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## B. Media Support and Services Pathway

Students in the Media Support and Services Pathway prepare for careers that involve creating, designing, and producing multimedia products and services, including the development of digitally generated or computer-enhanced media used in business. Organizations of all types and sizes use digital media (e.g., CDs, DVDs, Web sites) to communicate with existing and potential customers. Media support experts can find jobs in organizations doing such work as creating e-business Web sites.

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

- B1.1 Know the basic functions of media design software, such as keyframe animation, two-dimensional design, and three-dimensional 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., television programs, musicals, radio programs).
  - 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, binding) to produce publishable materials.
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*B2.0 Students understand the effective use of communication software to access and transmit information:*

- B2.1 Know multiple ways in which to transfer information and resources (e.g., text, data, sound, video, still images) between software programs and systems.
  - B2.2 Understand the differences between various Internet protocols (e.g., http, ftp, mailto, 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.
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*B3.0 Students understand the use of different types of peripherals and hardware appropriate to media and technology:*

- 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 (e.g., digital cameras, recorders, scanners, Web cams, CD and DVD recorders), as appropriate, for different projects.
- B3.4 Understand the types of media storage and the use of appropriate file formats, and know how to convert data between media and file formats.

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

- B4.1 Use a logical and structured approach to isolate and identify the source of problems and to resolve problems.
- B4.2 Know the available resources for identifying and resolving problems.
- 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.

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

- B5.1 Understand the purpose, scope, and development of a Web site.
- B5.2 Know the 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 (e.g., still images, animated graphics, sound, video) for Web sites.
- 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 Web site visitors (e.g., how to create forms and create a database of collected information and how to manage an online database) and the tools needed for general Web site management, including basic HTML coding, Web site statistical tracking, standard scripting languages, and advanced communications protocols.
- B5.7 Know the full process of Web hosting, including registering domain names, setting up Web hosting, setting up e-mail addresses, and recognizing privacy issues.
- B5.8 Understand the hardware (server) and software required for Web hosting.
- B5.9 Know the tools and process for registering Web sites with search directories and engines and for enabling e-commerce capabilities (e.g., sell products, create a shopping cart, handle credit card transactions).
- B5.10 Differentiate among various versions of Internet programming languages.