



Pathway Assessment Blueprint

Broadcasting and Journalism



Test Code: 1106 / Version: 01

“Measuring What Matters”

Specific Competencies and Skills Tested in this Assessment:

General Arts and Communications Technical Skills

- Compare and contrast the roles of creators, performers, and others involved in the production and presentation of broadcasting/journalism, performing arts, and visual arts
- Understand the creative development process as it relates to artistic fields
- Demonstrate an awareness of the arts within a cultural context to understand the nature and scope of art in society (e.g., how film, theatre, television, electronic, and print media productions influence values and behaviors.)
- Analyze current issues related to the arts and communication fields
- Use marketing and advertising strategies effectively to inform and interest the public about various arts and communication programs



Broadcasting and Journalism Technical Skills

- Demonstrate the writing processes used in journalism and broadcasting media (e.g., cultivating ideas, comparing and contrasting different writing styles, using pictures/video to support stories, editing content)
- Demonstrate the ability to plan and deliver a broadcast production
- Demonstrate understanding of technical support related to broadcasting (e.g., equipment, lighting)

Academic Foundations

- Apply reading skills in an arts and communication environment
- Apply writing skills in an arts and communication environment
- Apply mathematical skills in an arts and communication environment
- Apply scientific skills in an arts and communication environment

Specific Competencies and Skills Continued:

Systems

- Demonstrate understanding of the roles arts and communication fields hold within society and the economy
- Demonstrate understanding of company hierarchies and roles within arts and communication organization structures

Ethics and Legal Responsibilities

- Apply appropriate laws and regulations to arts and communication situations
- Exhibit ethical conduct in conducting business and making decisions in arts and communication environments

Communication

- Locate, organize, and reference written information from reliable sources to communicate with coworkers and clients/participants
- Develop and deliver formal and informal presentations using appropriate media to engage and inform audiences
- Apply listening skills and interpret verbal and nonverbal behaviors to enhance communication with coworkers and clients
- Interpret and use tables, charts, and figures to support written and oral communication

Information Technology Applications

- Use software such as word processors and spreadsheets to perform common business applications
- Use software such as databases to track and maintain company information



Specific Competencies and Skills Continued:

Problem Solving, Critical Thinking, and Decision Making

- Use problem solving and critical thinking skills to locate good sources of information about problems and determine appropriate methods for investigating causes
- Use problem solving and critical thinking skills to determine root causes of problems and suggest solutions



Leadership and Teamwork

- Exhibit leadership qualities to improve the quality of work and the work environment
- Work effectively in a team environment to improve the quality of work and the work environment

Safety, Health, and Environmental

- Identify and practice appropriate health and safety procedures for arts and communication occupations
- Demonstrate appropriate emergency and first aid knowledge and procedures for arts and communication occupations



Employability and Career Development

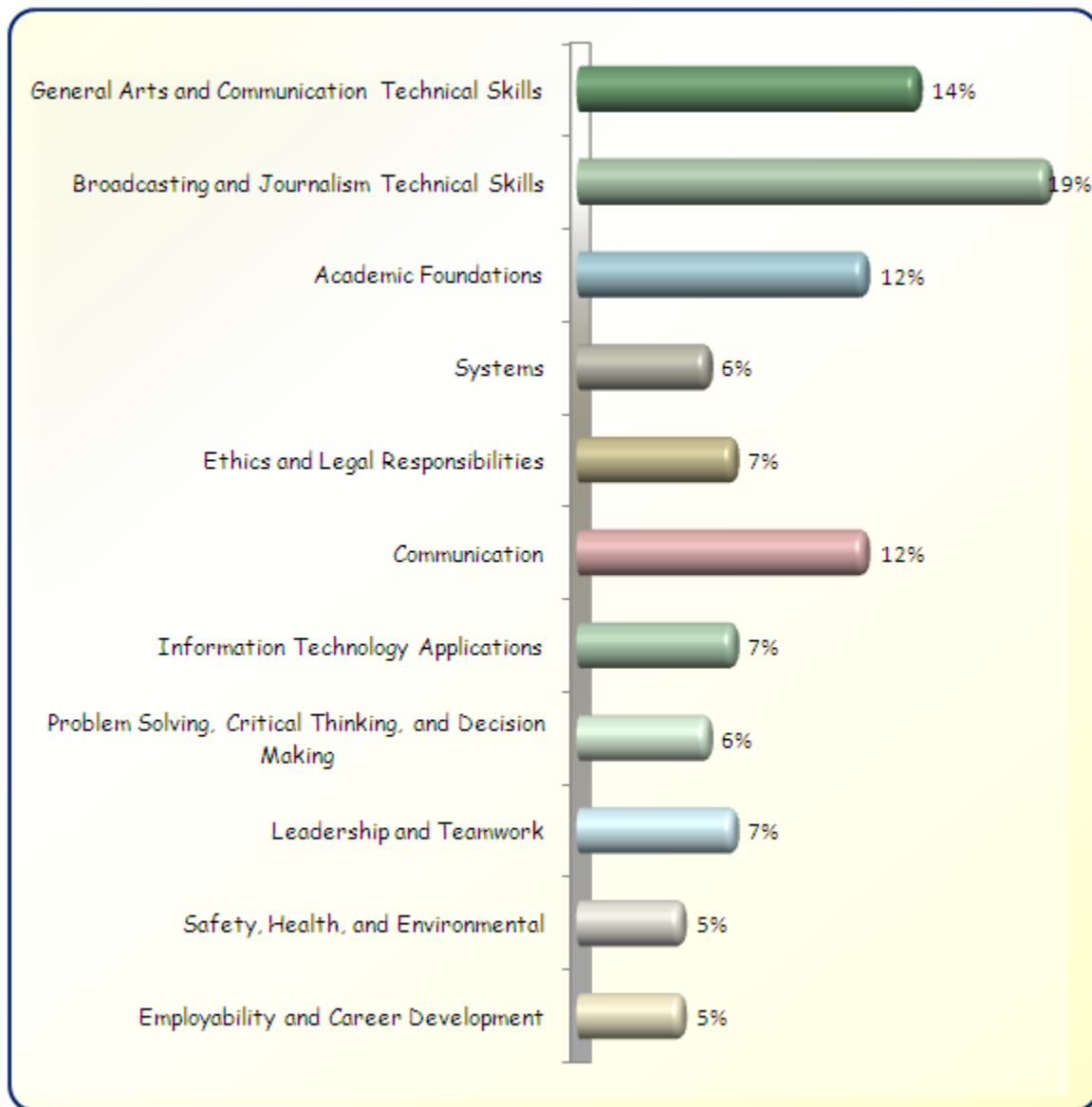
- Demonstrate employability skills related to a career in arts and communication
- Pursue career development skills to advance in arts and communication careers

Written Assessment:

Administration Time: 2 hours

Number of Questions: 104

Areas Covered:



Sample Questions:

When used effectively, the _____ can help establish a strategic platform and keep the creative team on the same page as the client.

- A. design brief
- B. comprehensive
- C. market research
- D. source book

To secure legal rights to use someone's face in a production or published photo, the producer must get a

- A. copyright from the state
- B. release signed by the subject
- C. patent for the processing that will be used
- D. verbal agreement

One benefit of teamwork for employees is

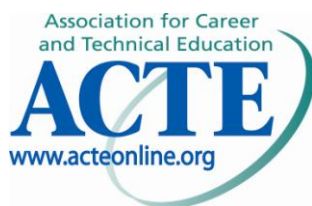
- A. less responsibility
- B. higher pay
- C. greater work efficiency
- D. less required training

Light used to soften shadows is called

- A. key light
- B. spotlight
- C. fill light
- D. base light

An effective mentor is a person who

- A. shares mastered skills and experience
- B. holds a leadership position in the organization
- C. is external to the employee's organization
- D. has been given salary raises in the past



The Association for Career and Technical Education (ACTE), the leading professional organization for career and technical educators, commends all students who participate in career and technical education programs and choose to validate their educational attainment through rigorous technical assessments. In taking this assessment you demonstrate to your school, your parents and guardians, your future employers and yourself that you understand the concepts and knowledge needed to succeed in the workplace. Good Luck!