8) CONTENT STANDARD 8.0: CONTENT CREATION

12	1) PERFORMANCE STANDARD 8.1: DEMONSTRATE EFFECTIVE WEBSITE DEVELOPMENT
11	2) PERFORMANCE STANDARD 8.2: DEMONSTRATE EFFECTIVE GRAPHIC LAYOUT AND DESIGN TECHNIQUES
3	3) PERFORMANCE STANDARD 8.3: DEMONSTRATE EFFECTIVE AUDIO/VISUAL TECHNIQUES
100	Total Correlations