

**§120.44. Business Image Management and Multimedia (One-Half to One Credit).**

- (a) General requirements. The recommended prerequisite for this course is Keyboarding, one-half credit or equivalent, as described in §120.26(a) of this title (relating to Keyboarding (One-Half to One Credit)). This course is recommended for students in Grades 10-12.
  - (b) Introduction. Students recognize, evaluate, and prepare for a rapidly evolving global business environment that requires flexibility and adaptability. Students apply technical skills to address business applications of emerging technologies. Students enhance reading, writing, computing, communications, and reasoning skills and apply them to the business environment.
- 

(c) Knowledge and skills.

(1) The student demonstrates proficiency in developing professional oral and visual communication skills.

The student is expected to:

- (A) translate and interpret audio and visual materials such as charts, graphs, pictures, and maps for use in production development; and
- (B) design and make audio-visual business presentations, including:
  - (i) sales;
  - (ii) reports;
  - (iii) proposals; and
  - (iv) demonstrations.

(2) The student researches and develops a presentation addressing a changing business environment.

The student is expected to:

- (A) research the impact of technology on business;
- (B) research the effects of a changing business environment; and
- (C) develop a factual multimedia presentation based on research data.

(3) The student demonstrates use of a presentation system.

The student is expected to:

- (A) identify the components and types of multimedia presentations;
- (B) analyze the effectiveness of layout, color, special effects, and media objects in text documents and multimedia presentations;
- (C) import graphics, sound, and video objects into text documents and presentations, using CD-ROM, World Wide Web, and other on-line services with appropriate supervision;

- (D) apply the appropriate medium for documents and presentations;
  - (E) implement workplace standard technology for multimedia presentations;
  - (F) integrate media devices into document and presentation preparation; and
  - (G) research a topic and produces a multimedia presentation.
- (4) The student demonstrates image management procedures.
- The student is expected to:
- (A) identify and demonstrate image management procedures;
  - (B) analyze the cost and availability of integrating image management technology; and
  - (C) manipulate text, graphics, and other electronic images for business document production.
- (5) The student applies a publishing system.
- The student is expected to:
- (A) adhere to workplace standard technology for publishing; and
  - (B) produce documents using advanced standards and styles of publishing, including:
    - (i) watermarks;
    - (ii) mastheads;
    - (iii) perspectives;
    - (iv) special effects; and
    - (v) transformation; and
  - (C) demonstrate the use of various electronic publishing systems, including:
    - (i) web publishing; and
    - (ii) desktop publishing.

*Source: The provisions of this §120.44 adopted to be effective September 1, 1998, 22 TexReg 4985.*