

Blueprint for Instruction and Assessment

Digital Communication

09.0702.00



Domain	Related Standards	Instructional Time
Domain 1 Production	STANDARD 4.0 USE HARDWARE AND SOFTWARE TO MANAGE MEDIA STANDARD 5.0 USE DEVICES AND SOFTWARE FOR DATA CAPTURE AND MANIPULATION	45 - 50%
Domain 2 Pre-Production/ Information Gathering	STANDARD 3.0 DEMONSTRATE COMMUNICATION SKILLS REQUIRED BY THE MEDIA INDUSTRY STANDARD 6.0 PERFORM TASKS IN THE PRE-PRODUCTION PLANNING PHASE OF MEDIA PROJECTS	20 - 25 %
Domain 3 Post-Production/ Marketing and Distribution	STANDARD 7.0 PERFORM TASKS IN THE POST-PRODUCTION PHASE OF MEDIA PROJECTS STANDARD 8.0 DELIVER/DISTRIBUTE CONTENT USING VARIOUS MEDIA IN ACCORDANCE WITH CONSUMER EXPECTATIONS	15 - 20 %
Domain 4 Media History, Law, and Ethics	STANDARD 1.0 DESCRIBE THE MEDIA INDUSTRY AND ITS ROLE IN THE ECONOMY STANDARD 2.0 INVESTIGATE INTELLECTUAL PROPERTY LAW AND RIGHTS MANAGEMENT	10 - 15 %

Content domains are bodies of knowledge, skills, or abilities to be taught or assessed. They illustrate the relationship among technical standards, instructional time, and student success on the Technical Skills Assessment. This blueprint corresponds with the technical standards endorsed on May 19, 2021.

