ARTS & COMMUNICATIONS

CREATIVE PROCESS COMPETENCIES

Creating	Students apply their understanding of idea generation, conceptualization of work, and work plans in order to produce, adapt, refine, and complete work.
Presenting, Performing, & Producing	Students can use their ability to select, interpret, and present artistic work in order to & convey meaning and share ideas with an audience.
Responding	Students can use their ability to perceive, analyze, and interpret work in order to evaluate and apply meaning to a creative presentation.
Connecting	Students can use their understanding of how societal, cultural, and historical context influences ideas and works in order to deepen understanding and evaluation of creative work.
Investigation & Research	Students can use their ability to identify and evaluate appropriate content and data in order to apply knowledge, revise, and refine individual works and presentations.

CREATIVE CAREERS COMPETENCIES

Project Management	Students can use their understanding of setting project deadlines, task-breakdown, and delegation in order to successfully complete projects independently or as part of a team.
Creative Technology & Design	Students can use their understanding of digital technology, cloud computing artistic elements, and composition techniques in order to create, edit, and complete work.
Resource Management	Students can use their understanding of the principles of managing, monitoring, and controlling resources including assets, money, and products in order to successfully achieve project expectations.
Brand Identity, Marketing, & Brand Management	Students can use their understanding of developing and adhering to an identity and core message in order to maintain consistency, market, and influence customer and community behavior.
Human Interaction	Students can use their understanding of communication, listening, and collaboration in order to ensure audience, customer, and team satisfaction.