

# INFORMATION TECHNOLOGY

## B. Media Support and Services Career Pathway

B1.0 Students understand the effective use of tools for media production, development, and project management.

BENCHMARKS	COURSE TITLES				
B1.1 Know basic functions of media design software, such as keyframe animation, 2-D design, and 3-D design.					
B1.2 Use appropriate software to design and produce professional-quality images, documents, and presentations.					
B1.3 Analyze the purpose of the media to determine the appropriate file format and level of compression.					
B1.4 Analyze media and develop strategies that target the specific needs and desires of the audience.					
B1.5 Understand the development and management process of a show (e.g., TV program, musical, and radio)					
B1.6 Know the basic design elements necessary to produce effective print, video, audio, and Web-based media.					
B1.7 Use technical skills (e.g., pagination, printing, folding, cutting, and binding) to produce publishable materials.					

Primary Delivery - **P**

Secondary Delivery - **S**

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B2.0 Students understand the effective use of communication software to access and transmit information.

BENCHMARKS	COURSE TITLES				
B2.1 Know multiple ways of transferring information and resources (e.g., text, data, sound, video, and still images) between software programs and systems.					
B2.2 Understand the differences between various Internet protocols (e.g., http, ftp, mailto, and telnet).					
B2.3 Use multiple online search techniques and resources to acquire information.					
B2.4 Know the appropriate ways to validate and cite Internet resources.					

Primary Delivery - **P**  
 Secondary Delivery - **S**

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## B. Media Support and Services Career Pathway

B3.0 Students understand the use of different types of peripherals and hardware appropriate to media and technology.

BENCHMARKS	COURSE TITLES				
B3.1 Understand the appropriate peripherals and hardware needed to achieve maximum productivity for various projects.					
B3.2 Know how to identify and integrate various types of peripherals and hardware to meet project requirements.					
B3.3 Use various types of audio and video equipment as appropriate for different projects (e.g., digital cameras, recorders, scanners, web cams, and CD and DVD recorders).					
B3.4 Understand the types of media storage, utilization of the appropriate file format, and how to convert data between media and file formats.					

Primary Delivery - **P**  
 Secondary Delivery - **S**

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## B. Media Support and Services Career Pathway

B4.0 Students apply technical and interpersonal skills and knowledge to support the user.

BENCHMARKS	COURSE TITLES				
B4.1 Use a logical and structured approach to isolate and identify problem sources and resolve problems.					
B4.2 Know available resources for problem identification and resolution.					
B4.3 Use technical writing and communication skills to work effectively with diverse groups of people.					
B4.4 Understand the principles of a customer-oriented service approach to users.					

Primary Delivery - **P**  
 Secondary Delivery - **S**

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## B. Media Support and Services Career Pathway

B5.0 Students understand and apply knowledge of effective Web page design and management.

BENCHMARKS	COURSE TITLES				
B5.1 Understand the purpose, scope, and development of a website.					
B5.2 Know relative features, strengths, and weaknesses of different authoring programs and cross-platform issues.					
B5.3 Use industry-standard programs to produce a Web-based business operation or simulation.					
B5.4 Know the tools needed to enable multimedia capabilities for websites (e.g., still images, animated graphics, sound, video).					
B5.5 Know strategies for optimizing Web design for fast delivery and retrieval.					
B5.6 Know the tools needed to enable databases to collect data from website visitors (e.g., how to create forms and create a database of collected information; how to manage an online database) and the tools needed to manage the website overall (e.g., basic HTML coding, website statistical tracking, standard scripting languages, and advanced communications protocols).					

Primary Delivery - **P**  
 Secondary Delivery - **S**

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## B. Media Support and Services Career Pathway

BENCHMARKS	COURSE TITLES				
B5.7 Know the full process of Web hosting (e.g., registering domain names, setting up Web hosting, setting up email addresses, and recognizing privacy issues).					
B5.8 Understand the hardware (server) and software required for Web hosting.					
B5.9 Know the tools and process to register websites with search directories and engines and to enable e-commerce capabilities (e.g., sell products, create a shopping cart, and handle credit card transactions).					
B5.10 Differentiate among various versions of Internet programming languages.					

Primary Delivery - **P**  
 Secondary Delivery - **S**